

CROP WALK

"We walk because they walk."

Who Walks in CROP Walk?

When you advertise on a CROP Walk T-shirt, your message is going to a very desirable group!

Mature adults - the average age is 33.5 years with 68% being over 18.

Well-educated - 64% over age 18 have college or advanced degrees.

Youth groups and families.

Individuals with discretionary income - 52% have an income of \$45,000 or more.

Most importantly, 73% of our walkers say that fighting hunger locally and globally is their key reason for taking part; and 53% say that the CROP Walk is the only event of its type in which they participate.

T-shirts are given out starting in August and continuing through the event. The public, for the life of the shirts, then sees your advertising.

Who Gets a CROP Walk T-shirt?

Each church recruiter

Every walker who raises \$100 or more

Every volunteer who works the day of the walk



CROP Walk 2017

The Cause

Proceeds from the CROP Walk will help to fight hunger both locally and globally. In Wichita, 25% of the money raised will be shared by local hunger-fighting agencies. This year, these agencies are United Methodist Open Door, City Life Neighborhood Fellowship, St. Paul's Lutheran Community Breakfast, and Inter-Faith Ministries Food Program.

Because CROP Walks are ecumenical and interfaith events, sponsors may designate their gifts to other USAID approved international hunger-fighting agencies such as MCC, Trees for Life, LWR, CARE, and others.

The CROP Walk is a program of Church World Service. Wichita leadership is provided by Wichita CROP Walk Committee. Participation in the local CROP Walk brings help and hope to people in our neighborhood and around the world!

More can be learned about the CROP Hunger Walk by visiting:
www.cropwalkwichita.org