**Reading-Berks 40th Annual CROP Hunger Walk is on**

**Sunday, October 10, 2021**

*either at Gring’s Mill or virtually*

Over the past 39 years, thousands of walkers have raised **$1,133,363.67** (yes, over a MILLION dollars!) through our Reading-Berks CROP Hunger Walks. Holy cow… that’s amazing!!!!!!

This year we are planning to gather at Gring’s Mill again for our annual CROP Hunger Walk; however, because the coronavirus pandemic continues to rear its ugly head, we will also continue our VIRTUAL CROP Hunger Walk option.

It is urgent that we find ways to engage our community to continue giving to our CROP Hunger Walk as the pandemic continues to create an increased need for food and resources for our local agency, Helping Harvest and for CWS, serving across the US and around the world. **We need your support!!!**

**How can you, as the CROP Hunger Walk team leader for your church, help make this happen?**

Here are the steps you need to follow:

***Please encourage all walkers to register online and encourage supporters to do online donations.***

1. Set up your team and individual walk pages online:
	1. Go to: www.crophungerwalk.org/ReadingPA
	2. Click on the blue “Register” at top right of page
	3. Follow instructions
2. Have your other walkers also do Step 1.
3. Use the tools provided through your HQ page to share requests for donations and get more walkers.
4. Share your team page and personal page via email, facebook, etc. Watch the donations come in and share your success!

**On the day of the Walk:**

1. Come join us at Gring’s Mill! Registration is open from 12:30-2:00 and you can begin walking whenever your team is ready. This will alleviate the large group gathering at the beginning.
2. OR, walk as a group at your church or in your community
3. OR, encourage your walkers to walk at their own time and place.

**If walkers want to walk without signing up and/or using online donations online:**

1. Have walkers bring their completed donation envelopes to the Walk; Recruiters should gather all envelopes from their team members to hand in at the registration table that day
2. OR, collect all donations; write one check to cover all the cash donations then mail ALL the checks **payable to CWS CROP** to our treasurer,

Robin Lupowitz 149 Lucinda Lane Wyomissing PA 19610



**We are excited to announce we will be back at Isaac’s for this year’s CROP Walk kick-off fundraiser! We will again have the Walk materials and envelopes to distribute at Isaac’s on Thursday, September 9th between 11 AM and 8:00 PM. Isaac’s will share 15% of their eat-in, take out and online orders with curb-side pick-up and gift cards that day for anyone who mentions the CROP Hunger Walk fundraiser.**

**Please help support our CROP Walk and our local Isaac’s by joining us on September 9th!**

As in year’s past, 75% of the money raised at our Virtual Walk goes to support Church World Service’s mission to feed hungry people around the world by helping them develop self-sustaining methods of growing crops and raising livestock. 25% of the money raised will go to Helping Harvest, which provides food for those in need in Berks and Schuylkill Counties.

Encourage folks to share information about the Walk with their Facebook friends and share the link for them to donate online. After the many challenges caused by the pandemic it is so important to raise funds to help support people living in poverty. Our local Helping Harvest food bank reports they continue to serve more families than ever during this pandemic. The same is true everywhere so your generous support is much needed and greatly appreciated!

If you have questions or need more information, please call Dawn at 610-223-2305 or go to [www.crophungerwalk.org](http://www.crophungerwalk.org)/readingpa OR check our **Facebook page!** This link will get you there: <https://www.facebook.com/Reading-Berks-CROP-Hunger-Walk-332030921042472/>

You should also be able to copy and paste this QR code:



When you zoom in on this with a smart phone camera it will take you to the Facebook page.

**2020 Virtual CROP Walk Report** – Total Amount Raised was **$25,235!!!**

**Great job everybody! Thank you!!!**

**Thank you for your continued partnership and participation.**

The Reading-Berks CROP Hunger Walk Planning Team

You just never know who might be walking in the

Reading-Berks CROP Hunger Walk!