

THE DC BAR FOUNDATION'S



DC WALK FOR JUSTICE 5K

STRIDING TOWARD A FAIR AND EQUAL CIVIL LEGAL EXPERIENCE FOR ALL

**THURSDAY, OCTOBER 24, 2024
NATIONALS PARK**

SPONSORSHIP PACKET

ABOUT THE DC WALK FOR JUSTICE 5K



The DC Bar Foundation invites you to partner with us to launch the inaugural DC Walk for Justice 5K on October 24, 2024. **We aim to raise \$250,000 for the District's pressing civil legal needs.** By supporting a network of legal aid providers, the Foundation helps more than 30,000 District residents each year secure the fundamentals of life – the roof over your head, family stability, personal safety, and financial sustainability.

By sponsoring this event, you will foster closer ties with the community, create a tangible and lasting social impact, and position your organization as a leader in promoting public safety and wellbeing for District residents. You will also make your employees proud to be connected to a justice-minded workplace.

The Foundation has three goals for the Walk:

- to increase community awareness of the significant civil legal aid needs in the District of Columbia,
- to expand the network of lawyers, judges, and community members committed to supporting legal aid, and
- to raise at least \$250,000 for the Foundation's transformative work.

The Walk is patterned after the [London Legal Walk](#), which raises more than \$1 million annually for civil legal aid needs in London. Other communities in the UK, Australia, and the United States host annual legal walks.

At what sponsorship level can we count on you? (See page 4 of the Sponsorship Packet.)

DC WALK FOR JUSTICE 5K COURSE

The DC Walk for Justice 5K route will provide a uniquely “DC” experience for all participants, offering views of the iconic Nationals Park stadium and the scenic Anacostia Riverwalk Trail.

Participants will end the 5K walk at a finish line party with food, drinks, and music at Centerfield Plaza inside Nationals Park stadium!



WHO IS THE DC BAR FOUNDATION?



MISSION AND VISION

Since 1977, the DC Bar Foundation's mission has been to fund, support, and improve the legal representation of financially disenfranchised or otherwise underserved persons in the District of Columbia.

Our work is grounded in a commitment to racial justice and equity. As the leading funder of civil legal aid in the District, the Foundation is a catalyst for systems change. We foster collaborative, community-informed solutions that break down access to justice barriers for residents experiencing housing, financial, and personal insecurity. Our vision is that all residents of the District have equal access to justice.

PROGRAMS

The DC Bar Foundation makes grants, provides training, offers technical assistance, and fosters collaboration among dozens of legal aid organizations in Washington, DC. This network has provided legal aid to 130,000 District residents with low incomes in the past four years. Over half of our grants target housing insecurity (eviction & foreclosure defense to keep people in their homes). Since 1977, the Foundation has granted more than \$177.5 million to legal aid providers in DC. The Foundation also provides loan repayment assistance to qualified attorneys working for legal aid organizations.

IMPACT



























By working with all stakeholders, the DC Bar Foundation is changing how District residents discover and experience life-changing legal assistance. Bar Foundations nationwide identify the DC Bar Foundation as the pacesetter in making systemic changes that transform access to legal services.

For example, the Foundation is leading the effort to launch a Coordinated Intake and Referral (CIR) system, allowing clients to get legal help with a single phone call. This transformative effort will make it easy for all DC residents to get legal help quickly. DC residents must now navigate a maze of 50 organizations to determine which one can help them. We have gathered client feedback in the CIR design process and will evaluate each step as the system comes online in late 2024.

OUR REACH

Nearly 100 law firms and corporations – along with 400 attorneys and other individual donors – support the Foundation's work. The Foundation reaches thousands of stakeholders through our monthly newsletter and social media platforms, including LinkedIn, X (formerly Twitter), and Instagram.

DC WALK FOR JUSTICE 5K SPONSORSHIP TIERS & BENEFITS

<u>Benefits</u>	<u>Justice Trailblazer</u> (\$50,000)	<u>Justice Champion</u> (\$25,000)	<u>Justice Advocate</u> (\$10,000)	<u>Justice Partner</u> (\$5,000)	<u>Friend of Justice</u> (\$2,500)
Exclusive recognition as one of the following: Hospitality Host Sponsor, Free Parking Sponsor, Warm-Up Sponsor (includes signage and acknowledgment by announcer).					
Opportunity to deliver brief remarks at event kick-off.					
Exclusive logo placement on walk bib, mile marker signs, or official starting line event banner.					
Opportunity to have a booth or table at the event to promote your organization or business.					
Logo placement on educational signs along the course, and on event signage in Nationals Park.					
Public address recognition by DCBF CEO at event kick-off.					
Opportunity for an assignment for a sponsor volunteer group.					
Logo exposure on Nationals Park centerfield video board.					
Sponsorship acknowledgment by public address announcer at the event.					
Logo exposure on event communications					

FREQUENTLY ASKED QUESTIONS

WHY IS THE DC BAR FOUNDATION LAUNCHING THE DC WALK FOR JUSTICE 5K?

We have three goals for the DC Walk for Justice 5K: 1) to increase community awareness of the significant civil legal aid needs in the District of Columbia, 2) to expand the network of lawyers, judges, and community members committed to supporting legal aid, and 3) to raise significant funds for the Foundation's work.

DO OTHER COMMUNITIES DO SIMILAR WALK FOR JUSTICE 5K EVENTS?

Yes, the DC Walk for Justice is patterned after the London Legal Walk, which raises more than \$1 million annually for civil legal aid needs in London. Other communities in the UK and Australia host annual legal walks.

WHO WILL BENEFIT FROM MY PARTICIPATION IN THE WALK FOR JUSTICE 5K?

The DC Bar Foundation supports a network of more than 30 legal aid organizations in the District of Columbia, providing grants, training, technical assistance, and coordination. This network has provided legal aid to 130,000 District residents with low incomes in the past four years.

WHO CAN PARTICIPATE IN THE WALK?

Anyone! The DC Walk for Justice 5K benefits DC's legal aid community, but you do not have to be an attorney or work in the legal field to participate. We encourage all justice-loving individuals to join us for the Walk.

WHEN WILL THE WALK BE?

The Walk is on Thursday, October 24, 2024, at 4:30 p.m.

WHAT IS THE WALK ROUTE?

The Walk will begin and end at Nationals Park and weave through the surrounding neighborhood, including the Anacostia River Trail. The course is designed not to require street closures.

IS THE WALK A RACE?

No. This social and educational event allows participants to learn to know each other and become informed about legal aid issues in the District. The course will be an official 5K length, but the event will not be timed.

WHAT BENEFITS DO I RECEIVE AS A DC WALK FOR JUSTICE 5K SPONSOR?

A complete list of sponsor benefits is included in this packet.

HOW DO I REGISTER TO PARTICIPATE IN THE WALK?

Registration will be available on the DC Bar Foundation's website. Walkers can sign up for a \$25 registration fee/donation to the DC Bar Foundation. After completing registration, registrants will be prompted to create or join a fundraising team for the DC Walk for Justice 5K if they so desire.

WILL THERE BE FOOD AFTER THE WALK?

YES! Join us for a finish line party at Centerfield Plaza in Nationals Park Stadium after completing the walk.

REGISTRATION & TEAM FUNDRAISING FAQs

HOW DO I REGISTER FOR THE DC WALK FOR JUSTICE 5K?

Registering for the DC Walk for Justice 5K is simple! Please fill out the registration form [at this link](#). This should take no more than 5 minutes. Please note that the registration form will not work on Internet Explorer.

WHY DO I NEED TO REGISTER?

We require participants to register for several reasons. (1) To collect important emergency contact information (2) To keep track of participant numbers for capacity and safety reasons, and (3) To understand where our participants learned about the Walk!

IS THERE A REGISTRATION FEE?

There is no registration fee, but walkers are encouraged to make a donation to the DC Bar Foundation to support civil legal aid in DC. Once you complete the registration form, you will be prompted with a link to our [donate page](#) where you can make your gift.

WHAT IS THE REGISTRATION DEADLINE?

October 10. We need a firm number of walkers so we're sure to have enough food and drink for the finish line party!

WHAT ARE FUNDRAISING TEAMS?

Online fundraising teams give individuals the opportunity to raise funds for the DC Walk for Justice 5K in support of civil legal aid in DC. It is free to join a fundraising team - but, of course, you are encouraged to donate and invite your friends to do so as well. Joining a fundraising team also does not mean you are required to walk.

Sometimes, individuals or workplaces like to gather teams of friends, family, and/or colleagues to walk together at 5K charity events. If you would like to do that for the DC Walk for Justice 5K, it may be easiest to establish and keep track of your walking team roster by creating an online fundraising team and inviting your friends, family, and/or colleagues to join. You can then, if you desire, fundraise together as a team in support of our event using your online fundraising page.

If your team decides to walk together, we encourage you to come to the October 24 event wearing matching shirts! If you wish to design a custom shirt, you can access our [event logo HERE](#).

DOES CREATING OR JOINING A FUNDRAISING TEAM AUTOMATICALLY REGISTER ME FOR THE WALK?

No. Because we need to collect important participant information, including emergency contact information, any individual interested in walking MUST fill out the walker registration form, [available at this link](#).

However, you do not need to be a walker to fundraise or donate.

HOW DO I CREATE A TEAM?

1. To create an online fundraising team, [click HERE](#).
2. Click the "I Want to Fundraise for This" button and follow the on-screen instructions for Creating a Team in the "Fundraising as a Team?" Box.
3. As you invite individuals to join your online fundraising team, please be sure that everyone who wants to walk also registers [at this link](#).

HOW DO I JOIN AN EXISTING TEAM?

1. To join an existing fundraising team [click HERE](#).
2. Click the "I Want to Fundraise for This" button and follow the on-screen instructions for Joining a Team in the "Fundraising as a Team?" Box.
3. If you haven't already done so, please make sure to register for the Walk [at this link](#).

CAN I BE ON MORE THAN ONE TEAM?

Participants are only able to join one fundraising team.

CAN I DONATE WITHOUT WALKING?

Yes, you do not have to be a walker to fundraise or donate. You can create or join a fundraising team by following the above instructions. Or, if you would simply like to make a donation without creating or joining a fundraising team, please [click HERE](#).



DC WALK FOR JUSTICE 5K SPONSORSHIP COMMITMENT



Please download this PDF form to fill and sign before returning to DCBF.

Sponsor Company/Organization Name: _____

Contact (Name & Title): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

LEVEL OF SPONSORSHIP:

- Justice Trailblazer (\$50,000)
 Justice Champion (\$25,000)
 Justice Advocate (\$10,000)
 Justice Partner (\$5,000)
 Friend of Justice (\$2,500)

PAYMENT TYPE:

- Check
 ACH
 Online via [DC Walk for Justice 5K sponsorship website](#)

Please make checks payable to the DC Bar Foundation and mail with a completed form to the address below, or [CLICK HERE](#) to visit our website and pay online. For more information on in-kind sponsorships or instructions for completing payment via ACH, please contact Daryl Byler, DCBF Director of Development and Communications, at byler@dcbfoundation.org or (202) 853-9025.

DC Bar Foundation
200 Massachusetts Avenue, NW, Suite 700
Washington, DC 20001

THANK YOU TO OUR SPONSORS!

JUSTICE TRAILBLAZER (\$50,000)

JUSTICE CHAMPION (\$25,000)

JUSTICE ADVOCATE (\$10,000)



JUSTICE PARTNER (\$5,000)



CLEARY GOTTLIEB



EVERSHEDS
SUTHERLAND



LATHAM &
WATKINS LLP

Steptoe

FRIEND OF JUSTICE (\$2,500)



Cooley

GT GreenbergTraurig DR. INDIRA HENARD



HUNTON
ANDREWS KURTH

PAUL
HASTINGS

SIDLEY

WHITE & CASE

IN-KIND SPONSORS

Zuckerman Spaeder LLP - Marketing Support