



**BENEVA
VANCOUVER
HALF MARATHON**

BENEVA CHARITY CHALLENGE

**INFORMATION PACKAGE
JUNE 28, 2026**



BENEVA VANCOUVER HALF MARATHON

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OVERVIEW

The Beneva Charity Challenge is an important community-building component of our race. In 2025, participants raised over \$557,000 for 48 Canadian charities, bringing the event's total fundraising since 1999 to over \$14.5 million.



As an official charity partner, your charity will be able to raise funds through our event's fundraising platform, Race Roster. Race Roster is a secure, low-admin fundraising platform that gives your charity a personalized fundraising page, real-time donation tracking, and instant tax receipting. It streamlines reporting and admin work so you can focus on fundraising.

RAISE AWARENESS

6,500+ registered participants can engage with and support your charity.

MAXIMIZED DONATIONS

Donors can cover processing fees, ensuring their contributions go directly to charity.

COMMUNITY INVOLVEMENT

On-site race day activations to engage with your fundraisers, donors, and supporters.

PAYMENT

Charities will receive online donations via weekly direct deposit or bi-weekly cheque payment.

ROADMAP

- 01** Apply for the Beneva Charity Challenge
- 02** Set Up Your Charity Page
- 03** Recruit Participants (Ongoing)
- 04** Promote and Fundraise
- 05** Beneva Vancouver Half Marathon Race Day





APPLY

Applications are now open for the Beneva Charity Challenge!

To apply, your charity must:

- Be a Canadian registered charity in good standing with the CRA
- Recruit a minimum of 5 paid registrations by sharing your charity specific referral link (provided upon being accepted into the Beneva Charity Challenge) or purchasing gift registrations
- Designate a coordinator to manage communications and administration with the CRS Charity Challenge Coordinator
- Promote the Beneva Charity Challenge through newsletters, social media and other related methods
- Recognize and support your fundraisers in a method you see fit

Complete your application by May 1, 2026 to be considered for the 2026 Beneva Charity Challenge.

Please note that there is a two-week wait time while we review and verify your application. Once approved, your charity will be added to the list of official charity partners.





SET UP

Upon being accepted into the Beneva Charity Challenge, you will receive an email with the steps to set up your fundraising page from fundraising@raceroster.com.

You will be asked to provide materials and information to set up your charity fundraising page, tax receipt settings, payment profile, and more.

Once all materials have been provided, you will be able to view your Race Roster charity page [here](#).



RECRUIT

Recruit participants to fundraise for your charity!

Share your charity-specific referral link

- Once accepted into the Beneva Charity Challenge, you will receive your referral link.
- For each participant that registers through your link, your charity receives a \$5 donation from Canada Running Series.

Pre-purchase race entries via Gift Registrations

- Gift registrations ensure that entries are reserved for your charity supporters even if the event sells out.
- Choose how you distribute your gift entries
 - Give them away for free with a required fundraising minimum (ie. \$500), hold a raffle, etc.
- For charity partners only, purchase 10 gift entries and receive 1 free!
 - Email charitywest@canadarunningseries.com to receive your free entry
- Please note that all gift registrations are non-refundable, non-deferrable, and must be used during the online registration period.





PROMOTE AND FUNDRAISE

Promote Your Participation

Help spread the word about your charity's involvement in the Beneva Charity Challenge! Share your participation across social media, email newsletters, your website, and any other communication channels you use. Once accepted into the Beneva Charity Challenge, CRS will provide official branded graphics and assets to make promotion easy and consistent.

Set and Celebrate Fundraising Goals

Set fundraising goals for individual participants, teams, and your charity overall. Clear goals motivate fundraisers and make progress easy to track. Consider how your organization can support and recognize fundraisers—whether through incentives, shout-outs, or special rewards—to keep them engaged and inspired.





RACE DAY

Join in on the excitement of race day through our Charity Village!

This is an opportunity for your charity to cheer on participants as they cross the finish line, then celebrate together in your own post-race area.

More information about the 2026 Charity Village will be available this spring.



PRIIZES

New for 2026, we're proud to welcome Beneva as our Title Partner. With Beneva's support, the Beneva Charity Challenge will feature updated cash prizes! Stay tuned this spring for full details.





COST AND PROCESSING FEES

Cost

There is no fee for charities to join the Beneva Charity Challenge. All official charity partners must commit to recruiting a minimum of five paid registrations in any distance. During race registration, participants will be required to indicate their support to the charity or charity team and pay the registration fee themselves.

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 (79.7% of donors covered this fee in 2025).



IMPORTANT DATES



APRIL
2026

MAY 1
2026

JUNE
2026

JUNE 28
2026

JULY 10
2026

ESTIMATED RACE SELL OUT

Our half marathon is expected to sell out at the start of April, secure your spots now!

CHARITY APPLICATIONS CLOSE

Submit your application by May 1 at 11:59pm

VIRTUAL RACE

Participants can complete their virtual race anytime from June 1 - June 30

RACE DAY

Join us for all the excitement on Sunday, June 28!

FUNDRAISING CLOSES

Ensure all online and offline donations have been recorded by end of day July 10th



If you have any questions about the Beneva Charity Challenge, please reach out to our Charity Challenge Coordinator, Rachel, or visit our website.

charitywest@canadarunningseries.com
<http://www.vancouverhalf.com/>

CONTACT US