

Dear CROP Hunger Walk Supporters:



The world has continued to experience struggles and hardships since the pandemic, and more recently, the number of individuals and families in our community who are experiencing greater economic hardships continues to increase. In 2024, we're seeing the increasing needs for food, rent, and utility assistance due from the rising costs of food and housing, sudden job losses and insufficient wages for the cost of living.

With your support, we can change the lives of men, women, and children experiencing hunger and poverty. Locally, the Greater Greensboro CROP Hunger Walk has been supporting our community for 43 years and provides funds to help those in need. Locally, the funds raised benefit the Greensboro Urban Ministry's (GUM) Potter's House Community Kitchen, where more than 300 meals are served daily. Globally, the funds raised support the world-wide efforts of Church World Service (CWS), an international organization that works to end hunger and poverty around the world by providing resources, tools, and training to empower sustainability. CWS also provides disaster relief assistance around the world.

Last year, your support as a CROP Walk Sponsor helped us raise over \$115,000! THANK YOU! In 2024, we will celebrate the 44th year of the Greater Greensboro CROP Hunger Walk. Over the past 43 years, the walk has raised more than \$6.2 million dollars to support hunger and poverty initiatives. Thank you for helping us to raise awareness and funds to support efforts to end hunger and food insecurity!

It is our hope that you will join us in the fight against hunger by becoming a sponsor of the 2024 Greater Greensboro CROP Hunger Walk. For as little as \$300, your company can become a Greater Greensboro CROP Hunger Walk sponsor. You will be making a difference in our community while receiving valuable visibility and recognition. For more information on sponsorship levels and the benefits of being a sponsor, please see the sponsorship brochure posted on our events page at GreensboroUrbanMinistry.org

I hope that you will join us in our on-going efforts to ensure no one goes hungry. Thanks to the generous support of this community, we can provide food and resources to our neighbors who need us most. If you have any questions, please contact me at ledford@guministry.org or **336.553.2641**.

Best Regards,

Cheryl Ledford

Community Engagement Manager/CROP Walk Coordinator
Greensboro Urban Ministry

GREATER GREENSBORO

CROP HUNGER WALK

OCTOBER 6
2024

**CROP
HUNGER WALK**
ENDING HUNGER ONE STEP AT A TIME



44 YEARS

WALKING TO END HUNGER TOGETHER, ONE STEP AT A TIME

2024 SPONSORSHIP OPPORTUNITIES

GREATER GREENSBORO CROP HUNGER WALK

ENDING HUNGER ONE STEP AT A TIME

Hunger is an ongoing crisis in the world, and escalating as the current economic conditions continue to effect many of our neighbors. There are many individuals who are undernourished and food insecure, meaning they do not have enough food to live and thrive. In our own community, 1 in 5 are considered food insecure and often do not know from where their next meal will come. The Greater Greensboro CROP Hunger Walk is a 5K community event that raises funds to fight this crisis. The funds raised are used locally and globally in the efforts to end hunger. Locally, 25% of funds raised through The Greater Greensboro CROP Hunger Walk support Greensboro Urban Ministry's Potter's House Community Kitchen, which provides a nutritious meal every day to over 300 individuals. Helping many of our neighbors in our community who are struggling with decisions to pay their bills, have shelter, or purchase needed food supplies. For more information on Greensboro Urban Ministry's programs and services, visit their website at GreensboroUrbanMinistry.org.

Globally, individuals and families from around the world do not have access to enough food to eat and resources to grow food. A lack of nutrition can impact their health and may limit their future abilities to meet basic needs for themselves and their families. CWS uses funds globally to provide programs, tools, and training to help those in need. Teaching people to grow their own food and utilize natural resources, allows them to feed their families and support their families, and empower them to sustain themselves and their communities. For more information on the services provided by Church World Service, please visit them online at cwsglobal.org.



CORPORATE SPONSORSHIP OPPORTUNITIES

	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,200	REGISTRATION AREA \$900	SILVER \$600	BRONZE \$300
"Presenting Sponsor" title on all material	•					
Recognition announcement from stage	•	•				
Logo/Name on GGCHW website	Logo/Link	Logo/Link	Logo/Link	Name	Name	Name
Logo on Registration Area Banner				Logo		
Logo/Name on event T-Shirts	Logo	Logo	Logo	Name	Name	Name
Logo/Name on brochure & stage banner	Logo	Logo	Logo	Name	Name	Name
Mention in the GUM Fall newsletter	Logo	•	•	•	•	•
Name in GGCHW e-newsletter	Logo/Link	Logo	•	•	•	•
Complimentary Walk T-Shirts	•	•	•	•	•	•
Individual mention/link on Facebook	2 posts	1 post				
Mention in group post on Facebook	•	•	•	•	•	•



Greensboro Urban Ministry's
Potter's House
Community Kitchen
serves over 300 meals
daily to
individuals and families





THANK YOU TO OUR 2023 SPONSORS

PRESENTING SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

- Grace Reigns Down • Greensboro NC Alumni Chapter of Kappa Alpha Psi Fraternity, Inc.
- Mother Murphy's Laboratories • Sigma Kappa Omega Chapter of Alpha Kappa Alpha Sorority, Inc. ©
- Source4 • UBS Financial Services, Inc.

BRONZE SPONSORS

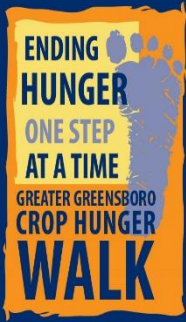
- Cass Jewelers • Gary & Kathryn Kellogg • GTCC Graphic Arts Dept. • Hinshaw UMC
- Dr. J. Scott Minor, DDS • John Newman Team @ Allen Tate Realtors • Lanny Johnson, GUM & CROP Volunteer
- Next Generation Academy • Taylor & Associates Appraisers, Inc.

CONTACT

Cheryl Ledford, Walk Coordinator
ledford@guministry.org
336.553.2641

Greensboro Urban Ministry/CROP Hunger Walk
305 West Gate City Blvd.
Greensboro, NC 27406

GreaterGreensboroCROPWalk.org • GreensboroUrbanMinistry.org
<https://events.crophungerwalk.org/2024/event/greensboronc>



305 W. Gate City Blvd.
Greensboro, NC 27406
P| 336.553.2641
F| 336.291.8090
GreaterGreensboroCROPWalk.org

Sunday, October 6, 2024

SPONSORSHIP FORM

Please respond by June 1, 2024, Payment due by July 31, 2024

Presenting Sponsor -\$5,000

Platinum Sponsor -\$2,500 Gold Sponsor -\$1,200

Silver Sponsor- \$600 Bronze Sponsor - \$300

Registration Area Sponsor -\$900

In Kind Donation: (items/value): _____

Sorry, we cannot be a corporate sponsor this year, but can publicize the CROP Hunger Walk within our organization.

Company Name: _____

Website: _____

Address: _____ ZIP: _____

Contact Name: _____ Phone: _____

Email: _____

Signature: _____ Date: _____

PAYMENT OPTIONS: (Check one below)

Return Sponsorship Form to:

Greater Greensboro CROP Hunger Walk
Attn: Cheryl Ledford / Greensboro Urban Ministry
305 W. Gate City Blvd., Greensboro, NC 27406

Our check is enclosed for \$ _____

Please make checks payable to Greensboro Urban Ministry, with memo: "CROP Walk Sponsorship."

We would like to pay by credit card: MasterCard VISA American Express

Card Number: _____ Exp. Date: _____ CVV: _____

Signature: _____ Amount: _____

We will send payment at a later date. Approximate Date: _____

Questions? Contact Cheryl Ledford, CROP Walk Coordinator & Community Engagement Manager at 336.553.2641 or ledford@guministry.org.



Supporting the hunger relief work of Greensboro Urban Ministry and Church World Service

