



INTERNATIONAL CHINA CONCERN

**WALK THE WALL**

Corporate Sponsorship



To learn more and register:

[WALKTHEWALL.ORG](http://WALKTHEWALL.ORG)



Join us to Give Life and End Abandonment!

## ABOUT ICC

International China Concern (ICC) was founded in 1993 by David Gotts after he witnessed the suffering of Chinese children with disabilities who had been abandoned and left without hope in desperate conditions.

Initially, ICC sent short-term teams to China to provide care in government welfare centres. Later, we established permanent locations which provide around-the-clock care for children in family-style group homes for children in Changsha and Hengyang in Hunan Province.

Since its founding in 1993, ICC has partnered with the Chinese government to develop social welfare services for China's most vulnerable children. Our reputation and relationships in China place us in an excellent position to not only provide expert care and specialist services for the neediest children, but also empower and train Chinese nationals to save lives, support families, transform communities and change attitudes about disability.

## WHAT IS WALK THE WALL?

David Gotts, founder of International China Concern (ICC), initiated Walk the Wall, an international fundraising walkathon, in 2007 with the aim to change the lives of abandoned children with disabilities. By walking the distance of the Great Wall or more, the collective love and

support from all participants can bring love, hope and opportunity to these precious lives.

Each year, ICC organises a series of Walk the Wall events that take place around the world. The walks can be up to 10 km long and participants sign up, get sponsors/donors to support them, and walk. Every walker is raising much-needed funds to care for children with disabilities in China.

## Each Year:

- **Over 30 walkathons in more than 7 countries are organised worldwide**
- **Over 5,000 participants join together and support this movement to give life and end abandonment**
- **We walk with the goal of raising more than US\$500,000 so that more children with disabilities in ICC's care can receive holistic nurture and care and more families raising children with disabilities can receive family support services**

## WHY WE WALK THE WALL?

Walk the Wall raises the necessary funds to help ICC give life to hundreds of children with disabilities by providing full-time residential and emergency care. These funds also help ICC to work to end abandonment by providing support to families raising children with disabilities, proving that there are ways to keep families together.



## Your Partnership is LIFE-TRANSFORMING

ICC is committed to giving life to the most vulnerable children in China and ending abandonment by educating and supporting families raising children with disabilities.

### **YOUR SPONSORSHIP WILL HELP MAKE AN IMPACT ON SIX KEY AREAS:**

- Build and maintain family-style group homes to provide 24-hour holistic care and nurture for over 250 children with disabilities
- Increase the number of children with disabilities receiving special education each year
- Fund much-needed surgeries, such as heart defect repairs, spinal deformities, cleft palates, eye repairs and many others
- Provide in-house therapy, individualised rehabilitation and new special assistance facilities including wheelchairs, walking frames and shower chairs
- Empower children with disabilities through valuable life skills and vocational training
- Empower families raising children with disabilities to cope with everyday challenges through training, counselling, parent support groups, physical and occupational therapy, special education and vocational training

### **WHY SPONSOR WITH INTERNATIONAL CHINA CONCERN?**

Sponsoring with ICC is a simple and innovative way to show your customers that your company or organisation believes in being socially responsible. Sponsorships are available for companies of all sizes.

### **BENEFITS OF SPONSORSHIP:**

- Enhance your corporate image and visibility in the community
- Develop meaningful relationships with your current prospective clients
- Differentiate yourself from your competitors
- Showcase your brand on ICC website and to thousands of our supporters
- Boost employee morale and engage your team, strengthening employee relationship
- Opportunity to visit China and meet the children that your company or organisation supports\*

\*Visits to ICC projects in China are self-funded by sponsors and donors. ICC does not fund these trips.



Children in ICC's care can receive 24-hour holistic care and nurture



Through Family Partners Programme, ICC provides training and support for families raising children with disabilities to help them to stay together

## Testimonials



"A charitable wish in every will" is the charitable philosophy that our company embraces. There are many charities that are very dear to our heart, one of which is ICC. During the last couple of years, we've had the pleasure and precious opportunity to work with this charitable organization to raise awareness and funds for the disabled and abandoned children in China. We even went to visit their facilities and children in China twice to experience first hand what life is like for the kids and the staff. We are deeply moved by the incredible amount of love and care that the ICC staff and volunteers give to these precious children.

Despite the fact that they have been abandoned, the children are still full of joy because of the love and attention from ICC staff. They are truly a unique organization that demonstrates sacrificial love and grace. ICC not only helps abandoned and disabled children, but also helps to bring improvement to the social welfare system in China through community awareness, education and influence. If we have more organizations like them, the world would definitely be a much better place. If you are looking for a charity to give to that would result in tremendous impact, I strongly encourage you to consider ICC. You may receive more than you give. Like what Winston Churchill said, "We make a living by what we get, but we make a life by what we give."

-Kari Leoganda and Nancy Fong of Leoganda Financial

"Wingtat is honored to be a sponsor of ICC's Walk the Wall. We are happy that our sponsorship directly benefits the abandoned and disabled children in China and helps to shine a spotlight on a great cause."

- Melissa Ing, Marketing Manager, Wingtat Game Bird Packers

"The lives of many children have been touched by International China Concern with their kind hearts that they show towards everyone they meet! Those of us at Dream Day Photography are proud to have been able to document such a great event which not only helps the children in need, but also brings communities closer together to make a difference for the long run. We are glad to support a great and important cause!"

- Dream Day Photography

"ATA Sports & Media is honored to be a sponsor of ICC's Walk the Wall. We are happy that our sponsorship directly benefits the abandoned and disabled children in China. In addition, we can't thank everyone at ICC enough for their part in making Walk the Wall such a success. We simply cannot wait for the next one."

- ATA Sports & Media

# A few of our worldwide Sponsors





## How to get Involved



ICC values the important role of Corporate Sponsors. They play an essential role in raising awareness of ICC and funds for helping those who are too often overlooked – children with disabilities in China.

Partner with us today and become a corporate sponsor to give love, hope and opportunity to hundreds of children in China.

## Become a Corporate Sponsor

### Step 1

Complete the Corporate Sponsorship Form. Scan and email to your local ICC office or mail to the address shown on the back page.

### Step 2

Send ICC a high resolution logo \* (for recognition online/print)

\*Logo requirement: high resolution vector logos (PNG, PDF, Illustrator files)

### Step 3

ICC will take care of the rest and will update you with the impact of your sponsorship. Thank you for helping to make a difference in the lives of children with disabilities.

## More Ways to Support Walk the Wall

### In-Kind Donations

ICC is grateful for in-kind donations that allow us to motivate and encourage Walk the Wall participants on event day. Examples: airtime on media outlets, food and drink, branded novelty items as giveaways, etc.

### Join the Movement

Get your company moving and boost employee morale by starting your own team to Walk the Wall at your nearest event for an amazing cause. We can provide information packages and an ICC representative to help.

### Corporate Matching

We are always seeking Corporate Sponsors to match our funding efforts of Walk the Wall School Programme and other initiatives. You can “match” the charitable contributions made by your employees and give them the confidence and motivation that their donations will go even further. Please ask for more information if interested.

# CONNECT WITH ICC

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國際關心中國慈善協會  
**International China Concern**  
Creating full lives for China's abandoned and disabled

[www.chinaconcern.org](http://www.chinaconcern.org)



China Concern 



WeChat QR Code



# WALK THE WALL

## Corporate Sponsor Levels

The value of both financial and in-kind donations will be honored as outlined.	Event \$250	Bronze \$500	Silver \$1000	Gold \$2500	Platinum \$5000	Diamond \$10000
Recognition Certificate of Thanks	<input checked="" type="checkbox"/>					
Logo on event flyer (deadlines apply)	<input checked="" type="checkbox"/>					
Recognition on Walk the Wall website with social media		<input checked="" type="checkbox"/>				
Acknowledgement of Major Sponsors on the day		<input checked="" type="checkbox"/>				
Recognition on WTW t-shirts nationwide (deadlines apply)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition on ICC website			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor banner and promotional materials on display at local event				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch with a member of our International Leadership Team					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to participate in a future Vision Team to ICC Projects						<input checked="" type="checkbox"/>

# Corporate Sponsorship Form

## Sponsor Information

Sponsoring Company's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

## Primary Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Level

To receive maximum pre-event exposure, sponsorship should be submitted **2 months** before the event date. Sponsorships may be received closer to the event date but event-exposure may be limited.

- Bronze       Silver       Gold       Platinum       Diamond

## Corporate Matching

- Our company would like to match our employee's contributions  
 Our company would like to match a school's fundraising efforts  
 Our company would like to match your fundraising efforts to the amount of \$ \_\_\_\_\_

## Payment Options

- Cheque (payable to International China Concern (Australia) Ltd.)  
 Direct deposit to International China Concern BSB 064-450, Account 10130089

Please send cheque / bank deposit slip to International China Concern by post: PO Box 4379 Raceview, Queensland 4305 Australia

Credit Card Number: \_\_\_\_\_

- Name (as it appears on card): \_\_\_\_\_

- Visa       MasterCard

Expiration Date (mm/yyyy): \_\_\_\_ / \_\_\_\_\_

Billing Address: \_\_\_\_\_

## In-Kind Donations

Item(s) Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Estimated value of items: \$** \_\_\_\_\_

## Delivery Of Donation

- Items Enclosed  
 Donor Will Deliver: Date \_\_\_\_\_  
 Fundraising Committee Needs to Pick Up Items

## Sponsorship Agreement

I understand that the funds from my sponsorship will be used to give love, hope and opportunity to children with disabilities in China.

As a representative of the above listed company, I authorise the donation of funds and/or items specified for the requested sponsorship.

X \_\_\_\_\_ Date: \_\_\_\_\_  
Signature of authorised Representative      Print Name/Title