



HUNGER WALK *RUN* 2025

Lan Huynh
Partner Enablement Manager



Event Overview

- Hunger Walk Run began in 1984 and is an annual 5K walk and fun run in Atlanta
- Purpose is to unite our community to raise awareness and critical funds for local hunger relief
- In its 40-year history, Hunger Walk Run has raised more than \$12 million for hunger relief – enough to help provide over 36 million meals!





Event Details

Date: Sunday, March 9, 2025

Location: The Home Depot Backyard at Mercedes Benz Stadium

Time:

12-4 p.m. Registration & Festival

2:00 p.m. 5K Walk/Run

Participants can choose to walk or run, in person or virtually

Register at www.HungerWalkRun.org



In-Park Engagement

- Kids Zone
 - Bounce House
 - Face Painters
 - Balloon Artists
- Sponsorship tents
- Food trucks
- Photo booth
- Entertainment:
 - DJ
 - Mascots
 - Roaming Entertainers





Event Proceeds

- Six local hunger relief benefiting partners
- Food Bank partner agencies receive funds in the form of share fee credits for eHarvest
 - Last year, over 90 partner agencies raised over \$205K.



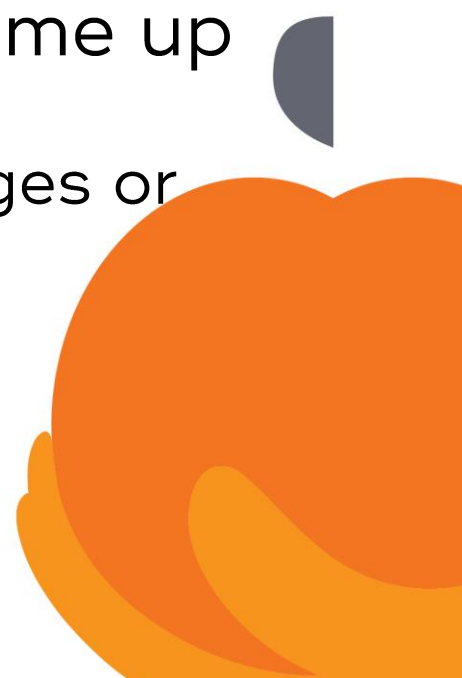
How Does Hunger Walk Run Impact Partner Agencies?

- Each \$1 you raise adds money in the form of share fee credits onto your eHarvest account.
- Starting this year, online donations and cash/check donations will be credited to agencies per individual donation.
 - 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*)
- The money you raise will be credited to your agency account no later than the end of June.
- By participating, you receive access to the Food Bank's fundraising tools and resources to help you towards success!



How Do I Get Started?

1. Identify a team captain.
2. Register your team at www.hungerwalkrun.org
 - Must select your agency code!
3. Personalize your URL and team page.
4. Encourage others to join your team and help come up with fun ideas to fundraise.
 - They can join your team with their own fundraising pages or help promote yours.
 - Check out the HWR app.
5. Plan and promote your event day plan!





**Hunger Walk Run
Website**



How To Register

≡ MENU



HI, SIMONE
PARTICIPANT CENTER | LOGOUT

In-Person and Virtual Event: Sunday, March 9, 2025
In-Person Event at The Home Depot Backyard
Event Time: 12:00 PM - 4:00 PM

REGISTER»

DONATE»



Registration is NOW open!

Sign up today for Hunger Walk Run 2025! This year's event is in-person AND virtual. Register online before 12:00PM on

Access & Edit Your Custom URL

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Navigating the Participant Center

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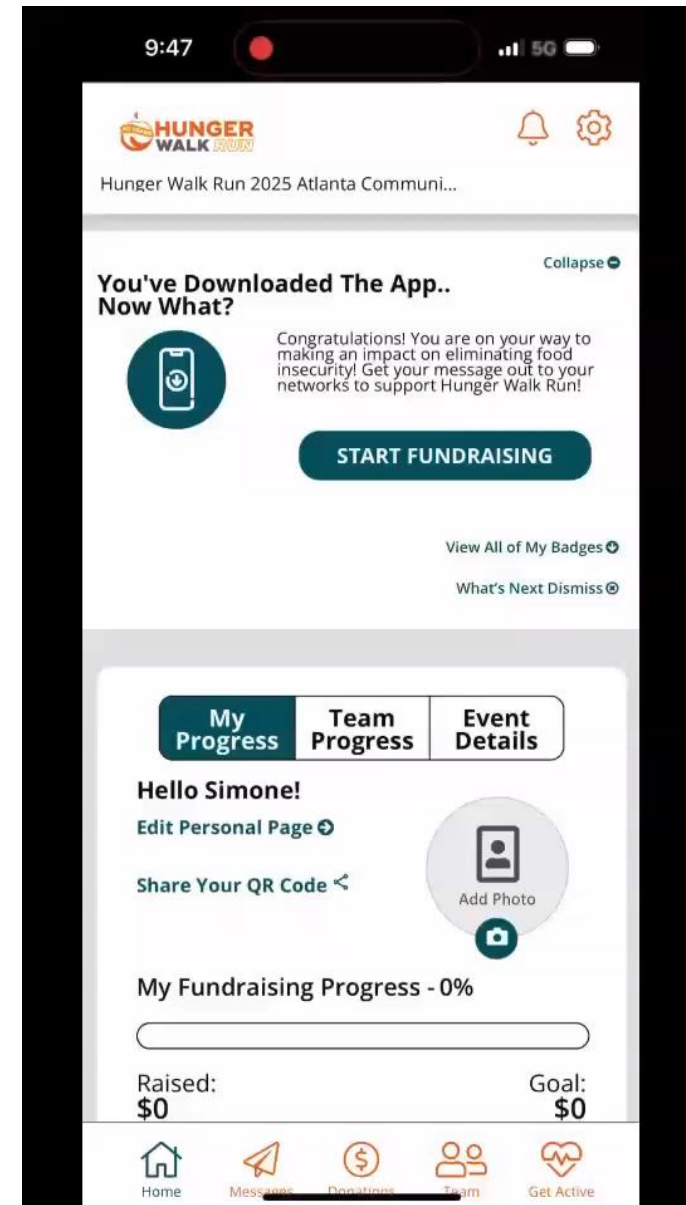


HUNGER
WALK***RUN***
2025

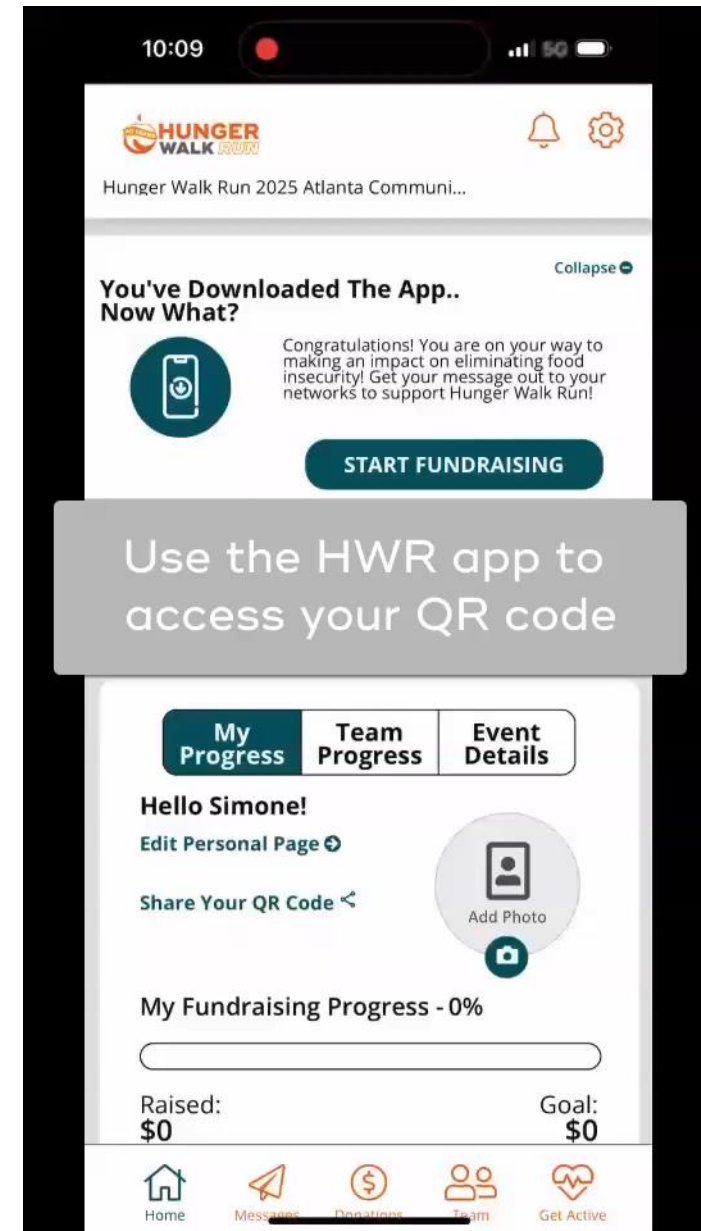
Hunger Walk Run
App



Fundraising Messages

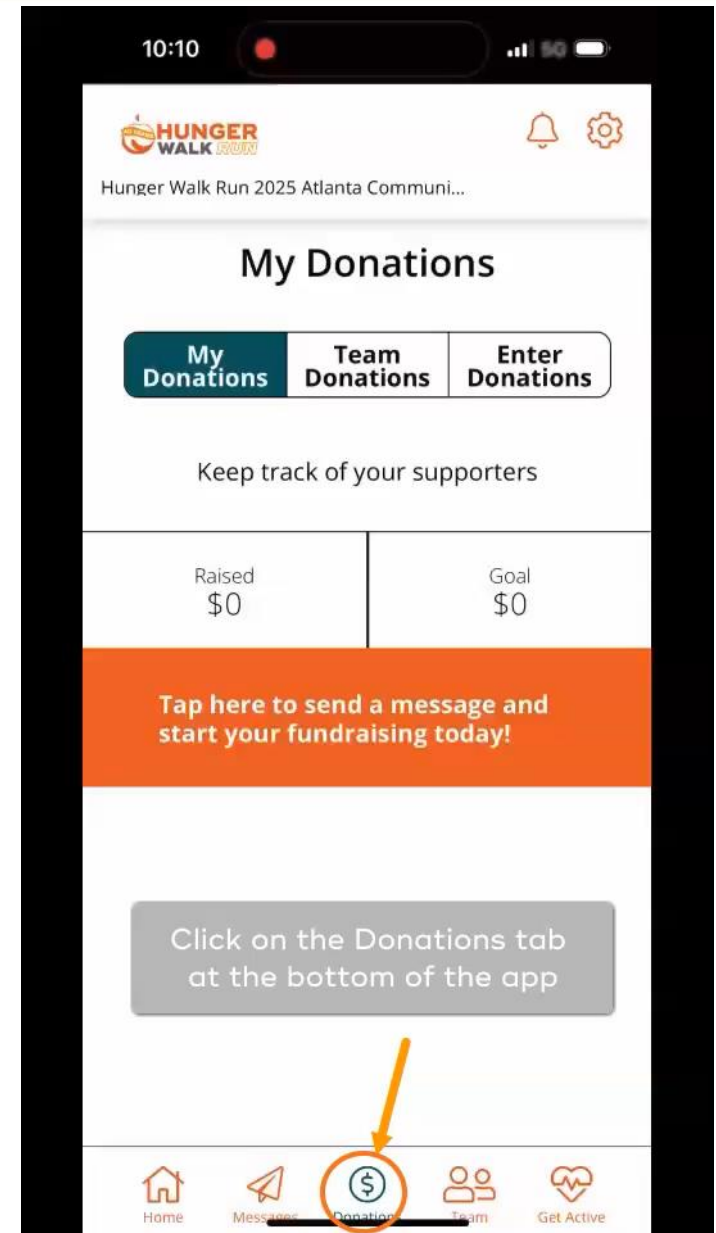


Access QR Code for Your Personal Page



HWR App Tools

- Manage donations
- Manage team information
- Customize team page URL



Other Helpful Tips

www.hungerwalkrun.org



"We have not written a physical check to the Atlanta Community Food Bank because we have raised so much money from the Hunger Walk."
– Rev Dr. Lisa Heilig

