

Home Partnership Packet

2008



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The Amazing Raise.....

Welcome to the Gawad Kalinga Hero's Run Training Program! Obtaining enough home partners to raise \$2,300 may seem like an impossible task but with this home partnership packet and your dedication to building a home for the poor, you will reach your goal. The packet contains examples and suggestions to inspire your own ideas on how you can obtain home partners. And as your official training program we are not only here to help you reach your goal to run 13.1 or 26.2 miles, but we are also here to help you find ways to obtain partners and reach your goal of \$2,300 or more.

The most important tip we have for you is to start as soon as possible. Now on your mark....get set...build a home!!



GK Hero's Run Marathon Training Program
Partnership Strategy Outline

This outline will help you estimate a goal to set for each partnership method you use. Breaking up your goal amount into smaller goals for each method will allow you to see just how attainable your goal is.

The most important tool to reach your goal is your partnership letter. Think of your partnership letter as your representative or spokesperson. The letter should state what it is you are doing, why you are running, the organization you are running for and most importantly, your goal. It is possible to reach your goal just by sending out partnership letters, but it is also a good idea to have at least two other methods to obtain home partners.

Steps 1 - Set your goal. Although the minimum amount for each runner is \$2,300, we highly encourage you to aim higher. Remember, in building a home, you are restoring a nation.

My Home Partnership Goal is \$_____.

Step 2- Prepare a partnership letter. As the representative or spokesperson of your partnership campaign it is important to keep track of how many letters you send out and the response you get from those letters.

I sent out _____ partnership letters.

Divide the number of letters sent out by your goal amount.

Each letter should produce \$_____.

If this amount seems too high you may want to send out more letters. Remember not all your letters will create home partners.

Total amount you expect to raise from your partnership letters
\$_____.

NOTE: The following steps are suggestions on other means to obtain partners. They are not meant to be followed in any particular order.

Step 3- Throw a party!! One of the most popular ways to raise money is to throw a party. Don't just throw any party; throw a party with a theme and a cause. Include Ancop/GK777 information in your party planning. Most parties raise between \$500 and \$2,000.

Total amount you expect to raise from your party \$_____.

Step 4- Recruit an actual spokesperson. How many of your friends or relatives cannot believe you have actually committed six months of your life to a training program to run 26.2 miles? How many of those individuals are proud of you for your commitment and the cause, but some reason or another cannot donate money to become a home partner? Recruit them to help you raise money. Ask them to be your spokesperson. And remember you can always have more than one spokesperson.

Total amount you expect your spokesperson(s) to raise \$_____.

Step 5 Build GK partnerships at the office. It's always a good idea to go over your company's policies for any possible restrictions before planning any event. Examples of events are pizza and movie night and karaoke night.

Event 1_____.
Amount expected to raise from Event 1 \$_____.

Event 2_____.
Amount expected to raise from Event 2 \$_____.

Event 3_____.
Amount expected to raise from Event 3 \$_____.

You may also want to check to see if your company participates in Corporate Matching. Many companies will match any

donation made to a non profit organization. See our list of companies that participate in corporate matching.

Step 6 Special Events. Have a garage sale or a car wash. Be creative! Events such as this usually generate \$200-500.

Total amount you expect to raise from your event
\$_____.

Step 7 Add up all the totals that you expect to raise from each partnership method and compare it to your goal that you set in Step 1. If your grand total is equal to or exceeds the goal you set for yourself then what are you waiting for?!? Start creating partnerships!!

If your grand total is less than the goal you set for yourself, don't get discouraged. Just contact the Hero's Run Partnership Team and we'll help you come up with ways to meet your goal. Remember we are here as a community to help each other cross that finish line together.

Bonus Tip: Never forget the 5 foot rule. Tell everyone within a five foot radius of you that you are training and building a home for GK Hero's Run.

SAMPLE LETTER/ EMAIL

Dear Aunt Sally,

On October 11, 2008, I will be running in the Long Beach International Marathon. I will attempt to do the impossible – run 26.2 miles with the help of the Gawad Kalinga Hero's Run Training Program. Can you believe that I am going to do this? It's hard, but the reason I am running this marathon is to raise enough money to build a house for the poorest of the poor in the Philippines.

Through the selfless efforts of ANCOP and Gawad Kalinga the people of the Philippines now have hope that one day they will rise above the status of a third world country. Gawad Kalinga not only builds but it is restoring a nation. When I raise \$2,300 I will be a part of this nation-building effort and be able to give a poor family a home.

If you would like more information on Gawad Kalinga and its efforts to rid the Philippines of poverty please visit the following sites:

www.gawadkalinga.org

www.ancopusa.org

It takes another kind of hero to give the physical self. I ask that you join me in the act of heroism by becoming a home partner. Attached is a home partnership form. Please fill it out and mail it to me, Mary Marathoner at 1234 Running Lane, Long Beach, CA 90000. Your tax deductible donation may be made payable to Ancop. Thank you in advance for your generosity.

Sincerely,

Mary

SAMPLE LETTER

Dear Friends & Family,

Without a doubt, I am getting ready for the biggest challenge of my life. On October 11, 2008, I will be running the Long Beach International Marathon. That's 26.2 miles, and yes all at once. Over the course of the next six months, I will be waking up early on Saturday and Sunday mornings and will a total of 500 miles. Luckily, I am not doing this on my own. I have joined the Gawad Kalinga Hero's Run Training program (GKHRT). Through this program, I have great coaches, mentors and teammates whose support will help me cross the finish line.

More important than my physical commitment to the program is my commitment to raise funds to build homes for the poorest of the poor in the Philippines. One home is equivalent to \$2,300. Over 40,000 families lost their homes during the typhoons in Luzon on December of 2004. Gawad Kalinga (GK) is committed to ridding the Philippines of its disease of poverty, by building not just homes but communities.

Yes, I know... who would've thought? Alex, running a marathon? I am not only running this race to get in shape and have rock hard abs, but also because it takes a different kind of hero to give the physical self.

I ask that you join me and help bring back hope and dignity to our fellow Filipino brothers and sisters, not by running but by becoming a Home Partner. The role of a Home Partner is not only to donate money to the cause, but help spread the news about the work of GK by simply telling a friend or relative. If you would like more information about GK please visit the following websites:

www.gawadkalinga.org

www.ancopusa.org

As I run the 26.2 mile marathon, you will be with me in spirit, and your partnership will inspire me to run stronger and faster to the finish line. Whatever you can do to contribute matters...it all adds up! With 100% of your donation going directly to a home, **you truly can make a difference.**

Please fill out a home partnership form, make checks payable to Ancop, and mail it to my home address. Or you can check my website at <http://www.active.com/donate/GKLongBeach>.

May God bless you for your generosity.

Love,

Alex

Home Partnership Letter Tips

- Give yourself a deadline to get your letters in the mail and send out your emails.
- Use the sample letters as a sample guide.
- Tell your story. Personalize your letter. Tell them why you are committing six months to this marathon.
- Give your potential home partners a deadline and inform them about your goal.
- Ask your potential home partners to be as generous as possible.
- Encourage your potential home partners to find out what Gawad Kalinga is all about by either including a brochure or website www.gawadkalinga.org and www.ancopusa.org.
- Remind your potential home partners that contributions may also be made on line by directing them to your website. (See Web Page Checklist to set up your website)
- Let someone read your letter before you send it out for feedback
- Include a blank home partnership form to each letter
- Edit your letter
- Keep a record of who you send the partnership letter to
- Invest in self-addressed stamped envelopes
- Send a letter to everyone you know
- Send thank you letters to everyone that becomes a home partner

HOME PARTNERSHIPS DOS AND DON'TS

DO

- DO Keep track of all partnership letters sent out.
- DO Tell everyone, and I mean everyone, that you are running a marathon and why you are running it.
- DO Be knowledgeable about the work and mission of ANCOP Gawad Kalinga by visiting www.gawadkalinga.org and www.ancopusa.org
- DO Be creative in obtaining Home Partners.
- DO Make your goal higher than \$2,300.
- DO Seek help from your Hero's Run Team by contacting us at gk777herosrun@gmail.com (Entitle your email "Home Partnership Help- Your Full Name).
- DO Follow up on people you sent partnership letters to.
- DO Inform your supporters and partners about your progress (i.e. update e-mails how many miles you ran, pictures of you crossing the finish line, information on your beneficiary family)

DON'T

- DON'T Limit yourself to just partnership letters
- DON'T Refer to this marathon as a fundraiser. This marathon is more than just raising funds to build homes; it's about creating awareness and building life long Gawad Kalinga Partners. (Hence the name of the packet – Home Partnerships)
- DON'T Think you are alone. You joined a team and remember we are in this together.
- DON'T Stop at \$2,300.

CORPORATIONS WITH MATCHING GIFT PROGRAMS

The following corporations are known to match contributions employees make to non for profit organizations like ANCOP and Gawad Kalinga. Ask your GK partners to check with their Human Resource Department to find out if their company has such a policy. Keep in mind that most companies take one to four months to process matching gifts.

3COM	FIRST QUADRANT	NORTHERN TRUST
ABBOTT LABORATORIES	FORTIS	OCE - USA INC
ACXIOM/DIRECT MEDIA	FREDDIE MAC	ORION CAPITAL CO.
ADOBE SYSTEMS INC.	FREEPORT	PACIFIC ENTERPRISE
ADVANCE MICRO DEVICES	GAP FOUNDATION	PEPSICO
AES CORPORATION	GANNETT FOUNDATION, INC	PFIZER
AETNA	GEICO CORPORATION	PHILLIP MORRIS COMPANIES
AGRIBANK	GENERAL RE	PITNEY BOWES
ALLIED SIGNAL FOUNDATION	GILLETTE	PLATINUM TECHNOLOGY
AXA FOUNDATION	GLAXOWELLCOME	PLAYBOY ENTERPRISE
BANKERS TRUST	GREEN TREE FINANCIAL	PROCTOR & GAMBLE
BANK OF AMERICA	GUIDANT	PRUDENTIAL INSURANCE CO
BANTA	HELLER'S	PUGET SOUND ENERGY
BAXTER ALLEGIANCE	HENRY J. KAISER FOUNDATION	QUAKER OATS
BC COMPANIES	HOME DEPOT	RAYTHEON SYSTEM CO.
BELLCORE	HOUGHTON	READER'S DIGEST
BLACK & DECKER	ILLINOIS TOOL WORKS	REUTERS AMERICA
BLOOMINGDALES	INGRAM MICRO	RGK FOUNDATION
BMG	INSO CORPORATION	SALLIE MAE
BOEING	INTERRA FINANCIAL	SAMUEL GOLDWYN CO.
BRAUN	J.P. GETTY TRUST	SAPIENT CORPORATION
CAD	J.P. MORGAN	SARA LEE
CANDLE FOUNDATION	JOHN G. KENNARD & CO.	SCHEIN PHARMACEUTICAL
CAPITAL GROUP COMPANIES	JOHN HANCOCK LIFE INSURANCE	SEDEWOCK INC.
CBS FOUNDATIONS	JOHNSON & JOHNSON	SOROS FOUND CHARITABLE FOUNDATION
CHARLES SCHWAB	JOSEPH E SEAGRAM & SONS	S.S. PAPADOPULOS & ASSOC, INC
CHASE MANHATTAN	JOSTENS FOUNDATION	ST. PAUL COMPANIES
CHEMICAL MANUFACTURERS INC	KEMPER	SUBARU
CHEVRON	KIRKLAND & ELLIS FOUNDATION	SUN MICROSYSTEMS
CHUBB CORPORATION	LEND LEASE REAL ESTATE INVEST	TENNANT
CITIBANK	LEVIS STRAUSS	THE AON FOUNDATION
CITICORP	LEXIS NEXIS GROUP	THE ASPECT
CAN	LIZ CLAIBORNE	THE CAPITAL GROUP COMPANIES
COLUMBIA GAS SYSTEM	LOTUS DEVELOPMENT	THE NEIMAN MARCUS GROUP
COMPUTER ASSOCIATES INTL	LUTHERAN BROTHERHOOD	THE ROCKEFELLER FOUNDATION
COOPER INDUSTRIES	MACY'S WEST	THOMAS FINANCIAL
CORNING	MARQUETTE BANCSHARES	T ROWE PRICE
CPC INTERNATIONAL	MESSACHUSETTS FINANCIAL	TIMES MIRROR FOUNDATION
C.R. SARD INC.	MASS MUTUAL LIFE INSURANCE	TRANSAMERICA FOUNDATION
CRATE AND BARREL	MATTEL FOUNDATION	UNIVERSAL STUDIOS
CRAY RESEARCH	MCGRAW HILL COMPANIES	UNIVERSAL STUDIOS
DAIN BOSWORTH	MCKNIGHT	US BANCORP FOUNDATION
EASTERN MOUNTAIN SPORTS	MEREDITH CORP	USA NETWORKS, INC
EQUITABLE FOUNDATION	MERRILL LYNCH	WATERS CORPORATION
ERICSSON, INC	MICROSOFT CORPORATION	W.K. KELLOGG
EWING MARION KAUFFMAN FOUNDATION	MINERAL TECHNOLOGIES INC	W.W.GRAINGER
EXXON MOBIL CORP	MORGAN GUARANT TRUST	WASHINGTON MUTUAL
FAEGRE & BENSON	NALCO/EXXON ENERGY CHEMS	WASHINGTON POST
FANNIE MAE	NATIONAL CITY BANK	WASTE MANAGEMENT
FEDERATED DEPT STORES	NATIONAL PHILANTHROPIC TRUST	WEINGARTEN FOUNDATION
FIDELITY INVESTMENTS	NEIMAN MARCUS	WEST GROUP
FINGERHUT CORP	NIKE	WESTERN ASSETS
FIRST BANK FOUNDATION	NINTENDO	WILLIAM COMPANIES
FIRST DATA CORP	NISSAN NORTH AMERICAN	XEROX
	NORCAL MUTUAL INSURANCE	

Turning in Your Sponsorships

1. All contributions and Partnership Forms are to be sent directly to **you**, the runner. Please ask for all checks to be made to: ANCOP USA with your name in the memo line. You can also collect contributions through your website on www.active.com.
2. Make a photocopy of the checks and Partnership Forms so you can monitor your contributions.
3. Every other weekend, you can turn in your contributions and Partnership Forms at the training sessions to the Finance Coordinators of your area
4. Runners who request receipts will be granted to those that request it for their Home Partners.
5. Included is a sample excel spreadsheet to assist you in monitoring your funds.

Caution

*** NO CASH will be accepted by the Finance Committee. If a contribution is received in cash, please write a personal check for the dollar amount given and turn it over to the Finance Committee.

*** All checks must be must be submitted with a Partnership Form.

***Please submit your contributions as often as you receive them so as not to inconvenience your home partners by holding on to their checks.

*** The Hero's Run Team is not responsible for misplaced/lost partnerships that are submitted through a third party.

