Corporate Support

Thank you for your company’s interest in Take Steps, the Crohn’s & Colitis Foundation's largest annual fundraising event. With 1 in every 200 people affected by Crohn’s disease or ulcerative colitis (collectively known as IBD), chances are high that someone you work with is already impacted. Your company’s involvement in Take Steps is a substantial way to show support for the estimated 70,000 newly diagnosed patients each year across the country.

Form a Corporate Walk Team

By joining together to help find cures, employees have the opportunity to collaborate and practice team-building skills outside of work. Forming a team is as simple as 1-2-3.

1. **Determine who will lead the team's efforts as Team Captain.** This is a great leadership opportunity for employees looking to grow within your company. The captain’s role is to recruit new participants, encourage them to fundraise and act as point of contact with the Take Steps staff.
2. **Set a team goal.** We recommend that each team member aim to raise at least $100 to become a Pacesetter. Pacesetters receive a Take Steps t-shirt and full access to the refreshment area at the walk. Teams that raise a certain amount will gain access to the Take Steps Top Teams Club – contact your local Take Steps staff for more information.
3. **Register and begin fundraising!** Everyone who registers will be listed on your team page roster and will receive their own personal fundraising page. Add a team photo, update your goal and share the reasons why your company is participating in Take Steps.

Become a Corporate Sponsor

Take Steps offers multiple sponsorship levels that can be tailored to fit the goals of your organization. As a Take Steps Sponsor, your company will be viewed as a leader in the IBD community and will be featured on promotions, in communications, and prominently at your local walk’s kickoff party and on walk day. Contact your local Take Steps staff for more information.

Why Take Steps?

Since its inception ten years ago, Take Steps has successfully connected more than 300,000 patients, families, and businesses in the community and raised more than $85,000,000. Despite 50 years of progress from the Foundation, IBD patients are still waiting for cures. Take Steps creates a supportive community environment to let patients know they are not alone.

**Did you know…**

- 91% of consumers are likely to switch brands to one linked to a good cause, given comparable price/quality*
- 61% of consumers are willing to try a new brand because of its association with a particular cause*
- 50% of consumers are willing to reward companies that give back by paying more for their goods or services**

* 2013 Cone Communications/Echo Global CSR Study
** Nielsen 2013 Consumers Who Care Study