



Charity

Challenge - Official Charity Information

There are an abundance of benefits to becoming an official charity for the Calgary Marathon. This is your chance to be featured as an Official Charity Partner on the Calgary Marathon website. We are here to help you reach your fundraising goals, while our participants reach theirs. As an official charity, you will be given the opportunity to raise funds through our event and the [Race Roster platform](#). There is no cost associated with being an official charity – we plan the event while you get access to thousands of supporters who can donate and fundraise for your cause. Race Roster is the software that Run Calgary uses for all event registrations and they provide free online fundraising features for every event. Every participant for our event has the ability to select their favourite charity and set up a fundraising page to raise funds.

During registration, each registrant is asked if they would like to make a one-time donation to one of the official charities, and every participant is automatically set up with a fundraising page that they are able to customize. Anyone who isn't registered for the event can also submit a donation to an individual, a team, or make a general donation to one of the official charities. This is a great way to raise those much needed funds for your clients, add contacts to your supporter list, and create more awareness about the causes your charity believes in.

If you have any questions about the charity program at Run Calgary, please contact Maureen MacDonald, the Charity Challenge Coordinator, at charitychallenge@calgarymarathon.com.

Set-up Requirements from the Charity

In order to get your charity set up and ready to receive donations in Race Roster, we require the following information before registration opens:

- Organization point of contact name, email and phone number – Fundraising Coordinator
- Your charity logo – square format is preferred as that is how it uploaded into Race Roster.
- Legal name of your charity
- Website url for your charity
- A description of what your charity does (50-100 words) and information about how the funds raised through our event will be used to support your charity. Providing specific examples of how a specific dollar amount can be used is preferred (ie: \$20 will feed a man in recovery for a day). Examples can be found [HERE](#) and [HERE](#). Demonstrating what your charity can do at various levels of donations can help people understand how meaningful their efforts and dollars are to your charity.
- Fundraising Goal for event
- Donation Tax Receipt Settings:
 - Allow requests for donation tax receipts (if yes, continue – please note that most donors prefer to receive a donation so this is highly recommended)
 - Minimum amount for a tax receipt
 - Charities can choose to issue their own tax receipts or issue them automatically through Race Roster. If the charity chooses to issue their own receipts, the Fundraising Coordinator will need to access the donation report in Race Roster to retrieve the donor information in order to send out the tax receipts. This can be done throughout the event, or once the event and fundraising has closed. Fundraising typically closes about one week after the event date. All donors will receive an email confirmation of their donation explaining that an official tax receipt will be coming directly from the charity.
 - If you would like Race Roster to automatically issue your tax receipts when a donation is submitted, the following information is needed:
 - Charity address for tax receipts
 - Tax receipt Signature - name, title and a file with their signature
 - Charity Organization number
 - Email for a copy of the tax receipts to go to
 - Custom donation tax receipt message (optional – Default is “Thank you for supporting XYZ Charity”)
 - Donation tax receipt # prefix (ie: Event name/acronym and year - not required, but suggested)

- Donation tax receipt # start
- Payment Profile Details:
 - If you choose for your donation payout to be sent by cheque, Race Roster will issue cheques bi weekly as long as a minimum of \$200 has been raised.
 - If you choose Direct Deposit, Race Roster will issue an EFT payment once a week. A payout report will also be sent by email and can be downloaded by the administrator directly from Race Roster.
 - Donors can choose to pay the credit card and processing fees, or those fees will come out of their donation total which is then paid out to the charity. Funds raised, displayed on the Race page for an event, are the total donations including the fees. Any fees not paid by the donor will be deducted from the total donation payout amount to the charity.
 - Banking Information needed for EFT payments (this information needs to be completed in the Fundraising settings section directly on Race Roster by the Fundraising Coordinator:
 - Payment profile owner name
 - Currency
 - Payment method (EFT or cheque)
 - Name on Account
 - Account Type (Business/Personal)
 - Bank Transit Number
 - Bank Institution Number
 - Bank Account Number
 - Email for payout notifications

Race Roster Access for Fundraising Coordinators

The main point of contact (Fundraising Coordinator) will be provided access to the Race Roster event page in order to retrieve fundraising reports and make any edits to the fundraising details. Fundraising Coordinators with access to Race Roster can add (edit) their logos, images and charity details as needed through **Event Dashboard>Settings>Fundraising** – Under **Organizations** and by clicking on the three dots in the box on the right side. The fundraising settings page can also be used to reference the status of:

- Tax Receipts
- Fundraising Payment Profiles
- Logos
- Descriptions
- Fundraising Goal
- Fundraising Close Dates

Fundraising Coordinators also have access to a number of reports through the Event **Dashboard>Management>Fundraising**. Reports available here are:

- Fundraisers List (only those who have raised funds)
- Donation Report
- Donation Receipts
- Fundraising Payout Report

The good news is, most of the above information only needs to be submitted once. If you have been an official charity for the Charity Challenge since 2019, Race Roster can carry this information over into the event details for the current year.

- Once the Fundraising Coordinator has been granted access, they will be required to review and update the information from the previous year as needed.
- Tax receipt information carries over as well. This will also need to be reviewed and updated as needed. If anything changes, the tax receipt form will need to be submitted for a new approval.
- Banking information will be transferred over as well and can be edited/changed if/when needed.

Marketing/Social Media

We ask that you market our event through your charity's social media platforms. Remember to always tag us (@calgarymarathon) when doing so (so we can repost). Also include #RunCalgary #CalgaryCharityChallenge with your posts. Our Minimum requirements are as follows:

- 6 Event Social Media Posts tagging @CalgaryMarathon
- 2 Event Email Blasts with a link to the event page
- 1 Website Listing with event details and a link to the event page

Run Calgary can provide images of past events and the current event swag. For more information about how to best use social media please review the following document:

- [Guide to Social Medial Platforms](#)

Fundraising Incentives

Run Calgary is currently searching for a new sponsor for the Calgary Marathon. This is our opportunity to change the program and make it even better. We are looking at a number of new ways to incentivise fundraisers through our new program and we would love your input. If you have any ideas/strategies that you think would be an incentive to our participants to fundraise for you, please feel free to pass them on.

Charity Challenge Block Party

On race day (May 29, 2022) we have an entire street blocked off for the Charity Challenge Block Party (6th St. SE between 6th and 9th Ave). This is an opportunity for your charity to come out and cheer on your supporters, while also raising awareness about your charity. This is the best cheering section on the race route with almost every participant going by twice. You can come with your branded tent and chairs, or just bring yourselves, some cheer signs and your loud cheering voice. We provide porta potties, noise makers and a DJ to keep you dancing and Tim Hortons sponsors drinks and snacks. It's a day filled with 'good feels'.



Like any great partnership, it's a two-way street. While we want to help you fundraise, we ask that you promote the event, engage your staff and supporters, and get involved by walking or running in the event yourself. We are looking to help each other grow the event and awareness of your cause, and hope that this can be a long term partnership.