



Charity Challenge 2025 Information Package

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Event Overview

Background

Established in 1999, the Vancouver Half Marathon is one of Canada Running Series' flagship events. 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.

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 2024, the Vancouver Half Marathon Charity Challenge raised over \$450,000 for 28 local charities, bringing the total raised since the event debut to close to \$13.8 million!

Important Dates

- **In-Person Race:** Sunday, June 22nd, 2025
- **Virtual Race:** Sunday, June 1st – Monday June 30th, 2025
- **Fundraising Closes:** Friday, July 25, 2025, at 11:59 pm PST

Distances

- 21K
- 5K
- 1K Kids Run



Charity Challenge Overview

How It Works

1. Register
 - Charities register for the Vancouver Half Charity Challenge for FREE.
2. Recruit
 - Charities must recruit a minimum of five fundraising runners to register for the Vancouver Half Marathon in-person or virtual race.
3. Fundraise
 - These fundraisers then create an online fundraising account and raise funds using a secure online fundraising system.
 - Participants that are not associated with the charity can view the list of Official Charity Partners and choose to fundraise for one or more of these charities.



Charity Challenge Benefits

- **Raise Awareness:** 6,000+ registered runners can engage with and support your charity
- **Community Involvement:** Opportunities for on-site activations such as water stations, cheer stations, and finish line booths to engage with your fundraisers, donors, supporters, and broader community.
- **Focus on Fundraising:** We handle all logistics; you can concentrate on fundraising.
- **Maximized Donations:** Donors can cover processing fees, ensuring more of their contributions go directly to charity.
- **Simple Registration and Fundraising:** Experience hassle-free race registration, online fundraising, and tax receipting on one simple platform – Race Roster!
- **Prizes:** A chance to win one of seven Charity Challenge cash prizes totaling \$12,750.
- **Charity Referral Donation:** 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.
- **Payment:** Charities will receive online donations (net of processing fees) via weekly direct deposit or bi-weekly cheque payment (payment profile set-up required).



Charity Challenge Cash Prizes

We offer a total of seven cash prizes, totaling \$12,750!

Official Charity with the Largest Total Dollars Raised

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

1st place: \$2,500
2nd place: \$1,500

Official Charity with the Largest Number of Fundraising Runners

Charities must have a minimum of 15 fundraising runners to qualify. These runners must raise a minimum of \$100 to be included in this calculation

1st place: \$2,500
2nd place: \$1,500

Official Charity with the Largest Average Dollars Raised per Fundraising Runner

Charities must have a minimum of 15 fundraising runners to qualify. Only donations made directly to an individual who raises a minimum of \$100 will be included in this calculation.

1st place: \$2,500
2nd place: \$1,500

Rookie of the Year – New Charity with the Largest Total Dollars Raised

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.

1st 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 unless otherwise specified.
2. Online fundraising (credit card donations) will close on Friday, July 25, 2025, at 11:59 p.m. PST.
3. Cash and cheque donations must be entered in the fundraising system by Friday, July 25, 2025, at 11:59 p.m. PST. Offline funds not entered in the system will not be counted towards totals for prizing.
4. A charity cannot win more than one award. If your charity wins in more than one category, the prize will be awarded in the category in which you win 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: Charity X raises \$100 and Charity Y raises \$25 – % difference is 75%

Category 2: Charity X raises \$100 and Charity Z raises \$50 – % difference is 50%

Charity X would be awarded 1st place in Category 1, and Charity Z would be awarded 1st place in Category 2.

Charity Challenge Costs, Fees, and Gift Entries

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. During race registration, participants will be required to indicate their support to the charity or charity team and pay the registration fee themselves.

Donation Processing Fees

All online donations will be subject to a processing fee of 6.5% of donation + \$0.85 per donation + taxes. (E.g. \$25 donation = \$2.77 [\$1.63 + \$0.85 + \$0.30]). Donors will have the option to cover the processing fee for online donations so that 100% of funds go to the charity (82.3% of donors covered this fee in 2024).

Gift Entries

Charities can pre-purchase entries via the GIFT PURCHASE feature on Race Roster. Gift purchases ensure that entries are reserved for your charity supporters (even if the event sells out). Plus, purchase 10 gift entries and receive 1 free (email charitywest@canadarunningseries.com to receive your free entry). Please note that all gift purchases are non-refundable, non-deferrable, and must be used during the online registration period.



Application Process

1. Complete the online application form

- New Charities: [New Fundraising Organization \(did not participate 2020-2024\)](#)
- Returning Charities: [Returning Fundraising Organization \(participated in 2020-2024\)](#)

2. Approval

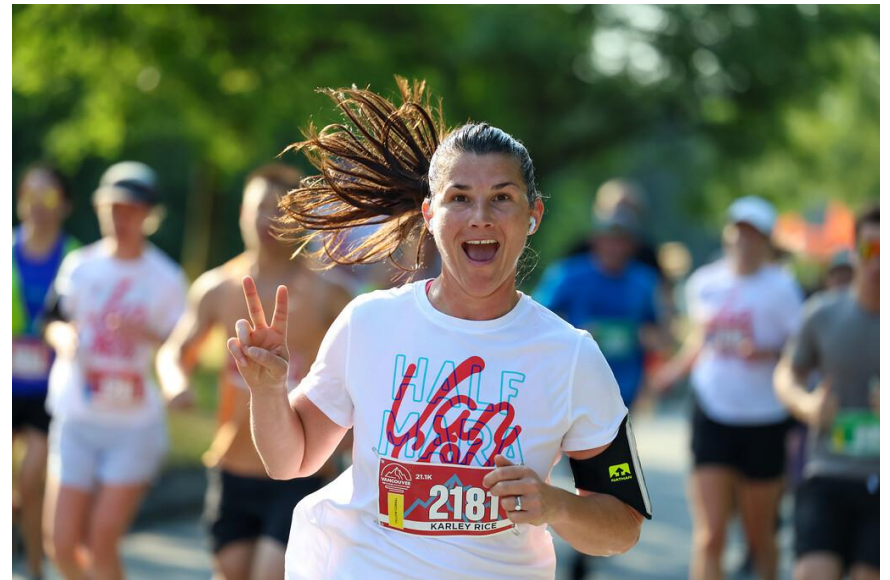
- There is a two week wait time while we review and verify your application. Once approved, your charity listing will be created.

3. Set up

- You will receive an email from fundraising@raceroster.com with next steps.
- New Charities: submit branding materials and set up payment profile and tax receipting if selected. Share your unique donation referral link with fundraisers.
- Returning Charities: update payment profile and share your unique donation referral link with fundraisers.

The deadline to apply is Friday, May 9, 2025.

To apply, your charity must be a Canadian Registered Charity in good standing with the CRA.



FAQs

What is Expected of Our Charity?

- **Event Promotion and Fundraising:**
 - Actively promote the event to your supporters.
 - Solicit participation & encourage fundraising efforts on behalf of your charity.
 - Incorporate the event into your broader communication strategy.
- **Recognition of Supporters:**
 - Acknowledge and reward individuals who support your organization.
 - Recognize the achievements of participants involved in fundraising efforts.
- **Charity Fundraising Coordinator:**
 - Designate a Charity Fundraising Coordinator within your organization who will work with the Charity Challenge Manager and oversee administrative and marketing tasks (2-3 hours per week)

How Can We Attract Supporters?

- **Leverage Your Network:**
 - Use your existing networks to encourage participation in the Vancouver Half Marathon and Charity Challenge. Recruit supporters, groups and individuals to run on your behalf.
- **Engage Corporate Partners:**
 - Collaborate with corporate partners who can encourage employees to participate as fundraising runners.
 - Seek corporate donations to support your organization's efforts.
- **Incentivize Fundraising:**
 - Create a strong incentive program to motivate and reward your fundraisers.
 - Offer prizes for top fundraisers to encourage competition and engagement.
- **Promote the Online Fundraising Platform:**
 - Encourage supporters to use Race Roster for online fundraising.
 - Add a direct link to your Race Roster fundraising page from your website and email signature
- **Celebrate Achievements:**
 - Plan an in-person or virtual post-race celebration to reward and recognize your runners' efforts.
- **Regular Communication:**
 - Keep your runners engaged and motivated by sending regular updates via email or newsletters.
 - Organize group runs to help participants train and build camaraderie ahead of the event.

FAQs

What are the Benefits of Using Race Roster?

- **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



Contact Us

If you have any questions regarding the Charity Challenge, please contact Rachel at charitywest@canadarunningseries.com

For information on the Vancouver Half Marathon, please refer to the event website: <http://www.vancouverhalf.com/>

