



Dear Friend of FISH,

For over 38 years, F.I.S.H. has been the social services agency and safety net for Sanibel and Captiva neighbors in need. For the past 11 years we have had great fun with our annual 10K Race 4 F.I.S.H. However, this year out of an abundance of caution and care for participants and islanders, our race will be taking place virtually. While this is different than our annual race, we are hoping that more people from across the country and world will lace up their running shoes in support of a great cause.

Due to the COVID-19 crisis, F.I.S.H. has seen incredible growth in many of their programs. So far this year they have distributed over 117k pounds of food through their food pantry, nearly 1,000 food backpacks for kids, 3,500 hot meals through Meals-by-FISH meal delivery, and a 142% increase in the number of fulfilled emergency financial assistance requests over 2019 requests.

This pandemic has created a crisis of all forms, including an economic crisis for our tourism-driven economy. We recognize the toll that COVID has taken on our local businesses and know that there remains a lot of uncertainty and strain ahead. All of you have been an incredible support to your neighbors through your support of F.I.S.H. This year, rather than making our traditional sponsorship requests we would like to find alternative means to support each other and bring the community together even when we are apart.

If you are interested in supporting the F.I.S.H. 10K, some creative ways to support each other while promoting your business are your business could sponsor a day in which a portion of the proceeds go to the F.I.S.H. 10K, a product in your store or on your menu that benefits FISH or some other creative collaboration—we are all ears!

Should you decide to participate, we are asking that sponsorship events or projects take place between August 8th through October 31st. Please contact our Race Chair, Diane Cortese at the information below to schedule, brainstorm, or ask questions. Once you have your plan in action, F.I.S.H. will publicize your 10K partnership and philanthropy through social media, their monthly newsletter, website, and the three island newspapers to help bring fellow supporters in the door!

We would like to thank the Boler Family, owner, and Marcus Preece, manager, of Cielo, for kicking off the sponsorship for the 10K this year. The resilience, generosity, and community support are hallmarks of our beautiful islands. We are grateful for your support to lend a helping hand during this time of need.

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