



Gather your family, friends, colleagues, and peers to help ForKids break the cycle of homelessness and poverty for families across Hampton Roads. This community-wide fundraiser brings together schools, businesses, religious organizations, and civic groups to raise awareness and support for the core services and resources that ForKids provides, all while having fun and spreading hope.

## IMPORTANT DATES

Registration opens:

\*January 15, 2026

Deadline to register:

\*April 30, 2026

Kick-Off Celebration:

\*April 29, 2026

Campaign Dates:

\*May 1-15, 2026

Rock Out Closing Celebration:

\*May 21, 2026 @ 4 p.m.

## NEED HELP? CONTACT MIA PARROTT

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(757) 622-6400 ext. 140

# JOIN US FOR A TWO-WEEK COMMUNITY CARE CAMPAIGN

**MAY 1-15, 2026**

## WHY IT MATTERS

Families are struggling, and your group's participation in the form of monetary gifts and in-kind donations can make a real difference.

## WHY IN MAY?

This team-based campaign happens during National Affordable Housing Month, a powerful time to come together to work collectively for improved housing security in our region.

## WHO CAN JOIN?

- Local businesses & workplaces
- Schools and youth groups
- Religious organizations
- Civic organizations
- Friends, neighbors & families

## HOW IT WORKS

- Register a team (it's free!)
- Fundraise, get creative, and spread the word
- Earn points for dollars raised and activities hosted
- Celebrate at our Rock Out Rally!
- Prizes for the top teams in each group category!



# MAKE AN IMPACT —AND HAVE SOME FUN!

**NEED IDEAS TO GET YOUR TEAM EXCITED?  
TRY ONE OF THESE!**

- **Cupcake Wars**  
Bake, vote, donate. The tastiest way to raise funds!
- **Pet Day at Work**  
Make a donation and bring your pet to the office.
- **CEO Challenge**  
Hit your goal — and your boss gets a pie in the face!
- **Car Wash**  
Team up and clean up in your community.
- **Game Night or Charity Stream**  
Host board games or livestream for donations.
- **Lose the Latte**  
Skip your coffee run and donate the amount instead.
- **Donation Drive**  
Collect household essentials for ForKids families.
- **Walk for Shelter**  
Host a walk/run and invite friends to sponsor you.

## **EARN POINTS. WIN PRIZES.**

- \$1 raised = 2 points
- Host a donation drive = 100 points
- Attend Kick-Off = 50 points
- Refer a team = up to 500 points

## **AWARDS GIVEN FOR 1ST & 2ND PLACE IN EACH CATEGORY:**

- Business/Corporate
- School/Youth
- Civic
- Religious



## **REGISTER TODAY!**

Find out more about how to donate, set up your fundraising page and make this a fun and successful event for your entire group!

## **RAISE THE ROOF ROCK OUT MAY 21 AT 4 P.M.**

A fun closing celebration for all teams—music, awards, and gratitude!

Let's show what our community can do when we come together.

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