



Partnership Brochure

DO AND A SISTA'S TOUCH PRESENT THE 8TH ANNUAL

WE RUN OAKLAND
for our children
5K Run and Walk
for
Human Trafficking Awareness

SATURDAY
08/23/2025
8AM - NOON
Proceeds to Benefit AST Programs

LAKE MERRITT
AMPHITHEATER
OAKLAND, CA
www.asistastouch.org/werunoakland

Register at:

<https://www.asistastouch.org/werunoakland2025>



Dear Community Based Partner,

DO and A Sista's Touch is excited to announce our 8th annual 5K run/walk charity event to raise human trafficking awareness, ***We Run Oakland: For Our Children***. This 5K run/walk will be on Saturday, August 23, 2025, from 8am – 12noon at the historic Lake Merritt Amphitheater. The goal of ***We Run Oakland: For Our Children*** is to engage with the community to ensure they are more informed about the perils of human trafficking. Our objective is to continue our efforts in bridging the gap between services and community, closing the gap between ignorance and action, while challenging our mental and physical health. ***We Run Oakland: For Our Children*** will emphasize the importance of teaching RESPECT between "him" & "her"; promote self-worth, self-respect, self-confidence; and demand the elimination of exploitation.

For our inaugural event, ***We Run Oakland: For Our Daughters***, we garnered the support of 11 community-based partners (CBP) which represented 2 law enforcement agencies and 8 nonprofit organizations. Over the years we have been committed to expanding our outreach to more community organizations. To combat the vast epidemic of human trafficking in our immediate community, the collaboration with local community-based partnerships must be parallel. Accordingly, we are extending a personal invitation to participate in our 8th annual 5k run/walk charity event, ***We Run Oakland: For Our Children***.

Community Based Partners can be from all sectors: County/State/Federal, Nonprofit, or For-profit. The process to register as a CBP is simple. Use the following link to get started [[Registration Link](#)]. There is also an exclusive opportunity for nonprofit organizations to register as a Premier Community Based Partner (PCBP) and receive a 3% donation from A Sista's Touch. Due to limited space, registration will remain open until capacity is reached, so register now!



A Partnership

Our goal is to partner with organizations that offer expert content and resources in the area of human trafficking with the hopes of informing a broader audience of the community: women, men, girls, and boys on how to develop the skills of treating one another respectfully, protect their safety and to secure services when needed. The ultimate goal is to close the gap in knowledge concerning the perils associated with human trafficking beyond at risks groups to avoid the deceptions of exploitation. The opportunity to partner with community-based organizations will ensure this event accurately reflects the powerful individuals working tirelessly to safeguard the well-being of our children and to empower a community to reveal the extraordinary strength of an alliance against a growing epidemic. The benefit of a partnership affords all organizations to participate in an historical event to support our Children, our community, and our city.

We Run Oakland: For Our Children

The charity event: *We Run Oakland: For Our Children* will solicit registrants to run/walk the 3.1-mile (5k) distance around Lake Merritt as well as sponsors to provide resources, education, giveaways, and donations to support *Our Children*, parents, families, and community interests in understanding and mitigating human trafficking in our community. The event will be a fun time for all community members to cultivate mindfulness, exercise the body, and connect spiritually with those who seek to create a positive society *For Our Children*.

Who We Are

DO is an Oakland based marketing and branding firm with tremendous roots and interest in community. A Sista's Touch (AST) is an incorporated 501c3 nonprofit public benefited organization. The mission of AST is to *cultivate and celebrate Black Excellence through the personal and professional inspirations of African American women across all generations in the community; with a foundational focus on our adolescent girls*. Our aim is to address issues affecting our community from a three-fold perspective: *Edify, Elevate, and Celebrate Excellence*.



Community Based Partnership Benefits



**Exclusive Partner Highlight
on Event Stage** (1 minute speaking
opportunity by partner representative)



**Reserved Booth area at the
event*** (table & chairs are limited and offered on a
first come first serve basis)*



Name on website event page

***Participation goal is 200**



Event Information

Event Day: Saturday, August 23, 2025

8am – 12Noon

Lake Merritt Amphitheater

Participant Registration:

<https://www.asistastouch.org/werunoakland2025>

- This is a family event, all are welcome
- Use the link to learn more about the cause and pricing

Sponsor Registration:

<https://www.asistastouch.org/werunoakland2025>

- All levels: Sprint, Run, Walk, Crawl

#thebrothers #babygirl

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Contact Information

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