

August 1, 2023

Dear Friends:



**“If not us, who? And if not now, when?”**

This call to action has been urging people to respond to crises for centuries. Such American leaders as President Ronald Reagan and civil rights icon John Lewis have used this call to action about dire circumstances. And now we use this call to action – the theme for our 40<sup>th</sup> annual CROP Hunger Walk – to inspire others. If we are not going to respond to the poverty impacting our community, then who will? If we are not going to respond to hunger and poverty crushing our community’s families now, then when will we act?

For decades, the Cleveland County CROP Walk has been giving people in our community an opportunity to act by raising money and awareness to fight hunger in our community and around the world. Proceeds support the work of Food and Shelter in Norman and global hunger-fighting efforts of Church World Service. The Cleveland County CROP Walk, slated Oct. 15 at Andrews Park, is a fun and impactful community event for anyone who wants to do their part to make life better for those living unstably housed and food insecure.

In the past 39 years, the Cleveland County CROP Walk has raised more than \$465,000. This year, we have set a goal of raising \$40,000 to celebrate our 40<sup>th</sup> annual walk. To make this happen, we need sponsorships and team participation. Sponsorships are quite affordable, especially considering the benefits.

**2023 Cleveland County CROP Walk Sponsorships honoring our 40<sup>th</sup> walk with a \$40 extra pledge:**

- \$ 240 - your **logo** will appear on our CROP Walk T-shirts, signage and in social media
- \$ 140 - your name will appear on CROP Walk T-shirts, signage and in social media.

If the extra \$40 does not work for your budget, please considering giving at traditional \$200/\$100 levels.

To become a CROP Walk sponsor, please mail your contribution with the enclosed reply form to Cleveland County CROP Walk, PO Box 812, Norman, OK 73070. **Please reply by Friday, Sept. 1, to be included on the T-shirts and printed materials.**

**You can also help by entering a team in the CROP Hunger Walk. It’s easy and fun.** To learn more, join us for our CROP Walk Orientation at 2 p.m. Sunday, Sept. 17, on Zoom or contact one of us to sign up. The Zoom link will be available on our website at [www.clevelandcountycropwalk.org](http://www.clevelandcountycropwalk.org). We hope you will join us for our Oct. 15th CROP Walk. Every step we take together is a step we take with those struggling with poverty.

Thank you so much for your consideration and support.

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