

# Sponsorships

*A smart investment towards ending global poverty*



Partnership*Walk*2006

Atlanta • Chicago • Dallas • Houston • Los Angeles

*Sunday, October 29*



An initiative of Aga Khan Foundation U.S.A. and its volunteers in communities across America



## Be a Sponsor. Let the Public Know You Care.

**You and your company have an unparalleled opportunity to raise your profile within your local community, across the U.S. and around the world.**

In five major cities across the country, men, women and children from all walks of life will be raising funds for the fight against global poverty, and America's caring corporations will be out there side by side walking with them.



Partnership Walk is a unique American event in support of international development. Inaugurated in Los Angeles in 1995, the Walk is an initiative of Aga Khan Foundation U.S.A., a non-profit agency that seeks to improve the livelihoods of people and communities in the developing world regardless of race, religion or origin. This popular national event connects Americans with people living in some of the most resource poor areas of Africa and Asia. It is a **partnership** that exemplifies universal values of cooperation, tolerance, equality and justice.

By getting involved in the Partnership Walk, you and your company can take a leadership role in helping create lasting solutions to reduce global poverty and support meaningful work that brings hope and a better future for millions of people.

**100%** of your sponsorship dollars goes to support international development projects; not a cent is spent on administration.

### **Sponsorship is easy. The rewards are impressive.**

In our interconnected world it is in our best interests to join as partners to tackle poverty. Americans are becoming increasingly aware that by fighting poverty and despair, we can build a more peaceful world for everyone. Poverty is one of the biggest sources of instability and conflict in the world today. Lack of economic opportunities lies at the root of most conflicts over the last 30 years, ahead of ethnic, political or ideological issues.

By associating with the Partnership Walk, you and your company's staff, clients and the public can recognize you as a leader, committed to working with others to make our world a more secure and safer place. You can be seen as part of the solution improving security around the world and here at home.



## Take the Team Challenge

Teams have a ripple effect of getting an ever-widening circle of Americans involved. Team participation offers large and small companies a variety of ways to get involved actively in Partnership Walk and make a big impact on alleviating poverty, hunger, disease and illiteracy.

Today, many Americans participate in community activities through the workplace. Many companies value such participation as effective team-building and a way to demonstrate corporate social responsibility in your community. Entering a corporate team in the Partnership Walk provides a fun experience while raising funds for a very worthy cause.

### Goals of the Partnership Walk Teams Program

- Raise awareness among Americans that there are solutions for ending global poverty
- Engage as many people as possible in the Walk, increasing the number of participants
- Encourage people taking part in the Walk to form a team and collect as many sponsorships as possible from friends, family and co-workers to help in the fight against global poverty

### It's easy to engage your employees, customers and clients

- Elect a Walk Champion within your organization
- Invite a Partnership Walk volunteer for a “Lunch and Learn Session” with your group
- Form company teams (minimum 5 members to a team)
- Set up multiple teams within or among cities and issue challenges

### Volunteer Opportunities

Join hundreds of other volunteers across the country for a satisfying and rewarding experience. Each city has a volunteer team organizing the event. Consider becoming a Partnership Walk volunteer and call us at 1-888-AKF-WALK (1-888-253-9255) to get involved.



*“We walk with our hearts.  
We reach out across the world to  
touch someone else to say to our  
leaders that we need to do something  
about poverty.”*

**Mayor Antonio Villaraigosa**  
City of Los Angeles

# Smart Investments to End Poverty

## The Proof is in the Projects

Like men and women everywhere, people living in disadvantaged circumstances want to be self-sufficient. They want to lead healthy lives, earn decent wages and give their children a quality education. They are eager for a chance to improve their lives.



Programs supported by the Foundation help people to help themselves and open up wider opportunities to get out the grips of poverty. Here are three examples of how your generosity goes a long way to empower people.

## Enriching the Lives of Children with Special Needs

What initially began as a project by four women from Khorog, Tajikistan, determined to set up a facility for nine children with special needs, has now flourished into the Nur Centre that cares for 50 special needs children between the ages of 5 to 19. In Tajikistan, the poorest country in Central Asia, children with special needs have been victims of social stigma with few opportunities. The Nur Centre is the first and only day care center built for children and young adults with special needs in Tajikistan. Since 2002 the center had been operating in rented rooms under very difficult conditions with no heating, rehab facilities or toilets. In October 2005, the center moved into a newly constructed building with modern facilities (e.g., speech therapy room and computer lab), that offers an excellent interactive environment for children and teachers. Implemented by Aga Khan Foundation with support from the Omidyar Foundation, the Nur Centre gives personalized care that encourages children to become more independent and fosters in them a sense of self-worth. Through seminars and programs organized by the Nur Centre, people's perceptions are changing as they realize that disabled children have every right to be treated with respect, have access to education, and be given the chance to live to their full potential with dignity.

*"Each day be reminded of who we can help. Each day be reminded of who we can lift up. To the Aga Khan Foundation, thank you for giving us the roadmap; thank you for giving us the international challenge; thank you for believing in people, and thank you for never giving up the struggle."*

**Congresswoman  
Sheila Jackson Lee**  
*State of Texas*

**Sunday  
October 29, 2006**

**Atlanta  
Centennial Olympic Park**

**Chicago  
Soldier Field**

**Dallas  
City Hall Plaza**

**Houston  
University of Houston**

**Los Angeles  
Memorial Coliseum**



## Micro-credit Helps Farmers in Afghanistan

In Northern Afghanistan, when a subsistence farmer falls ill, the repercussions can be disastrous. Such events have forced farmers to give up their land to opium growers and sell members of their family into indentured servitude. When Mr. Gul Mohammad developed a severe health problem, he faced such a dilemma. He was obliged to give up a job that paid him a small wage. Lacking savings, he was forced to mortgage his small patch of land that supported his family and asked neighbors and the local grocer for loans. Two months later, he returned to good health, but was deep in debt. He had little means to generate the income needed to pay off his debts while supporting his family. Gul Mohammad then was introduced to a loan program sponsored by the Aga Khan

Agency for Microfinance (AKAM) that provides special credits to over-indebted farmers. Gul applied, and after a screening process, received a loan, allowing him to pay off his mortgage and some of his other debts. He returned to farming his land, found a part-time job to supplement his income and has already paid back half of the AKAM loan on schedule. To avoid vulnerability to the next emergency, another program sponsored by the Aga Khan Foundation is assisting him with improved seeds and fertilizer that enable him to grow two or three times as much wheat as before. He is channeling the surpluses into savings, which will cushion him and his family against events that have been catastrophic in the past.



*"It's all about helping people to help themselves, which is empowering people, making them self-reliant, helping them to determine their own futures and it is so exciting to be a part of that."*

**Suchita Vadlamani, Co-Host**  
*Good Morning Atlanta*

## Improving Health and Livelihoods in Rural Kenya

In Kwale District of Coastal Province, Kenya, people's poor health was directly linked to their extreme poverty and limited economic opportunities. To tackle widespread rural poverty, Aga Khan Foundation (AKF) began the Coastal Rural Support Programme (CRSP) in Kwale in 1997 by organizing communities at the village level to work together on projects that increased incomes and improved local resources. In this drought-prone region, many communities wanted improved water resources for both agriculture and home use. On average, women walked 4 miles spending 3 to 4 hours daily to fetch water, which prevented them from doing farming. CRSP worked with villagers to set up piped water supplies closer to homes as well as dig wells and reservoirs to irrigate farms. Eager to be successful farmers,

women received training in pest and disease control, harvesting and post-harvesting technology. Frigoken, an Aga Khan Fund for Economic Development company and leading exporter of frozen vegetables in Kenya, is collaborating with CRSP, supplying seeds to farmers and buying their produce. CRSP introduced other income-generating programs such as bee keeping, raising goats and livestock. Honey Care, a local distributor, purchases harvested honey from 375 bee keepers in 42 villages. Sixty credit and savings schemes are operated almost entirely by women, which bring families greater economic security and a reserve of funds for ongoing community projects. To date, over 116 villages have witnessed improvements benefiting 106,000 people.



## Corporate / Individual Sponsor Benefits

**\$50,000**  
**NATIONAL PARTNER**

- Your corporate logo/name will appear on the stage backdrop in all Walk cities
- Prominent signage displayed throughout Walk site in all cities
- Opportunity to display your banner at all Walk sites\*  
*Plus all the benefits of a Premier Partner*

**\$25,000**  
**PREMIER PARTNER**

- Acknowledgement of your sponsorship during the opening ceremonies in your Walk city
- Your corporate logo/name will appear on the start/finish banner, national poster, registration brochures and program booklets in all Walk cities\*  
*Plus all the benefits of Platinum Partner*

**\$15,000**  
**PLATINUM PARTNER**

- A link to your webpage on the Partnership Walk website
- Your corporate logo/name will appear on the start/finish banner in your Walk city\*  
*Plus all the benefits of a Gold Partner*

**\$10,000**  
**GOLD PARTNER**

- Your corporate logo/name will appear on posters and registration brochures for your Walk city
- Your corporate logo/name will appear in the post-event newsletter
- A commemorative memento acknowledging your support  
*Plus all the benefits of a Silver Partner*

**\$5,000**  
**SILVER PARTNER**

- Opportunity to display your banner at your city's Walk site\*\*
- *Plus all the benefits of a Bronze Partner*

**\$2,500**  
**BRONZE PARTNER**

- Your corporate logo/name will appear on the Partnership Walk website\*\*  
*Plus all the benefits of a Partner*

**\$1,000**  
**PARTNER**

- A display certificate acknowledging your support  
*Plus all the benefits of a Supporter*

**\$500**  
**SUPPORTER**

- Listing of corporate logo/name in the program booklet for your Walk city\*\*

**\$100,000 (Diamond Partner)** – *In addition to all the above benefits, a customized package of benefits will be developed in collaboration with your sponsorship.*

*\*Promotional materials are produced at different intervals during the months preceding the Walk. Sponsors will be added to the next available item.*

*\*\*Logo art and listing of name must be supplied in accordance with established guidelines. Sponsors should provide banners in accordance with specifications provided by the Walk city. For information, contact your local Partnership Walk office or AKF USA at 1-888-253-9255.*

Aga Khan Foundation U.S.A. was established in 1981 as a private, non-denominational, not-for-profit organization committed to the struggle against hunger, disease and illiteracy, primarily in Africa and Asia. The Foundation supports innovative community approaches to meeting basic human needs, mainly in the areas of health, education and rural development, and builds the capacity of community and non-governmental organizations to have a lasting impact on reducing poverty.

The Foundation is an agency of the Aga Khan Development Network, a group of private development agencies working to empower communities and individuals, often in disadvantaged circumstances, to improve living conditions and opportunities, especially in Africa and Asia. The Network's agencies work for the common good of all citizens, regardless of their gender, origin or religion and its underlying impulse is the ethic of compassion for the vulnerable in society.

For more information, visit

**[www.akdn.org](http://www.akdn.org)**



AGA KHAN FOUNDATION U.S.A.

*An agency of the Aga Khan Development Network*

---

1825 K Street N.W., Suite 901 • Washington, D.C. 20006 • Toll Free: 888-AKF-WALK • Tel: 202-293-2537 • Fax: 202-785-1752

**[www.partnershipwalk.org](http://www.partnershipwalk.org)**