



Corporate Guide to Supporting Take Steps

Thank you for your company's interest in Take Steps, the Crohn's & Colitis Foundation's largest annual fundraising event. With an estimated 3.1 million people affected by Crohn's disease or ulcerative colitis (collectively known as IBD), chances are high that someone you work with is already impacted. Your company's involvement in Take Steps is a substantial way to show support for patients and their families.

During this challenging time of the COVID-19 pandemic, we sincerely hope that regardless of how walk day takes form - whether as scheduled, postponed, or virtually - that you will consider maintaining, or even increasing, your commitment to donating and/or fundraising. A very significant percentage of the Foundation's annual budget is comprised of donations from event participants like you; if participation declines dramatically our funding for research towards IBD cures, better treatments, and all the many education and support programs that we hold each year will drop significantly, which would result in limiting our ability to provide essential services to IBD patients across the United States.

Form a Corporate Walk Team

By joining together to help find cures, employees have the opportunity to collaborate and practice team-building skills outside of work. Now more than ever in the midst of the COVID-19 pandemic we're seeing how important human connections are in the workplace, and uniting your team around a common goal is a great way to maintain community and connections in these challenging times.

Forming a team is as simple as 1-2-3.

1. **Determine who will lead the team's efforts as Team Captain.** This is a great leadership opportunity for employees looking to grow within your company. The captain's role is to recruit new participants, encourage them to fundraise and act as point of contact with the Take Steps staff.
2. **Set a team goal.** We recommend that each team member aim to raise at least \$100 to become a Pacesetter. Pacesetters receive special incentives such as a Take Steps t-shirt and pennant flag.
3. **Register at www.cctakesteps.org and begin fundraising!** Everyone who registers will be listed on your team page roster and will receive their own personal fundraising page. Add a team photo, update your goal and share the reasons why your company is participating in Take Steps.

Become a Corporate Sponsor

Take Steps offers multiple sponsorship levels that can be tailored to fit the goals of your organization. As a Take Steps Sponsor, your company will be viewed as a leader in the IBD community and will be featured on promotions, in communications, and as part of our virtual walk event. To learn more about sponsorship opportunities, please contact twilbanks@crohnscolitisfoundation.org

For more information or to get started, contact Take Steps staff at takesteps@crohnscolitisfoundation.org or 212-685-3440

Why Take Steps?

Despite more than 50 years of progress from the Foundation, IBD patients are still waiting for cures. Take Steps creates a supportive community environment to let patients know they are not alone while raising crucial funds to support patients and fund treatments.

Did you know...

- 89% of consumers are likely to switch brands to one linked to a good cause, given comparable price/quality*
- 87% of consumers would purchase a product because a company stood up for or advocated for an issue they cared about*
- 74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.**

* 2017 Cone Communications/Echo Global CSR Study

** 2016 Cone Communications/Employee Engagement Study Report

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