

Northwest Pilot Project



A virtual event

March 22 – May 2

Our goal is \$200,000 to support stable housing for low-income seniors.

And we need your help!



It's that time of year again

Time to gear up for our 42nd Walk-A-Thon!

Dear Friends

Due to the uncertainty of COVID-19, the Walk-A-Thon will be a virtual event again this year. While we will miss seeing your smiling face in person on May 2nd, we truly hope you will participate.

We have set a big fundraising goal of \$200,000 this year and [we need all your help to reach that goal.](#)

To enhance your fundraising experience this year we have been working hard to improve the online tools for the event. With a new online platform that offers many more options than last year, you'll be able to add more custom touches to your fundraising page, reach out more seamlessly to donors, and track your fundraising progress in real time. And the prizes for this year's fundraisers are better than ever! We hope all of this will make you feel engaged and energized to raise funds to support our work to house low-income seniors.

Included in this newsletter is a lot of the information you will need to get you excited to register and start fundraising for our 42nd Walk-A-Thon.

But don't worry!! If you have any questions or concerns, please feel free to contact Lindsey Leason, Development Coordinator at (503) 486-6518 or email: lindseyl@nwpilotproject.org.

Many thanks for your support and your belief in our work. With your participation, we will make our goal and keep seniors housed!

With deep appreciation,

Laura

Laura Golino de Lovato
Executive Director

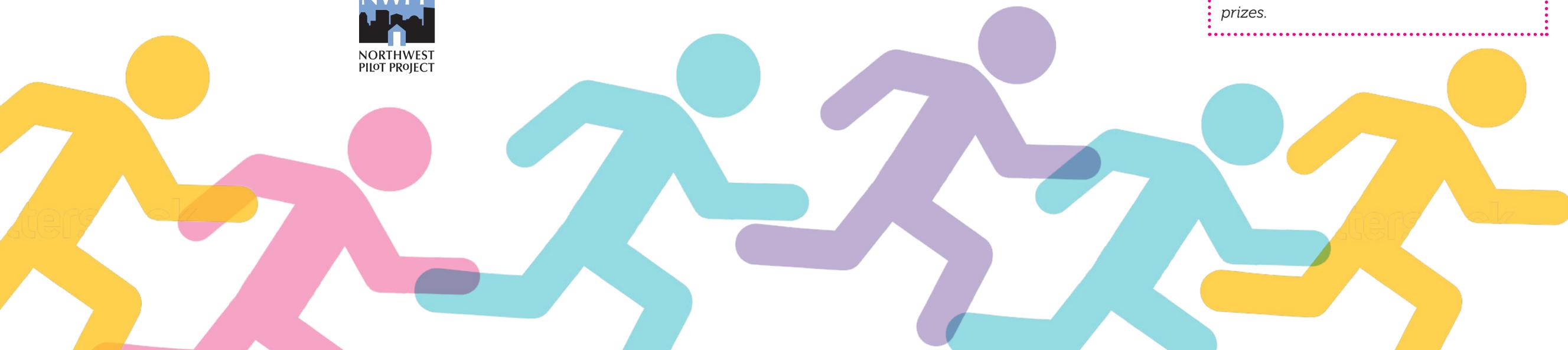
Registration Opens: March 22, 2021

Register yourself or a team at

<http://bit.ly/nwppwalk2021>

Registration is free and easy

Note: All participants must register and create a fundraising page to be eligible for prizes.



The more you raise, the more you win!

NWPP has made changes to our prize structure and levels so that individual participants and each team member will have the same opportunity to receive prizes! Here's how it works:

Raise

- \$100** and receive a NWPP 42nd Walk-A-Thon Commemorative Pin
- \$500** and receive a Powell's gift card (value \$25) + (1) Raffle ticket to win a 43" LG TV*
- \$1,500** and receive a Gifty card (value \$50)
- \$3,000** and receive a REI gift card (value \$100)
- \$5,000** and receive a Custom The North Face NWPP Jacket (value \$200)
- \$10,000** and receive an Airbnb Gift card valued at (value \$500)

At each level you reach with your fundraising you will receive the prize for that level **AND** the prizes from the levels below it. For example, if you raise \$3,000, you will receive four prizes (\$100 Level, \$500 Level, \$1,500 Level, and \$3,000 Level).

Top Individual and Team Fundraisers will receive a 42nd Walk-A-Thon Trophy and their picture in the Summer 2021 Newsletter.

Special Event Days: This year, we've created some fun ways for you to virtually engage from the safety of home while keeping you motivated! For each event day you participate in, you earn a special "badge" on your fundraising page. And as you raise money, you'll become eligible for more prizes. Share these special fundraising days with your friends and family on social media or by email.

Find more details about these event days here:
<http://bit.ly/nwppwalk2021>

Or follow Northwest Pilot Project on Facebook:
<https://www.facebook.com/nwpilotproject/>



Fundraiser Raffle!!

Raise \$500 or more and earn a raffle ticket for a chance to win an LG - 43" 4K UHD Smart WebOS TV

*One ticket per fundraiser who raises \$500 and over.

How to get started

Fundraise as an individual or create/join a team for the 42nd Walk-A-Thon! All fundraisers need to register and create a fundraising page on our event platform. It's simple and free and should take less than 5 minutes.

Steps:

1. Go to our event website:
<http://bit.ly/nwppwalk2021>
2. Click register as a fundraising participant
3. Create an account
4. Register as:
 - a. Individual
 - b. Create a team
 - c. Join a team

That's it! Once you register you can:

- Personalize your Fundraising Page with a picture of yourself;
- Set a fundraising goal;
- Kick-off your fundraising with a donation;
- Reach out to donors with a link to your page;
- You can even connect to social media!

If you need further help registering or setting up your fundraiser page, contact Lindsey Leason at 503-486-6518 or lindseyl@nwpilotproject.org

You help seniors like Valarie!



Valarie, 58, worked and lived out of her car for over two years because she couldn't find affordable housing. After a health crisis left her unable to work, Valarie reached out to Northwest Pilot Project for help. We were able to help her apply for a studio apartment and provide financial assistance with move-in costs. Valarie continues to live successfully in her studio apartment today. "I love that I have a home, and it's mine."

A very special challenge!



Ruth Schuld – at it again after nearly four decades

On the eve of her 100th birthday, Ruth Schuld hopes to "virtually" break her previous fundraising record. She appreciates the value of ANY donation she receives. In years past, some of her sponsors

have pledged \$1 for every year she has lived. Chuckling, she recently said, "This is the best reason I can think of to be living this long!"

Over the past four decades, Ruth has raised almost \$120,000 to support the services and programs of Northwest Pilot Project. "Though this past year has been difficult in many ways, I appreciate how very fortunate I am. NWPP works with many citizens in Portland who do not have resources or options to provide for their needs."

If you can't participate, pledge Ruth here:
<http://bit.ly/nwppwalk2021>

