



METRO HEALTH
Grand Rapids Marathon
2009

Charity Partner Program

What is the Charity Partner Program?

The Metro Health Grand Rapids Marathon Charity Partner Program is designed to help local charities receive financial support from this event. We encourage local nonprofit organizations to recruit runners on their behalf to participate in one of the many running events we have during race weekend.

We encourage all of our runners to raise money for our charity partners. Participants can collect pledges and donations from friends, family, coworkers, or even local businesses.

Charities are encouraged to come up with new and creative fundraising methods that work best for each individual organization. *Please note the Metro Health Grand Rapids Marathon does not give funds directly to charity partner organizations*, the amount of money raised by each charity directly relates to the efforts of the charity.

How do we get involved?

If your organization is interested in becoming a charity partner for the 2009 Metro Health Grand Rapids Marathon we ask that you fill out the application enclosed in this document and email it to Matt Chapman, our Charity Partners coordinator.

Is there a minimum fundraising goal?

As this event continues to grow we are seeing an increase in interest from local charities. We ask that each of our charity partners raise a minimum of \$300 in order to be allowed to participate in future years. This fundraising goal gives your organization something to shoot for and encourages all charity partners to be active in the program.

Is there a cost to participate?

This year we are asking interested organizations to pay a one-time fee of \$50. This fee will be used to cover the hard costs the marathon incurs on behalf of the charities, including tent and table rentals and gear check at charity village. For those organizations that meet or surpass the \$300 minimum fundraising goal the Metro Health Grand Rapids Marathon will reimburse the organization for the original \$50 sign up fee.

How are donations collected?

Again this year we will be teaming up with ActiveGiving.com to offer a personalized fundraising page for our charity partners. Each charity will have their fundraising page linked on the Metro Health Grand Rapids Marathon web site. These fundraising pages allow organizations a chance to recruit runners and collect online donations in a safe and

secure manner. As donations come in, your campaign page will show you in real time the progress your organization is making towards its fundraising goal.

*Upon completion of your Charity Partners Program application you will be given further instructions regarding the set up of your online campaign page. To see examples of current fundraising pages, please visit www.grandrapidsmarathon.com/charities

What is the time commitment involved with the Charity Partners Program?

The amount of time each charity dedicates to the charity partners program varies greatly. To bring in a significant amount of money requires a significant amount of energy on your behalf. We ask that each charity partner organization maintains and updates their online campaign page on a weekly basis. We also require that all charity partners submit an overall fundraising report no later than two weeks following the Metro Health Grand Rapids Marathon.

The more time your organization commits to recruiting runners, collecting pledges, and looking for corporate sponsorships will reflect on the overall amount of money your organization is able to raise.

What is Charity Village?

Charity village is an area for all charities and charity runners to meet and celebrate on race day. Charity village is located prominently around the start finish area and is designed to showcase the accomplishments of our charity runners and the organizations they support.

Whether you want to set up a display to showcase your organization or just have a meeting place for your charity runners to gather, each participating charity will have a space in charity village. Some groups even use charity village to continue their fundraising as friends and family mingle around on race day. Bring food for your runners; invite donors to celebrate in the accomplishment, or just stop in and meet others who are raising money for charity. It's your space to do what you want!

Can Charity Partner Organizations Participate in the Race Expo?

Yes, although space is limited. We encourage charity partner organizations to set up a small display or share information at the race expo on Saturday. Space is limited and will be shared with all charity partner organizations. Organizations wanting their own booth at the race expo can purchase a booth for half price. (\$175.00)

What if we have other questions or comments?

No problem, contact Matt Chapman at mchapman@tapshoe.com and he will help you out. Each year we continue to grow our charity program and we are open to suggestions and ideas from all of our charity partner organizations.



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Charity Partner Application

Please fill out the application completely and email to mchapman@tapshoe.com by September 1, 2009. Please also include a .jpg copy of your logo. If you have any questions please email or call 616-493-2620.

Organization Name: _____

Federal E.I.N. Number/Tax Exempt Status: _____

Organization Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Name: _____

Contact Phone: _____ **Contact Email:** _____

Organization Web Page: _____

Organization Mission:

Does your organization want booth space at the marathon expo on Saturday October 17, 2009: Y / N

Does your organization want a table at Charity Village on Sunday October 19, 2009: Y/N

Please mail \$50.00 application fee to:

Grand Rapids Marathon
1170 Oakburn Ave SE
Grand Rapids, MI 49501