

## **Modesto Marathon Charity Program**

Through the Program, select local charities will be given the opportunity to leverage the Modesto Marathon to raise funds and to increase community awareness of their causes. Participating charities will be selected by the Marathon Charities Selection Committee based on established selection criteria. Each selected charity must commit to a pre-determined number of guaranteed marathon and/or half marathon entries, which will be reserved for those runners participating in the charities fundraising efforts.

Funds are raised through the activities of each individual charity, whether through pledges garnered through individual runners or through marathon related fundraising activities sponsored by the charity. The total funds raised will be determined by the activities of the individual charity, funds will not be given directly to a charity from the Marathon.

### **Participant Charity Requirements:**

- Organization must be a 501 (c)3 non profit
- Must be a locally based charity
- Must guarantee a minimum of 15 marathon/half marathon participants
- Must link its website to the Modesto Marathon website
- Must complete Modesto Marathon Charity application form

### **Participant Charity Benefits:**

- Guaranteed race entries
- Website link from Marathon website
- 10'X10' booth at expo
- Inclusion in the Hospitality area at finish line
- Charity featured on Marathon website Charity page
- Charity promotion banners at start and finish area

### **Application Process:**

Application form for acceptance as an official Modesto Marathon Charity is closed for the 2012 year.

### **You can still participate:**

Just because your charity is not an "official charity" for this race year does not prevent you from using our event to raise money. Many participants choose to raise funds for a charitable organization that is not an official group. Although the online donation tools are only available to official charities, you can still raise money for your group through traditional methods.

### **Unofficial Charity participation:**

Charities that are not on the Official Charity list may still develop a pledge form for people who want to participate on your behalf. Participants can use this form and informative brochures about your cause to solicit donations from their friends and family, exactly as they would for an Official Charity. Participants should turn in collected donations directly to the Charity.