



NATIONAL COUNCIL OF THE UNITED STATES
SOCIETY OF ST. VINCENT DE PAUL, INC.



HIT THE PAVEMENT FOR THE POOR **2011 FOURTH ANNUAL FRIENDS OF THE POOR® WALK**

The Friends of the Poor® Walk is a unique national fundraising effort organized nationally and locally by Councils and Conferences of the Society. It allows community members from all walks of life across the country to participate in a simultaneous, nationwide event to raise national awareness of the challenges faced by the nation's poor and to raise significant funds for use in direct service to the poor. All funds raised locally will be used locally.

The Fourth Annual Friends of the Poor® Walk will be held on Saturday, September 24, 2011. The alternate date for this event is Sunday, September 25, 2011.

What are the benefits of hosting the Walk?

- The Walk raises funds for direct service to the poor in your community.
- The Walk raises awareness about the challenges faced by the nation's poor.
- The Walk increases the Society's national visibility.
- The Walk provides a terrific opportunity to involve members of your parishes and the general public in helping the poor in your community.
- The Walk helps develop significant public donor participation.

Other things to keep in mind

- The 2010 Walk was held at more than 200 locations around the country, attracted more than 17,600 participants, and raised more than \$1.4 million.
- Everything you need to host a Walk is online at www.svdpfriendsofthepoorwalk.org.
- Free t-shirts are available for walkers who register before August 8th.
- There will be national advertising for the Friends of the Poor® Walk.

What should you do?

Invest in your community by hosting a Friends of the Poor® Walk. We know that, as we work together, we can empower others to make a difference in our efforts to reduce poverty.

For questions about hosting a Walk in your community, please contact Gerri Sample at (314) 576-3993, ext. 211.