



USA

American Friends of ICC
1400 King St., Ste. B-104
Bellingham, WA 98229



INTERNATIONAL CHINA CONCERN

WALK THE WALL

Engagement Opportunities



International China Concern provides love, hope and opportunity to children with disabilities in China. ICC seeks to **Give Life, End Abandonment & Share Values** through the direct, holistic care of over 250 young people as well as vulnerable families raising children with disabilities.

JOIN THE GLOBAL MOVEMENT

HISTORY OF WALK THE WALL

In 2007, ICC Founder David Gotts, initiated an international fundraising walkathon called Walk the Wall. By walking the distance of the Great Wall or more, the collective love and support from all participants brings love, hope and opportunity to precious lives.

Each year, dozens of Walk the Wall events take place around the world. The walks can range from any distance, up to 10 km long and participants sign up, ask sponsors/donors to support them, and walk. Every walker is raising much-needed funds to care for children with disabilities in China.

YOUR SUPPORT MAKES A DIFFERENCE

By joining Walk the Wall, your donations will allow ICC to:

- Create and maintain family-style group homes providing 24-hour, holistic care and nurture for over 250 children living with disabilities.
- Increase the number of children with disabilities in ICC's care.
- Provide special education each year.
- Fund much-needed surgeries, such as heart defect repairs, spinal deformities, cleft palates, and many others.
- Provide in-house therapy, individualized rehabilitation and medical equipment including wheelchairs, walking frames and shower chairs.
- Empower children with disabilities by providing valuable life skills and vocational training.
- Support families raising children with disabilities through training, special education, individualized therapies, counseling, parent support groups, respite care and financial aid.



GIVE LIFE AND END ABANDONMENT

HOW TO JOIN WALK THE WALL

The US is poised for incredible growth for Walk the Wall events and we hope you will join the exciting momentum. Confirmed event locations for 2019 include Bay Area, CA; Bellingham, WA; Indianapolis, IN; and Salt Lake City, UT. Don't see your community represented? Consider starting an opportunity in your area!

Organize an event

With the help of ICC, you can create an event in your community to engage supporters who want to help those most vulnerable in China. Utilize our guide to keep it simple and fun.

Create a Grassroots Event

Do you have a tight-knit neighborhood, small group, local club or team that would like join together to make a difference? Hosting a smaller-scale walk might just be the ticket for raising awareness and funds on a level that makes sense for even the busiest of lives.

Host a Virtual Walk

Are you well-connected on social media or have family and friends stretching the globe? Consider walking, running or biking on your own and hosting a Virtual Walk on the Walk the Wall website to collect donations and share ICC's stories of hope. You can create your own goals, track donations and spread awareness all from the comfort of your couch.

Participate in a local walk

You can make a big impact simply by joining a scheduled walk. Our website makes it easy for you to sign up, raise funds and walk with others who are excited about ICC's mission. You can also volunteer at an event to create a fantastic experience for walk participants.

Interested in learning more?

Please contact Tracy Imbach at usa@chinaconcern.org or (360) 746-8520.

WHO CAN GET INVOLVED?

Groups of every size and type are invited to join ICC in our efforts to Walk the Wall. The history and structure of Walk the Wall makes this event a great choice for anyone who wants to engage in an event that transforms both the lives of participants as well as those ICC serves. Whether you want to start a large Walk the Wall event in your city, join with friends and family on a grassroots scale or participate in a Virtual Walk, we have the perfect engagement opportunity for you.



BUSINESSES

Creating a culture of community engagement and care for vulnerable individuals is an important goal for many businesses. Walk the Wall provides an easy opportunity where both employees and customers can reach corporate culture goals and make a difference globally.

Engagement Opportunities for Businesses

- Become an Event Sponsor through a financial or in-kind gift (see right column)
- Donate in-kind gifts (see benefits on Page 4)
- Coordinate and send a team/group to an existing event
- Promote any corporate matching opportunities your business might provide
- Host an Event
- Volunteer

Event Sponsors

ICC is deeply grateful to its sponsors who help offset the costs associated with Walk the Wall. Every dollar raised through corporate sponsorship increases the direct funding available for programs in China. Your sponsorship gains the benefits outlined on Page 4, in addition to:

- Coordinating and sending a team/group to an existing event
- Differentiation from your competitors
- Showcasing your brand on ICC's website and to thousands of ICC's supporters
- Boosted employee morale and engagement on your team, strengthening employee relationships

Underwriting Sponsors donate funds directly to ICC to cover Walk the Wall expenses, ensuring more fundraising dollars directly benefit those in ICC's care.

In-Kind Sponsors provide items and services needed to make Walk the Wall a success. Examples of needed in-kind donations include: Swag items for walk participants, Food & Beverage donations, Event Photography Services, Printing (brochures, fliers, signage) and Publicity & Promotion.

WHO CAN GET INVOLVED?



CHURCHES

Congregations seeking to care for orphans and vulnerable families in China have joined Walk the Wall to make a tangible impact. ICC provide a perfect cause for any age group to engage—children, families, life-groups, and whole church communities.

Engagement Opportunities for Churches

- Donate financially (suggested levels: \$250, \$500, \$1000—see Sponsorship Benefits on page 4)
- Host an event
- Coordinate and send a team/group to an existing event
- Fundraise for WTW (host a bake sale, hold a car wash, etc.)
- Publicize a walk
- Volunteer



SCHOOLS & CLUBS

A transformative connection to China is only a walk away for schools and clubs desiring to raise cultural awareness, reinforce curriculum and fulfill service hours. Schools and clubs will receive a recognition letter that shares the impacts made through participation, services and/or donations. Participants can share this letter with school and club supporters, district offices and the media.

Engagement Opportunities for Schools & Clubs

- Donate financially (suggested levels: \$250, \$500, \$1000—see Sponsorship Benefits on page 4)
- Host an event
- Send/coordinate a team
- Fundraise for WTW (host a bake sale, hold a car wash, etc.)
- Publicize a walk
- Volunteer



FAMILIES, GROUPS & INDIVIDUALS

ICC supporters who want to express their passion and continue to serve those in ICC's care can do just that by joining Walk the Wall in a myriad of ways.

Engagement Opportunities for Families, Groups & Individuals

- Fundraise for WTW: Sign up to walk as an individual or create a team
- Donate financially
- Host an event
- Volunteer
- Ask your employer if they offer Corporate Matching for donations made. Encourage team supporters to do the same.

SPONSOR LEVELS

To receive maximum pre-event exposure, sponsorship should be submitted 2 months before the event date. Sponsorships may be received closer to the event date but event-exposure may be limited. The value of both financial and in-kind donations will be honored as outlined.

Sponsor Benefit	Volunteer Teams (10+)	Location Event Host	Bronze (\$250)	Silver (\$500)	Gold (\$1,000)	Platinum (\$2,500)	Diamond (\$7,500)	Presenting (\$10,000)
Recognition certificate and small piece of artwork made by the children	•	•	•	•	•	•	•	•
Verbal recognition at event	•	•	•	•	•	•	•	•
Printed recognition at event		•	•	•	•	•	•	•
Social media post link to sponsor Facebook page			•	•	•	•	•	•
Recognition on AFICC's National Website & hyperlink to Sponsor's website				•	•	•	•	•
Recognition on ICC's Global Walk the Wall Website					•	•	•	•
Recognition in ICC newsletter (distributed to child sponsors, donors & supporters globally)						•	•	•
Recognition on USA Walk the Wall T-shirts								•
Recognition on ICC's Global main website & annual report (logo & link)								•

Walk the Wall Contact

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