



Charity Challenge 2024 Program Information

Anh Vuong-Phillpotts, Charity Challenge Manager

AnhV@canadarunningseries.com



Contents

Vancouver Half Marathon	3
Charity Challenge (CC) Overview	4
Charity Challenge Program Features	5
Benefits for Your Charity	7
Race Roster Online Fundraising Platform	8
Charity Challenge Cash Prizes	9
How You Can Become A 2024 Official Charity Partner	11
Next Steps – How to Apply	13
Important Dates	14
Frequently Asked Questions	15
Contact Us	18

Vancouver Half Marathon

Established in 1999, the Vancouver Half Marathon is one of Canada Running Series' flagship events in Western Canada. Known for its scenic ocean-side routes and tremendous fundraising efforts in support of the Charity Challenge, this event attracts thousands of runners each year. Since the beginning, we have hosted more than 115,000 participants and close to \$13.3 million dollars for our local charity partners.

Whether you're looking for a serious challenge or a fun activity for the whole family, the Vancouver Half Marathon will keep you moving. Participants can choose to run in-person or virtual options in the 21K, 5K, and 1K Kids Run.

From completer to competitor, our goal at Canada Running Series is to build community through the sport of running. We make a point of offering participants and charity partners an event that stands out for the quality of its organization, the engagement of its partners, and its support for charity partners through the Charity Challenge. This year will be no different. Our team is ready to support your charity to help make the most of this opportunity by motivating your fundraising teams to reach your goal!

We hope to see you in person on June 23rd, or virtually between June 1-30.

Charity Challenge (CC) Program Overview

The Charity Challenge is an important community-building component of our races. In addition to supporting the region's local economy, the Charity Challenge offers a key fundraising opportunity for local charities.

In 2023, with a more accommodating race start time, the Vancouver Half Marathon Charity Challenge raised over \$280,000 for 29 local charities, bringing the total raised since the Vancouver Half Marathon's 1999 debut to close to \$13.3 million!

Charities recruit fundraisers to register for the Vancouver Half Marathon in-person or virtual race. These fundraisers then create an online fundraising account and raise funds using a secure online fundraising system.

When charities register to become part of the Charity Challenge they benefit from:

- Being part of a major community event with no financial risk – the focus is on fundraising, not logistics.
- Reduced costs to fundraise via the option for donors to help cover the processing fees so that more of the dollars raised go directly to the cause.
- Seamless race registration and online fundraising on one integrated platform – Race Roster!
- Charities and fundraisers will continue to receive access to a secure online fundraising platform allowing runners/walkers to easily fundraise.

Charity Challenge Program Features

- A chance to win one of ten Charity Challenge cash prizes totaling \$15,000.
- Being featured as an Official Charity Partner in the Vancouver Half Marathon event.
- An opportunity to have a charity branded tent onsite (in-person race) *capacity may be limited
- Personalized secure registration and online fundraising through one integrated system – Race Roster.
- All online donations will be subject to a processing fee of 6.5% of donation + \$0.85 per donation. (E.g. \$25 donation = \$2.80 [\$1.63 + \$0.85 + \$0.32]).
- Donors will have the option to cover the processing fee for online donations so that 100% of funds go to the charity. If they choose not to select this option, then donations will be subject to the processing fee described above.
Note: In 2023, **83.9%** of online donors had opted to cover the donation processing fee.

Cost

The Charity Challenge operates on a participant recruitment commitment model. All official charity partners must commit to recruiting a minimum of five paid registrations in any distance. By successfully recruiting enough participant registrations, there will be no participation fee charged to the charity.

These participants' paid registrations will be tracked via the charity fundraising report. During race registration, participants will be required to indicate their support to the charity or charity team and pay the registration fee themselves.

Charity Challenge Program Features

Charity Referral Donation Model

Each charity will receive a customized referral link, which provides the charity with a **\$5 referral** donation per individual who successfully registers online via the referral link.

Option To Lock in Your Entries

Similar to last year, pre-purchase your charity entries via the GIFT PURCHASE feature on Race Roster. Purchase 10 gift entries and receive 1 free! (Value of free entry calculated based on the average of the 10 purchased entries.)

Gift purchases will ensure that entries are reserved for your charity supporters – even if the event sells out.

Notes:

- Gift entries are non-refundable and non-deferrable.
- Gift entries must be used during the online registration period.
- Please reach out to the Charity Challenge Manager to set up your free entry *if applicable.
- Please refer to the [2024 race registration page](#) for the most up-to-date registration prices.

The in-person & virtual race options are as follows:

- 21K
- 5K
- Kids Race

Benefits For Your Charity

- An opportunity for over 5,000 runners who register in the Vancouver Half Marathon in-person or virtual race to run and raise funds for a charity of their choice.
- Charities can leverage the Charity Challenge as an annual fundraising opportunity -promote your presence in the Vancouver Half Marathon to active donors so they can register and fundraise for your cause.
- Reduce risk by removing many of the costs associated with organizing a stand-alone fundraising event. Focus your time on raising funds, not on logistics and operations.
- Raise awareness for your cause by teaming up with a world-class event that fully supports and promotes the Charity Challenge.
- Convenience and security of online fundraising and tax receipting through our secure integrated online fundraising system, Race Roster, at reduced costs.
- Charities will receive online donations (net of processing fees) via weekly direct deposit or bi-weekly cheque payment (payment profile set-up required).
- A dedicated Charity Challenge Manager and Race Roster support team to help our official charity partners with any questions or concerns along the way.

Benefits of the Race Roster Online Fundraising Platform

- **Quick reporting:** Real-time fundraising reports with registrant details and cumulative or individual donation information, including tax receipt numbers.
- **Easy tax receipting:** Tax receipts are generated electronically and immediately emailed to the donor's email address.
- **Secure:** Race Roster uses the latest high encryption technology to ensure safe transactions.
- **Low administration costs:** Less handling of cash and cheque donations means more time to recruit and encourage participants.
- **Personalization:** Participants can customize their own fundraising page by uploading a photo, setting their individual fundraising goal, customizing their own fundraising message, and share with family, friends and co-workers via email or social media.
- **Real-time results:** Your runners can easily track pledges as they head towards their fundraising goal, sending out thank you emails to donors along the way or after the race.

Cash Prizes

Every dollar raised will help your charity come closer to winning one of ten cash prizes, totaling \$15,000! Canada Running Series will award prizes to the Official Charities that are the highest performers in the following categories:

Official Charity with the largest total dollars raised

Eligibility: Cumulative total of all online and offline donations to fundraising runners, fundraising teams, and your charity directly.

Official Charity with the largest number of fundraising runners

Eligibility: Charities must have a minimum of 15 fundraising runners registered. Fundraising runners can be registered in any combination of running events. For this prize category, only donations made directly to an individual who raises a minimum of \$100 (online or offline) will be included in this calculation.

Official Charity with the largest average dollars raised per fundraising runner

Eligibility: Your charity must have a minimum of 15 fundraising runners registered. The average dollars raised will be calculated based on individual fundraising runner totals only. For this prize category, only donations made directly to an individual who raises a minimum of \$100 (online or offline) will be included in the calculation. Donations made to fundraising teams or your charity will not be included in the calculation.

Rookie of the Year – New Charity with the largest total dollars raised - \$750

Eligibility: This is your charity's first year of participation. Cumulative total of all online and offline donations to fundraising runners, fundraising teams, and your charity directly.

Prize for Each Category

1st place – \$2,500

2nd place – \$1,500

3rd place – \$ 750

Prizing Rules

1. Prizes for official charities are calculated based on funds raised (online or offline) by registered individual fundraising runners, teams, and donations that are made directly to the charity.
2. Online fundraising (credit card donations) will close on **Monday, July 22nd, 2024 at 11:59 p.m. PST.**
3. Cash and cheque donations must be entered in the fundraising system by the Charity Fundraising Manager by **Monday, July 22nd, 2024 at 11:59 p.m. PST.**
4. Fundraising totals and awards will be based on online donations and manually entered donations through the Race Roster system by **Monday, July 22nd, 2024 at 11:59 p.m. PST.** Offline funds not entered into the system will not be counted towards totals for prizing.
5. A charity cannot win more than one award. In the event that your charity wins/places in more than one category, the prize will be awarded in the category in which you win/place by a bigger margin of victory. The margin is the percentile difference between the winning charity and the next winning charity.

Calculating Margin Example:

Category 1 XCharity raises \$100 -YCharity raises \$25 -Percentage difference is 75%

Category 2 XCharity raises \$100 -ZCharity raises \$50 -Percentage difference is 50%

XCharity would be awarded prize in Category 1. ZCharity awarded prize in Category 2.

How You Can Become a 2024 Official Charity Partner

- **Your charity must be a Canadian Registered Charity in good standing with Canada Revenue**
- **Agency. Use of the Race Roster online fundraising platform is mandatory.**
- **Complete the online 2024 Official Charity Partner Application Form which includes:**
 - Your charity's legal name, registered charity number, address, website URL.
 - Executive Director and daily contact person – name, email, phone, etc.
 - Acceptance of the official Charity Challenge rules.
 - Acceptance of the Charity Challenge commitment:
 - All official charity partners must commit to recruiting a minimum of five paid registrations in any distance. By successfully recruiting enough participant registrations, you demonstrate that you are a dedicated charity partner.
 - These participants paid registrations will be tracked via the registration report. Participants will register online via the charity referral link and pay the registration fee themselves.
 - The charity referral link will help track the number of supporters and total of your charity's referral donation.
- **Description of your charity and call to action for supporters (75-100 words each).**
- **Fundraising goal (this can be modified).**

- **Information for tax receipting (Official charity name, registered charity number, address, email, phone number).**
- **Image attachments to be sent after completing the online application:**
 - Logo for your charity in high resolution in JPEG format.
 - Images (any images associated with the charity's branding) .
 - Digital signature of signing authority.

How To Apply to Become an Official Charity Partner

New Charities: Your charity was not a Charity Partner in 2020-2023: Apply today!

1. Complete the online application form: <https://raceroster.com/79903>

Important: Once the application has been submitted and approved, there is a one-two week wait time while we review and verify your application. If approved, your charity listing will then be created.

2. An email notification will confirm your submission and provide next steps from: fundraising@raceroster.com **Please check your junk folder.**

Returning Charities: Your charity was a Charity Partner in 2020-2023: Apply today!

1. Complete the online application form: <https://raceroster.com/79903> (A shorter process this year!)

Important: Once the application has been submitted and approved, there is a one-two week wait time while we review and verify your application. If approved, your charity listing will then be created.

2. An email notification (fundraising@raceroster.com) will confirm your submission and provide login access to review and update your charity information rolled forward from the 2023 event. **Please check your junk folder.**

Important Dates

Race date

- **In-Person:** Sunday, June 23, 2024
- **Virtual:** From Saturday, June 1 to Sunday, June 30, 2024

Race registration and online fundraising launched: September 21, 2023

Charity Challenge Official Charity Partner Application launched: November 7, 2023

Time to review application and create each charity's fundraising page (if approved) : Two weeks from receipt of application information

Deadline to apply to become an official charity partner: Friday, May 10, 2024

Online fundraising closes: Monday, July 22, 2024 at 11:59 p.m. PST

Deadline for manually entering offline donations (cash and cheques) into the Race Roster system: Monday, July 22, 2024 at 11:59 p.m. PST

FAQ's

Is there a fee to participate as an Official Charity Partner?

There is no charity fee, but a charity commitment is required. By accepting the Charity Participation commitment, you demonstrate that your charity is committed to the event and to recruiting at least five paid entry fees.

How do fundraisers register?

- We will provide you with the following resources to assist with your registration communication:
 - A step-by-step manual that you can easily copy/paste into your communications

How do we track progress towards our charity's five paid entries recruitment goal?

Your charity supporters will be tracked via the Race Roster fundraising report.

Is it possible to pre-purchase entries we can share with our supporters?

Yes, your charity can pre-purchase gift entries at the current rate displayed. This ensures the entry is reserved for your charity supporter. Please contact your Charity Challenge Manager for additional details.

Are there any other costs associated with this event?

Online donations are subject to a processing fee 6.5% of donation + \$0.85 per donation + taxes. (Option for donor to supplement the processing fee.) We provide a great world-class virtual event with zero risk to you with free online fundraising for all official charity partners of the Charity Challenge. Your charity receives online donations (net of processing fees) raised through the Race Roster online fundraising system via weekly direct bank deposit or bi-weekly cheques.

FAQ's

What will our charity receive?

- Website promotion through <http://www.vancouverhalf.com>.
- Streamlined race registration and online fundraising through Race Roster.
- Digital artwork resources to promote the event.
- Support for your PR and media events by the Charity Challenge Manager to promote your charity and encourage participation and fundraising on your behalf.
- Support and training with the Race Roster system.
- Online training webinar and link to access resources.

What is expected of our charity?

- **Actively promote the event to your supporters:** Solicit participation to fundraise for your organization. Make the event part of your communication strategy.
 - **Public relations and media support:** Work together with the event organizers and our partners to secure media coverage. Have people from your organization available for media interviews or media events. Highlight unique human interest stories that will grab the media and public's attention.
 - **Reward and honour the individuals** who have come out to support your organization and recognize their achievement.
 - **Identify a Charity Fundraising Coordinator:** Someone within your charity who will work with our Charity Challenge Manager and who will manage the administrative aspects and marketing communications (2 -3 hours per week) of the event.
 - **We recommend you use a generic email address (E.g. VAN21K@charity.org) to register your charity for ease of administration.**
-

FAQ's

How is the event promoted?

- Social media
- Email newsletters
- Local advertising
- Running publications and online promotions
- Earned media relations

How can we attract supporters?

- Use your networks to encourage participation in the Vancouver Half Marathon and the Charity Challenge. Recruit local celebrities, companies, supporters, groups and individuals to run on your behalf.
 - Engage a Corporate Partner – employees participate as fundraising runners and/or company supports you with a donation.
 - Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers.
 - Direct your team to <http://www.vancouverhalf.com> for information on run/walking training programs and clinics.
 - Promote the online fundraising platform, Race Roster. Add a direct link from your website or email signature to your Race Roster fundraising page.
 - Communicate with your runners regularly via email or newsletters to keep them engaged and motivated and go out for group runs to train for the big day!
 - Plan an in-person or virtual post-race party. Reward your runners for their achievements.
 - Work with the Charity Challenge Manager to develop creative and effective recruitment and fundraising strategies.
 - Participate in Race Roster training sessions, Charity Challenge workshops and webinars for ideas on recruitment and fundraising strategies.
-

Contact For Support

If you have questions regarding the Charity Challenge, please contact your Charity Challenge Manager:

Anh Vuong-Phillpotts

AnhV@canadarunningseries.com

For information on the Vancouver Half Marathon, please refer to the event web site:

<http://www.vancouverhalf.com>