



Sunday, October 6, 2019
Montrose Harbor
Chicago, IL
apnaghar.org/stride-against-violence

APNA GHAR STRIDE AGAINST VIOLENCE FUNDRAISING ORIENTATION PACKET

Register at: <https://runsignup.com/Race/IL/Chicago/StrideAgainstViolence>

Thank you so much for signing up as a Team Captain or Team member to help fundraise for Apna Ghar's Stride Against Violence 5k! On behalf of the survivors of gender violence we serve, we are very grateful for your support.

We've created this brief packet to orient you and your team about Apna Ghar and the registration process. At any step, please feel free to reach out directly with any questions to **Ashley Tsuruda** at atsuruda@apnaghar.org or (773) 883-4663 x226

About the Event: Stride Against Violence is Apna Ghar's Signature Annual 5K to commemorate National Domestic Violence Awareness Month (DVAM). We are truly excited that 2019 marks the 13th year we will hold the race! This year, the event will take place on Sunday morning, October 6, 2019 at Montrose Harbor and features a fun-filled day for the entire family!

About us: Apna Ghar provides critical, comprehensive, culturally-competent services, and conducts outreach and advocacy across communities to end gender violence.

- Gender violence is a global human rights violation and public health concern
- 1 in 3 women will experience gender violence in her lifetime
- Immigrants and refugees face additional barriers to accessing resources and support
- The Chicago Police Department receives more than 500 domestic abuse calls each day, up to 200,000 each year

Apna Ghar is available 24 hours a day, 7 days a week, 365 days a year through our 24-hour crisis line and our emergency and long-term services. Learn more about Apna Ghar's impact at <http://www.apnaghar.org/what-we-do.html>

Become a Fundraising Captain: Forming and leading a fundraising team is your way to contribute and help us reach Apna Ghar's fundraising goals to support our mission. As a Team Captain, you will play a leadership role as you inspire and motivate your team to raise \$3,000 with innovative and fun ways to make it happen! Invite friends or family to sign up as Team members. Each time they solicit a donation, it goes towards your \$3,000 goal! Here is a step by step instruction tool kit we have created for you along with tips and a sample appeal. Good luck and thank you!

Step 1: Register to participate in the event

- Go to <https://runsignup.com/Race/IL/Chicago/StrideAgainstViolence> and Click Sign Up
- Follow the registration instructions

Step 2: Set up your individual fundraiser

- When you get to the donate page, click Become a Fundraiser
- Enter your name, select a goal, customize your page with a picture, message and URL

Step 3: Set up your team fundraiser

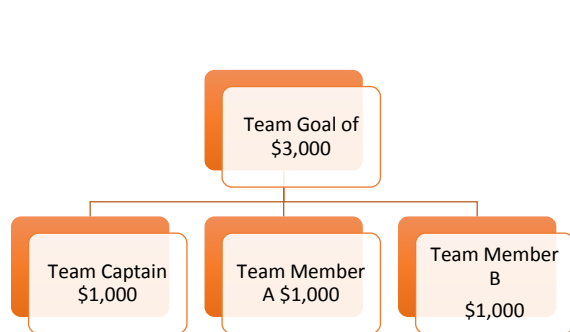
- After you’ve entered your information for your fundraiser, scroll down to where it says Create a Team Fundraiser and select the greyed out No (it will change to Yes).
- Create a name for your Team, add your team goal of \$3,000, and add a personal message for your team page

Step 4: Recruit others to join your team to meet a team goal of \$3,000

- Divide the \$3,000 goal between Team Members
- Reach your goal faster by getting more team members to join
- Share and educate your team about Apna Ghar by sharing this orientation packet

Step 5: Reach out to your network to ask for donations to support your participation

- Use social media to create a buzz around the event



RAISE \$500 IN A WEEK!

Sponsor yourself for \$25	\$25
Ask three family members for \$25	\$75
Ask five friends to donate \$15 each	\$75
Ask five coworkers to sponsor you for \$10	\$50
Email 15 people and ask for a \$10 donation	\$150
Ask your company for a \$75 contribution	\$75
Ask two businesses you frequent for \$25	\$50
Total	\$500

Fundraising Tips

- Sponsor yourself! Make the first donation to your page.
- Personalize your page and share why you are inspired by Apna Ghar
- Send emails, text and Whatsapp messages with the link to your page
- Use social media platforms to make the ask and raise awareness in innovative ways
- Add a tagline to your email signature
- See if your company or your friends’ companies have matching gift programs
- Ask your company, community, neighborhood online news portals to carry an article about your participation
- Create fundraising incentives for your team members to encourage them to raise more money
- If you collect checks, mail us the check with a memo and we will add it towards your online goal

Here's a quick sample appeal:

Dear Friends,

Gender violence is a global human rights violation. 1 in 3 women will experience gender violence over the course of her lifetime.

Immigrant and refugee survivors of gender violence face unique challenges, including limited access to social support, legal, and protective services. This summer I am raising funds for Apna Ghar as a Team Captain for the 13th Annual Signature event Stride Against Violence 5K.

Apna Ghar provides critical, comprehensive, culturally competent services, and conducts outreach and advocacy across communities to end gender violence. Apna Ghar has been serving survivors for more than 30 years and specializes in serving survivors from more than 50 countries.

Join me to raise funds to support survivors, spread awareness and advocate for change.

Here's what your tax-deductible donation can provide:

- \$15 will provide one night of emergency housing
- \$20 will provide a survivor with one counseling session
- \$50 will provide 2 nights of transitional housing
- \$100 will provide one hour of supervised visitation for a family

Your support will help provide survivors with the services they need to regain safety, stability and self-sufficiency. Thank you!

XXX

Apna Ghar Contact Information:

Mailing Address:

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4350 N BROADWAY, 2ND FLOOR
CHICAGO, IL 60613

Contact:

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