



"There is no power greater than a community discovering what it cares about"

Meg Wheatley, Author & Burkana Institute Co-Founder

Dear friends and community leaders --

People feel more isolated and cut off from each other than ever before. At the same time, we face tremendous social issues in our neighborhoods and cities—poverty, addiction, poor mental health, and more. Isolation makes all of these worse. But these challenges are solvable; residents have the skills and resources they need to create a better future for all.

Since 2008 Great Lakes Urban has been working in the communities of West Michigan as a Zeeland-based 501(c)(3) non-profit organization. *Our goal is to catalyze a movement that supports and scales the efforts of local leaders* as they build strong, safe, and healthy neighborhoods and cities across the Great Lakes region and beyond.

Despite a global pandemic, just in the past year we have:

- Coached and supported 8 neighborhoods across 3 cities
- Catalyzed a national network of trainer/coaches
- Gathered and trained 79 leaders in community development
- Grew our support for neighborhoods by \$20,000 over the previous year

With your help, we can do more! Central to our strategy is raising the support necessary to recruit, equip and deploy residents as Neighborhood Connectors. Neighborhood Connectors help their peers collectively discover and act on what they care about. As Meg Wheatley rightly points out, there is no greater power for change than this!

We invite you to be a part of our growing story by sponsoring our annual cycling fundraiser called Restoring Our Cities, or ROC. This year, ROC will be held on September 10, 2022. *Our \$30,000 goal for the event will allow us to support two new Neighborhood Connectors, allowing us to expand our reach to new communities.*

We offer three ways to partner. You can become part of the ROC family as a financial or in-kind sponsor, or by supporting employee/member sponsorships. Together, we truly can build connected neighborhoods and strong cities!

Thank you,

A handwritten signature in black ink, appearing to read "Eric R. Smith". The signature is stylized and fluid, with a prominent initial "E" and "R".

Eric R. Smith

Executive Director, Great Lakes Urban

100 Pine St Ste NW-4, Zeeland, MI 49464

(c) 937-935-4844 (e) esmith@greatlakesurban.org

RESTORING OUR CITIES

TOGETHER, WE CAN BUILD STRONG NEIGHBORHOODS & CITIES



EVENT DETAILS

8th Annual
**RESTORING OUR
CITIES (ROC)**
bike ride

10 September
2022

Johnson Park
4049 Butterworth SW
Walker, MI 49534

EVENT OVERVIEW

Every year in September, a group of cyclists, their families and their supporters gather for a fundraiser called Restoring Our Cities. The event is a single-day bike ride with multiple options for amateur cyclists and enthusiasts alike. See the back page for more details.

THE IMPACT YOU WILL HAVE

33% of Americans report sometimes or always feeling isolated. This has the same health impact as smoking 15 cigarettes a day and it costs our national economy an estimated \$406 billion a year.

When you help Great Lakes Urban build strong cities, you are having a transformative impact on people's lives by improving public health, community safety, local economies, and other measures of wellbeing.

Plus, supporting a cause like ours will help boost your image, both internally and externally. In fact, 92% of customers view brands that support a cause more positively, and 74% of workers feel more satisfied.

WE OFFER 3 WAYS TO PARTNER

1 FINANCIAL SPONSORSHIP

Your financial support will help us transform lives in 2 new neighborhoods. We provide 3 Restoring Our Cities sponsorship levels (see below). Both one-time donations or monthly giving options are available.

- \$1,000 = *Block Champion*
- \$2,500 = *City Champion*
- \$5,000 or more = *Regional Champion*

Along with our deep and sincere gratitude, we offer the following benefits.



BLOCK CHAMP

Logo on website, T-shirts & on printed materials

3 mentions on social media & blog posts

Promoted at event via signs & announcements

2 post-event mentions in email & social media

CITY CHAMP

Logo on website, T-shirts & on printed materials

5 mentions on social media & blog posts

Promoted at event via signs & announcements

3 post-event mentions in email, blog, social media

REGIONAL CHAMP

Logo on website, T-shirts & on printed materials

7 mentions on social media & blog posts

Featured at registration tent, speaking option

4 post-event mentions, incl. newsletter article

2 IN-KIND SPONSORSHIP

In addition to financial sponsorships, we welcome your support with the following items.

- Event marketing and communications
- Snacks, water, T-shirts and cyclist supplies
- Route signs, first aid kits, event materials

3 EMPLOYEE/MEMBER SPONSORSHIP

Turn this event into a team building opportunity. Inform your employees, customers or members about how they can get involved. Here are some options.

- *Riders* participate as solo cyclists, as a family, or as a part of a team representing a business or organization
- *Fundraisers* are riders who get their own campaign webpage and materials to secure sponsorships
- *Individual Sponsors* donate toward the event or to the campaigns of their colleagues



THINGS TO KNOW:

- We provide several (including family-friendly) route options for novice to experienced riders.
- options extend from 5, 15, 30, 60, to 100 miles on Road/Multi-Use Recreational Trails.
- We welcome children under 18 when they are accompanied by an adult. Families are encouraged to join.
- Helmets are required for safety purposes. A support crew will be available to ensure help is always nearby.
- Each rider gets a t-shirt, snacks, water, supplies and an outreach packet for easy fundraising!

WHAT WE ASK:

- \$35 registration fee to cover event costs. \$10 per rider who is 17 or younger.
- Respect the beautiful biking trails and areas of West Michigan we Will be riding through!
- have fun while doing good! Bike on!

With gratitude for our past
& current partners:



RESTORING OUR CITIES

Bike Tours | Ride Hard | Do Good



Building For Life.

Contact Eric with questions or feedback
(c) 937-935-4844 (e) esmith@greatlakesurban.org
100 Pine St., Ste. Nw-4, Zeeland, MI 49464
www.GreatLakesUrban.org