

**Save the Date!**  
**Saturday February 24, 2018**



**Come join our 25<sup>th</sup> Annual GCCARD  
Walk for Warmth fundraiser !**

The Walk for Warmth is a statewide effort to promote public awareness concerning people experiencing heat-related emergencies, such as utility shut-off notices during the cold months. **For nearly 25 years this event has allowed GCCARD to advocate and raise funds on behalf of people in need throughout the year.**

**Don't be left out in the cold, Make your contributions Now!!**

All contributions raised in this effort stay here in our community to help Genesee County area families and individuals in need.

- *Did you know...*According to the U.S Census Bureau Genesee County has an estimated population of 408,615 of that 20.5% (83,766 individuals) are living in poverty.
- Also, as of 2014 33.2% of children in Genesee County lived in poverty

**Your Sponsorship** will provide direct service dollars to help assist local families, paying heat bills to keep them warm, safe and secure at home.

As part of your sponsorship, your business will be:

- Provided a vendor table on-site the day of the walk
- Highlighted on the Walk for Warmth website
- Featured on signs displayed in the registration area
- Listed in news media releases
- Company Name on event t-shirt (with a minimum donation of \$250)

**GCCARD** is one of 29 Community Action Agencies in Michigan working to alleviate the causes and circumstances of poverty.

For more information, please call Jade Young 810-762-4927 or email [jyoung@co.genesee.mi.us](mailto:jyoung@co.genesee.mi.us), or Genesee County website located at: [www.gc4me/resident/gccard](http://www.gc4me/resident/gccard)