



**BRIDGING**  
WE FURNISH HOMES WITH HOPE®



**NOW VIRTUAL**  
IN 2021

**slumberland**  
FURNITURE

**Bedrace  
for Bridging**



**2021 PARTICIPATION PACKET**

[BRIDGING.ORG/BEDRACE](https://bridging.org/bedrace)

# ABOUT THE EVENT

## JOIN US ONLINE FOR THE VIRTUAL BEDRACE!

The **Slumberland Bedrace for Bridging** is an incredibly popular community event. **Since 1999**, this event has raised more than \$1 million dollars to support Bridging's mission!

The event receives significant local media coverage from Twin Cities major broadcasting networks, and **on-air advance promotion** on KSTP, K102 and Kool108.



**TITLE SPONSOR:**

# slumberland<sup>®</sup>

FURNITURE

Slumberland's mission is to improve the life of each customer and strengthen communities providing personalized sleep and home furnishing solutions. They have created a company people like to do business with, employees that like their work, and communities that are proud to have them be a member. Visit [Slumberland.com](https://www.slumberland.com) to learn more.

**We are so excited you are joining us this year! It's sure to be outrageous fun for all!**

## SAFETY IN 2021

Due to the COVID-19 pandemic, we are unable to hold an in-person event, but we know that won't stop our extreme group of Bedracers! This year, Bedracers have the opportunity to get into costume and take some fun video and action shots as they turn their "bed into a sled" in the location of their choice. It all culminates with a virtual awards ceremony.

## ALL FUNDS RAISED BENEFIT BRIDGING

Bridging is a 501(c)(3) nonprofit that empowers people to thrive in their homes by providing quality furniture and household goods for those pursuing housing stability. Learn more: [BRIDGING.ORG/ABOUT-US](https://www.bridging.org/about-us)



# SERVING WITH DIGNITY ALL YEAR-ROUND



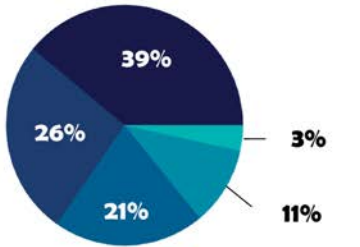
As families face the exhausting challenge of finding affordable and stable housing, employment, education and health care they are left with severely limited resources to furnish their home. Bridging services provide people the basics of a comfortable home so they can focus on other crucial matters in life.

Clients are referred to Bridging through a network of more than 200 social service agency partners and more than 2,000 active referring caseworkers.

After their personal shopping experience, Bridging clients are able to sleep in a warm bed and share a meal around a dining table.



## CLIENTS EXPERIENCING HOMELESSNESS IN PAST YEAR



- Was not homeless
  - More than 12 months
  - 4-12 months
  - 1-3 months
  - Less than 1 month
- based on 2019 clients served

## TOP REASONS FOR APPOINTMENT REFERRAL

- Persistent Low Income
- Disability
- Foreclosure/Loss of Home
- Mental Health
- Domestic Violence

## WHY FUNDRAISE?

### Help Furnish Homes with Hope

Your participation in the 2021 Virtual Slumberland Bedrace for Bridging helps furnish thousands of homes in our community. We provide each household we serve quality furniture and essential household goods. At Bridging, we believe that a home is more than just four walls...it is a place for individuals and families to build their lives in.

### Become a Bridging Champion!

By sharing this event with your friends, family and community, you are helping to raise funds to support our mission AND you are creating more Bridging Champions in the community!

### Have Fun!

Invite your friends and family to join you in this extreme winter fundraiser – wherever they are at! This year, people can join from all over, and have a chance at winning some great prizes!





## CONTESTS

Competition for amazing prizes begins on February 8! Awesome prizes will be given to the following winners:

- Top three fundraisers
- Most number of donations
- Top three VIRTUAL BEDRACE VIDEOS!
- Top three Bedrace Action Shots!\*

\* Entries must be submitted by March 8

## NEW THIS YEAR: “SLED LIKE A BED” VIRTUALLY!

Rain, shine, snow or pandemic, we want you to be able to participate in the 2021 Virtual Slumberland Bedrace for Bridging! That is why, for the first time ever, we are invited you to join us for an exciting new **VIRTUAL** way to have fun!

Decide how **you** want to Bedrace at home and remember to be creative! Want to slip into your robe and jammies, throw a blanket and pillow in your sled, and have your own Bedrace at your local sledding hill? Go for it!

Whatever you decide, we want you to have fun and Bedrace YOUR WAY, safely. At the end of the day, no matter what your Bedrace looks like, you'll be helping Bridging **FURNISH HOMES WITH HOPE!**

This new virtual option is for ALL AGES and all species – so make sure to include the kids, pets, and whomever else wants to join in the fun!

## CAPTURE AND SHARE YOUR VIRTUAL BEDRACE EXPERIENCE!

Take photos or record your Virtual Bedrace and post them to your participant page! \*Videos MUST be shared by a YOUTUBE or VIMEO link!\*

**Participants must fundraise a minimum of \$50 per entry (an entry can be a still action shot or a video.**

Entries will be judged for their:

- Overall Creativity
- Connection to the Bridging Mission
- Interpretation of turning their bed into a sled!

\*Your video or action shot could be featured in our virtual awards ceremony, so get creative! We can't wait to see how you Bedrace YOUR WAY!

Have fun.... but BE SAFE! \*\*While participating in the Virtual Bedrace, do not do anything that could physically harm yourself or others. Bridging and our event sponsors are not responsible for any injuries that occur while participating in the Virtual Bedrace. Additionally, we will not share photos or videos featuring dangerous or inappropriate behavior.\*\*



# TOP PRIZES

Holy Mackerel these prizes are incredible! Enter to win in any and all categories!

## TOP FUNDRAISERS

The top three fundraisers will EACH take home a prize-pack!

### 1ST PLACE PRIZE PACK: VALUE \$645

- Buck Hill Annual Ski Pass
- White Bear Lake Country Inn stay
- \$50 Target Gift Card
- \$25 Starbucks Gift Card
- Hairless Dog Sampler Pack

### 2ND PLACE PRIZE PACK: VALUE \$350

- \$100 Slumberland Gift Card
- Running Aces Night Out Package
- Hairless Dog Sampler Pack

### 3RD PLACE PRIZE PACK: VALUE \$270

- White Bear Lake Country Inn stay
- \$50 Delta Gift Card
- Delta Air Lines 28" suitcase

## BEST VIRTUAL RACE VIDEO

The top three vote-getters will EACH take home a prize-pack!

### 1ST PLACE PRIZE PACK: VALUE \$770

- \$500 cash!
- 2-day pass for Winstock '21 on June 18th & 19th, featuring Luke Combs, Darius Rucker & more!
- Hairless Dog Sampler

### 2ND PLACE PRIZE PACK: VALUE \$270

- \$100 Slumberland gift card
- White Bear Lake Country Inn stay
- \$50 Starbucks Gift Card

### 3RD PLACE PRIZE PACK: VALUE \$195

- White Bear Lake Country Inn stay
- \$50 Target Gift Card
- \$25 Amazon Gift Card

## BEST BEDRACE ACTION SHOT

The top three vote-getters will EACH take home a prize-pack!

### 1ST PLACE PRIZE PACK: VALUE \$620

- \$500 cash
- White Bear Lake Country Inn stay
- Hairless Dog Sampler

### 2ND PLACE PRIZE PACK: VALUE \$270

- \$100 Slumberland Gift Certificate
- White Bear Lake Country Inn stay
- \$25 Starbucks gift card
- \$25 Target Gift Card

### 3RD PLACE PRIZE PACK: VALUE \$170

- White Bear Lake Country Inn stay
- \$50 Amazon Gift Card

## MOST NUMBER OF DONATIONS

Highest number of individual donations

### PRIZE PACK: VALUE \$645

- InterContinental Minneapolis – St. Paul Airport stay
- \$100 Slumberland Gift Card
- \$50 Delta Gift Card
- Delta Air Lines 28" suitcase
- \$50 Target Gift Card
- Hairless Dog Sampler



# SCHEDULE OF EVENTS

## Monday, February 8 - The Competition Begins!

- **Sign up** at [Bridging.org/bedrace](https://Bridging.org/bedrace) and create your personal fundraising page!
- Decide how you want to Bedrace at home and remember to be creative! Want to slip into your robe and jammies, throw a blanket and pillow in your sled and have your own Bedrace at your local sledding hill? Go for it! Just take a photo or video and submit through your personal fundraising page, or visit [woobox.com/wapove](https://woobox.com/wapove)

## Monday, March 8 - MIDNIGHT! Virtual Bedrace Videos and Virtual Bedrace Action Shots (still photos) SUBMISSIONS DUE!

Judges will use the following criteria when judging:

- Overall Creativity
- Connection to the Bridging Mission
- Interpretation of turning their Sled into a Bed!

The public will vote on final submissions at <https://woobox.com/wapove/>

## Monday, February 8-12 - RAISE FUNDS FOR BRIDGING!

- Help your team compete for top fundraising prizes to help Bridging FURNISH HOMES WITH HOPE!

## Saturday March 13 - Livestreamed Awards Ceremony! (and did we mention PRIZES?!??)

- Tune in on Facebook Live (@bridgingmn) on **March 13 at 11AM** to enjoy the Virtual Bedrace Awards Ceremony! We will broadcast live from the Slumberland Bloomington store with special guest **Chris Carr from the K102 Chris Carr & Company Morning Show!** We will announce the Top 3 Fundraisers, and Top 3 Virtual Bedrace videos and pics. You won't want to miss it.!



# HOW TO FUNDRAISE!

Check out these tips and tricks to raise support and become a BRIDGING CHAMPION!

## BEDRACE ONLINE FUNDRAISING TOOLS

### • PERSONAL FUNDRAISING PAGE

- It's easy to raise funds and find supporters with your easily customizable personal fundraising page! With the click of a button, you can:
  - Send emails to family, friends and co-workers, asking for support!
  - Thank your supporters!
  - Share your fundraising page on Facebook and Share your Bridging story!

### • EMAIL:

- It's easy to spread the word to family and friends with the click of a button.
  - **Tell a story.** Let everyone know why you're in the Bedrace and why you love Bridging.
  - **If you've raced before,** share pictures from previous Bedraces. Check out [flickr.com/photos/bridgingmn/albums](https://www.flickr.com/photos/bridgingmn/) to find a photo of you!
  - **Be sure include** a picture of your VIRTUAL BEDRACE in your thank you to your supporters!

### • SOCIAL MEDIA

- **Like us on social media** (@BridgingMN) share our posts, and use the hashtag #BEDRACE4BRIDGING in your own posts!
- **Share your personal fundraising page** on Facebook – with the click of a button! Share your goal, your connection to Bridging and ask for support!
- **A picture or video is worth a thousand words.** Share your VIRTUAL BEDRACE ACTION SHOT or your VIRTUAL BEDRACE VIDEO on social media.
- **Make sure to give a shout out** to family and friends who make a pledge on your Facebook page!

### • OTHER WAYS TO FUNDRAISE!

- **Make sure to kick-off** your fundraising with a personal donation to your page!
- **Does your workplace match donations?** Look them up through Double Your Donation on [Bridging.org/Donate](https://Bridging.org/Donate) and see if they will match your gift!

You can accept cash or check donations, in addition to online donations. Just send them in to Bridging (Attn: Maggie Mau, 201 West 87th Street, Bloomington, MN 55420). You can add these donations online at any time through your personal fundraising page so they are reflected in your fundraising total.



# GET SWAG!

Raise money to support Bridging, and receive great incentives!

## 2021 BEDRACE FUNDRAISING INCENTIVES

Participants must fundraise a minimum of \$50 per entry into the Virtual Bedrace Video and Virtual Bedrace Action Shot Contests. **But don't stop there!** Keep going to support Bridging, and earn these awesome incentive prizes!

### RAISE \$500 + BRIDGING PLAID FLANNEL TRAPPER HAT

(PLUS the Insulated Beverage Bottle - see below!)

Everyone will know you are from the Bold North when you show up in this exclusive Bridging faux-fur lined plaid flannel trapper hat! One size fits all.



### RAISE \$250 + BRIDGING INSULATED BEVERAGE BOTTLE

Pack your hot cocoa, or ice water, on your next outdoor adventure, with this 22 oz. Thor Copper Vacuum Insulated Bottle with Bridging logo!







## A SHARED COMMITMENT TO THE COMMUNITY KEEPS SLUMBERLAND PARTNERSHIP STRONG

There are some partnerships you just can't help but celebrate. At Bridging, we strive to meet several core values, among them is collaboration. Collaboration is defined as working with another person or group to achieve an outcome. But to Bridging, collaboration is so much more than that. It is not just a goal, it is an imperative. We must have numerous committed partners (both individual and organizational) in our community to assist us in our important work of Furnishing Homes with Hope. For more than 30 years, **Slumberland Furniture** has exceeded our standards for collaboration. We are honored to have them as one of our top partners, committed to our shared vision:

**The relentless pursuit to ensure that everyone in our community has a bed—that no one has to sleep on the floor.**

Slumberland truly embodies the type of holistic support that brings so much benefit to Bridging, thus the individuals and families whom we are privileged to serve.



**FREE  
SHIPPING  
TO YOUR  
DOORSTEP  
NO MINIMUM\***



**Many ways  
to shop!**

Find a store near you at  
slumberland.com or shop by  
phone at 888-95-SLUMBER.

**slumberland**<sup>®</sup>  
FURNITURE  
*a family-owned company*

**Get your look for less at Slumberland**

**Bring  
Happy  
Home**

**\$25  
OFF**<sup>◇</sup>

**any product  
\$49 or more**

REDEEM IN-STORE OR  
ONLINE: FAIR21

\*Available in all markets we serve (use our online "check delivery" tool to verify your zip code). Some restrictions may apply in areas at the far limits of our service areas. Please contact your local store or chat with us online to learn more. <sup>◇</sup>\$25 off a purchase of \$49 or more. Excludes Stearns & Foster, Tempur-Pedic, Posturepedic Hybrid, HOT BUYS, "as is" items, My Pillow, closeouts and special purchases. Brand exclusions may vary by market. Not valid on prior purchases, purchase of gift cards, taxes or delivery and warranty charges. Valid through 12/31/2021 in-store or online with code FAIR21.



At Cargill we join with community leaders, non-profits and others to enrich the places where we live and work, building a strong, sustainable future for agriculture.

**Since our partnership began, Cargill and our employees have provided nearly a half a million dollars in support of Bridging!**

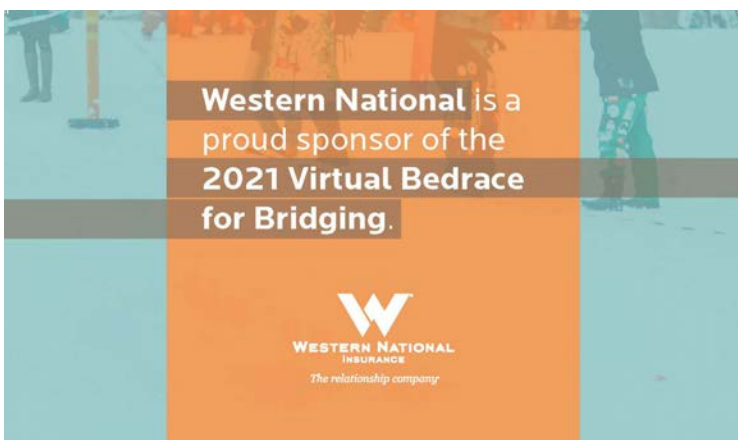
Through volunteers, donations of furniture and household goods, event sponsorship and employee giving, the Cargill team has supported Bridging's mission to empower people to thrive in their homes. Thank you so much for joining Cargill with your support!



**Get \$25 OFF junk removal services. PROMO CODE: BEDRACE**

Junk Masters provides full-service junk removal to the Twin Cities metro area. On top of that, our core mission is to use our services to help preserve the environment; the majority of the items we take are either recycled or donated.

We are committed to giving a new home to old furniture items.





Help us  
**FURNISH  
HOMES  
WITH HOPE**



**Donate  
Your  
Time**



**Donate  
Your  
Stuff**



**Donate  
Your  
Dollars**



**Become  
Our  
Partner**



**Lutherauto.com**



Do more here

www.american.bank Member FDIC