



Partner Agency FAQ's

What is Hunger Walk Run?

Hunger Walk Run – an annual 5K walk and “fun run” started in 1984 – is an event of the Atlanta Community Food Bank that unites our community to raise awareness and critical funds for local hunger relief. Proceeds from the event benefit partners who participate in fundraising for this event.

Benefits of Participation

How will it help my agency?

- Each \$1 you raise adds money in the form of share fee credits to your agency account. Share fee credits are funds provided to an agency that can only be used towards the share fee of items ordered from the Food Bank.
- Starting this year, online donations and cash/check donations will be credited to agencies per individual donation rather than the collective funds raised by an agency.
 - Online donations: 100% of online donations will be credited towards your agency
 - Cash/check donations: 80% of each these donations will be credited towards your agency (*The Food Bank retains 20¢ of each \$1 to help cover the gift processing costs*)

How do we get the money we raised?

The money you raise will be credited in the form of share fee credit to your agency's account. Share fee credits are funds provided to an agency that can only be used towards the share fee of items ordered from the Food Bank.

The money you raise will be credited to your agency account no later than the end of June.

I want to raise money but don't want to attend the event. Is that ok?

Yes - you can form a team and raise money and not attend the event.

Is this something our agency can get involved with each year?

Yes, your agency can participate and raise funds and awareness every year. You do not have to actually attend the event to fundraise and receive share fee credit.

Registration/ Hunger Walk Run Website

What is the registration period?

The registration period will begin January 3rd and end on March 7th at noon. Day-of-registration will be available at the event.

What should I do first if my organization wants to participate in Hunger Walk Run?

You first must determine a team captain and start a team. If you participated the previous year, you can reactivate your team. Register Online at www.HungerWalkRun.org and select Atlanta Community Food Bank as the partner/charity you want to support.

- When you register, please make sure to choose your agency code from the "Select the organization to which the team belongs" (the drop down will have your agency code).
- Promoting your unique URL to your supporters will ensure that funds go directly to your team. Visit our Learning Library to learn how to access your unique URL and share it with supporters. **Access our Learning Library on our Partner Resources page** [at www.acfb.org/partner-resources/](http://www.acfb.org/partner-resources/)

Join or Form a Team

Returning users, log in first!

Note: If you've previously completed an online registration or donation to Atlanta Community Food Bank or one of our events, you can [login as a Returning User](#). You must be signed in to reactivate your team from last year.

* Enter your Team Name:

Select the organization to which the team belongs:

☒ Choose an existing value
 ☐ Enter a new company

Team Fundraising Goal:

Suggested Team Goal: \$1,000.00

If you need help forming your team, please contact the Hunger Walk Run team:

- General Questions & Participant Support - hungerwalk@acfb.org, (404) 419-1723
- Partner Agency Support- partner.relations@acfb.org

How do I navigate the Hunger Walk website?

Trainings for Hunger Walk Run 2025 can be found on our Learning Library under 'Trainings'. Access our Learning Library on our Partner Resources page [at www.acfb.org/partner-resources/](http://www.acfb.org/partner-resources/)

Fundraising

How much time does it take to fundraise?

- As little or as much time as you want.
- More time = More awareness = More money for your agency

What is the best way to let my constituents and my partner agency know about it?

- Visit the event website and use the marketing tools available.
- Form your team early.
- Announce your team in your newsletter and website, distribute brochures, hang posters in your facility.
- Think creatively- use outlets you already have at your disposal and get your staff, advisory board, friends, families, etc. involved.
- Downloading the Hunger Walk Run app is a great way to manage your Hunger Walk Run team and efforts.
- For more tips on navigating the Hunger Walk Run site, you can visit the Learning Library for tips and guidance, accessible on our Partner Resources page [at www.acfb.org/partner-resources/](http://www.acfb.org/partner-resources/)

How do I get materials to distribute?

- Posters and rack cards can be found:
 - On the Hunger Walk website under the 'Fundraising Tools' drop down in the 'Menu' options
 - Under the agency payment box at the Food Bank
 - On the Agency Loading dock (when you pick up your orders)
 - If you have any Food Bank staff visit scheduled, they can bring posters & cards to you

Receiving Event T-Shirts

How do I get an event T-shirt?

- T-shirt pick up dates:
 - Feb. 18 (10 am – 1 pm) at the Food Bank
 - Feb. 20 (3 pm – 6 pm) at the Food Bank
 - Day of Event (*Virtual walkers/runners will be mailed their T-shirts directly*)
- Only registered participants are eligible to receive a T-shirt. Donations do not count as registrations. Registration should be done online or onsite at the event. (*You cannot use the donation envelopes to register people.*)
- All paid registered participants are eligible to receive ONE (1) event T-shirt, distributed day-of-event, subject to availability. (Runners receive a moisture-wicking athletic T-shirt.)

Do donations count as registrations for the event T-shirt?

No. Individuals must be registered as participants to receive a T-shirt.

Donation envelopes cannot be used to register people.

Fees & Attendance

Are there any fees for the event?

- Online registration is \$30 for walkers, \$40 for runners and \$30 for virtual participants.
- \$7 opt in fee for virtual participant mailed T-shirt. Virtual participants who don't opt in for mailing will have to pick up their T-shirt.

- Day of Event Walk-Up Registration is \$35 for walkers and \$45 for runners.

What if I am unable to attend the event in-person?

- This year's event will be both in person and **VIRTUAL!**
- Run or walk from wherever you are. Register online at www.HungerWalkRun.org

Hunger Walk Run Info Session

Visit our Learning Library to find a recording of our Hunger Walk Run 2025 Info Session where we discuss important information surrounding the event and provide guidance specifically for partners. Additionally, trainings for Hunger Walk Run 2025 can be found on our Learning Library under 'Trainings'. Access our Learning Library on our Partner Resources page [at www.acfb.org/partner-resources/](http://www.acfb.org/partner-resources/)