



From All Walks of Life raises \$115,000

They may have come from all walks of life, but for 6.2 miles on Sunday, September 10, nearly 2,000 people were headed in the same direction. Participants in the third annual Cascade AIDS Project pledge walk raised about \$115,000 for education, counseling and support for people affected by AIDS.

Paul Starr, Executive Director of CAP, said he was pleased with the diverse turnout for the walk, the agency's major fundraising effort, but is concerned that participation from the gay community is waning.

"We're seeing a more diverse group of folks," he said. "We had lots of older folks walk, lots of families. But what we're seeing is not as good a turnout among the gay community as we would like, especially among gay men."

The gay community has carried the burden of AIDS activism and fundraising for more than six years, Starr said, and so fatigue and waning interest are understandable.

"I know a lot of folks are dealing with AIDS a lot in their own lives and they can't think of doing something on the community level.... But next year we want to look at making sure the gay community gets more involved," he said.

While participation from the gay community may have decreased, this year's walk did draw involvement from a wide range of businesses and public figures. Michael Kegley, a member of the marketing committee for the walk, said the selection of honorary chairpeople including former Oregon Secretary of State Norma Paulus and Portland Rabbi Emmanuel Rose was a sign of the walk's increasingly broad appeal.

"As we looked at the records of the prior two years, it was obvious that one of the primary sources that was not being tapped was the business community. For the most part, they're there with open ears and open pockets," said Kegley, who alone raised \$4,700 from business owners.

"Sure, there are bigots out there in every line of business and industry. There are some who will support a cause because it's the trendy thing to do. But I believe there are some out there who supported it because it is a disease that affects people," he said.

Money raised from the walk supplies almost one-fourth of CAP's \$500,000 annual budget. It supports the agency's client services programs such as support groups, transportation, meals and in-home care for people affected by AIDS, as well as several education and prevention projects, including Safer Sex workshops and the Oregon AIDS Hotline.

—Anndee Hochman



Photos by Jay Brown

FROM ALL WALKS OF LIFE

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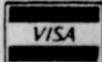


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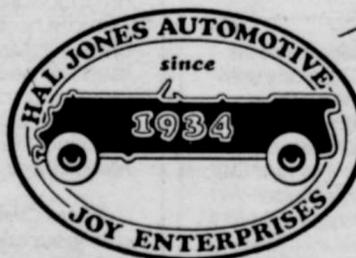


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