

## 2022 Charity Challenge Overview

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## 1. Tamarack Ottawa Race Weekend

Thank you for considering participating as an official charity in the 2022 Tamarack Ottawa Race Weekend. As we continue to work our way through a challenging 2021, everyone at Run Ottawa is optimistic May 2022 will allow us to once again host a live Tamarack Ottawa Race Weekend. Our registration is now open and we're encouraged by the number of registrations. In addition to our live option, we will continue to offer the option of participating virtually as well.

Despite 2021 being 100% virtual our 51 participating charities, their fundraisers and donors raised a record **\$1,089,618.58!** It was an amazing achievement for the program, which featured numerous heroic fundraising efforts from a wide array of participants.

Last year We had close to 8000 event participants register with us in our wide array of event runs, walks and challenges offered. It was further proof there is still an active engaged running community seeking opportunities to participate "together alone".

We believe with an opportunity to return to an actual event, albeit in limited numbers, we'll once again return to providing runners and walkers all the unique experiences that make the Tamarack Ottawa Race Weekend a world class event experience.

Just a bit of background I'd like to share with you. Since its inception in 1975, over half a million runners from all over the world have participated in our race weekend. We're proud to announce our marathon will remain a prestigious WA Gold Label race. In 2022, within our 10K, we are endeavouring to showcase an extremely elite Canadian field of many of the top women and men the country has to offer.

We take great pride in the values the Tamarack Ottawa Race Weekend represents. There are not many events in this city that promote multiple active healthy living opportunities allowing people from ages 6 to 86 to participate alongside some of the fastest men and women in the world.

We like to say if the city ever aspired to create an event to represent the qualities of a meaningful life, they would find those qualities within the Tamarack Ottawa Race Weekend.

One of those major admirable qualities can be found within the Charity Challenge. Committing oneself to serve others is what the Charity Challenge is all about.

It's been proven by our 2021 Charity Challenge totals and donor participation; our city is filled with so many generous people willing to help and contribute to the work you're committed to doing. They've clearly demonstrated they're willing to stay connected and support the work you do in the community. We will do all we can to continue to help you reach and inspire them once again throughout 2022.

We look forward to seeing you on the starting line!

## 2. Charity Challenge Overview

The Charity Challenge was created as a community-building component of the Tamarack Ottawa Race Weekend.

Since 2015, the Tamarack Ottawa Race Weekend has raised helped to raise over \$5 million dollars for local and national charities

Your role is to recruit fundraisers who will register for the Tamarack Ottawa Race Weekend creating their own secured online fundraising account to raise funds on your behalf.

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

- Being part of a major community event – the focus is on fundraising, not logistics
- Race registration and online fundraising are both on one integrated platform – Race Roster!
- Charities and fundraisers will receive access to a secure online fundraising platform allowing runners/walkers to easily fundraise.

## 3. Charity Challenge Program Features

- A chance to win one of nine Charity Challenge cash prizes totaling \$24,750.
- Featured as an Official Charity Partner on the Tamarack Ottawa Race Weekend website.
- Personalized secure registration & online fundraising through one integrated system - Race Roster
- Please note – All donations made on the Race Roster platform will be subject to online processing fees and credit card transaction fees for donations processed by credit card.

The Charity Challenge operates on a participant recruitment commitment model. All official charity partners must commit to **recruiting a minimum of 5 paid registrations** in any distance. By successfully recruiting enough participant registrations, you demonstrate that you are a dedicated charity partner.

The participant paid registrations will be tracked via the charity registration report. Participants will be required to indicate their support to the charity or charity team, and pay the registration fee themselves. Please note – no portion of the registration fees is allocated to the Charity Challenge.

#### 4. The Registration Referral Link

Along with Race Roster, we have created an exciting benefit for charities to encourage you and your crew of runners to recruit others. For 2022 once again all charities will receive a charity registration Referral Link. The charity will receive a **\$5 referral donation** per individual who registers online from your uniquely coded referral link. In your recruiting and within your websites and social media channels, this is the link you want to encourage your recruits to register from.

Referral donations will be calculated and disbursed to charities as a lump sum donation post-race. (These can be manually added to your fundraising tallies after online registration closes, but prior to online fundraising closing.)

#### 5. The Green Bib Program

The Green Bib Program is an opportunity for those willing to forego receiving their medals, in exchange for a donation to one of our participating charities. Last year over \$9,000 was distributed to our charities through this program. Participants are given the option at the point of registration. Another reason for you to submit your charity registration as soon as possible.

#### 6. Benefits for Your Charity

- An opportunity for runners and walkers who registered in the Tamarack Ottawa Race Weekend to run and raise funds for a charity of their choice, and all those now registering for the Virtual Run.
- Charities can leverage the Charity Challenge as an annual fundraising opportunity - promote your official charity status in the Tamarack Ottawa Race Weekend and activate your donors, employees and organizations to 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.
- Charities will **receive ongoing online donation payment via weekly direct deposit or bi-weekly cheque**. **Note:** Set up of a Payment Profile account within Race Roster is required.
- A dedicated Charity Challenge Coordinator and Race Roster support team to help our official charity partners with any questions or concerns along the way.

## 7. Benefits of Using 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 tailoring email messages to send to their family, friends and co-workers.
- **Real-time results:** Your runners and walker 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.

## 8. Charity Challenge Cash Prizes

Every dollar raised will help your charity come closer to winning one of nine cash prizes, totaling \$24,750! The Tamarack Ottawa Race Weekend will award prizing to the Official Charities that are the highest performers in the following categories:

### 1. Official Charity with the largest total dollars raised

**Eligibility:** Cumulative total of all online and verified offline donations to Fundraising Runners, Fundraising Teams, and your Charity directly.

- 1st place – \$4,250
- 2nd place - \$2,500
- 3rd place - \$1,500

### 2. Official Charity with the largest number of Fundraising Runners

**Eligibility:** Charities must have a minimum of **10** 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 \$50 (online or verified offline) will be included in this calculation.

- 1st place – \$4,250
- 2nd place - \$2,500
- 3rd place - \$1,500

### 3. Official Charity with the largest average dollars raised per Fundraising Runner

**Eligibility:** Your charity must have a minimum of **10** 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 \$50** (online or verified offline) will be included in the calculation. Donations made to Fundraising Teams or your Charity will **not** be included in the calculation.

- 1st place – \$4,250
- 2nd place - \$2,500
- 3rd place - \$1,500

### 9. Prizing Rules:

- 1) Prizes for official charities are calculated based on funds raised (online or verified 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, June 20, 2022 at 5pm.**
- 3) Cash and cheque donations must be entered in the fundraising system by **Monday, June 20, 2022 at 5pm.**
- 4) All offline donations (cash and cheques) must be verified by charity administrators by **Monday, June 20, 2022 at 5:00pm**
- 5) **Fundraising totals and awards will be based on online donations and manually entered donations through the Race Roster system by Monday, June 21, 2021 at 5:00pm. Offline Funds not entered into the system will not be counted towards totals for prizing.**
- 6) 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.

## 10. How You Can Become a 2022 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**
- **Set up of Race Roster Payment Profile for direct deposit or cheque payment is mandatory**
- **Complete the online 2021-22 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:
  - Description of your charity in French and English 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 #, 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

## 11. Next Steps – How to Apply to Become an Official Charity Partner

Apply today!

- 1) Please complete the **online application** form found here: [Online Application](#)

**Important:** Once the application has been submitted and approved, please expect 7-10 days before your charity will be activated on the Race Roster/Run Ottawa website. We always work towards having you up and running as quickly as possible.

- 2) An email reminder will confirm your submission and to submit your images via email: including your charity logo, 2 horizontal images, signing authority's digital signature to: [fundraising@raceroster.com](mailto:fundraising@raceroster.com) \*\*\*Please wait for this email notification (check your JUNK MAIL folder) before sending your images\*\*\*\*\*

**3) RETURNING CHARITIES: Please see below for the instructions to log into your account to review/edit your charity's information.**

1. Click on link - <https://raceroster.com/dashboard/welcome>
2. Log into Race Roster account
3. Click edit registration
4. Review and edit information accordingly
5. Click save

**12. Important Dates**

<b>TORW Event Weekend – Registration now open. Phase 1 – capacity 5000</b>	<b>September 1, 2021</b>
<b>Proposed Charity Challenge “Launch”</b>	<b>Late September, 2021</b>
<b>Charity Challenge Platform closed</b>	<b>Monday June 21, 2022</b>
<b>Time to review application and create each charity's Fundraising Page (if approved)</b>	<b>7-10 days from receipt of application information</b>
<b>Deadline to apply to become an official charity partner</b>	<b>Monday, April 25, 2022</b>
<b>Online Fundraising closes</b>	<b>Monday, June 20, 2022 at 5:00pm</b>
<b>Deadline for manually entering offline donations (cash and cheques) into Race Roster system</b>	<b>Monday, June 20, 2022 at 5:00pm</b>

## **13. Frequently Asked Questions**

### **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 5 paid entry fees.

### **What are the processing fees collected?**

The one complete fee collected by Race Roster includes processing and credit card fees is 6.5% of donation and .85/transaction

### **How do we receive the charity referral link?**

- Your charity administrator will be receiving an email notification from fundraising@racerooster with your charity's customized referral link. Please share this link with your potential walkers and runners.

### **Can the Charity Referral Donation be applied retroactively?**

- Charity Referral Donations can only be accounted for via online registration through use of Referral Links
- Charity Referral Donations will not be retroactively processed for user registration errors and cannot be applied to past registrations. (I.e. Registrants who receive the Charity Referral links after they had already registered.)

### **How do we track progress towards our charity's 5 paid entries recruitment goal?**

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

### **Is it possible to purchase entries we can share with our supporters?**

- Yes your charity can purchase entries at the current rate displayed. Please contact your Charity Challenge Coordinator for additional details.

### **Are there any other costs associated with this event?**

- We provide a great world-class event with zero risk to you, featuring a dedicated online fundraising platform and tech support for all official charity partners of the Charity Challenge.

### **What will our charity receive?**

- Website promotion through [www.runottawa.ca](http://www.runottawa.ca)
- You will be provided official digital artwork to promote the event.
- Support for your PR and media events by the Charity Challenge Coordinator to promote your charity and encourage participation and fundraising on your behalf.
- Support and training with the Race Roster system.
- Ongoing online training webinar focused on recruitment and fundraising, and link to access resources
- Monthly email updates from your Charity Challenge coordinator and as needed.

### **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 Administrator:** Someone within your charity who will work with our Charity Challenge Coordinator and who will manage the administrative aspects (2 - 3 hours per week) of the event.

### **How is the event promoted?**

- Run Ottawa and TORW Social Media Channels
- Print materials where applicable
- Earned media relations with local media partners

### **How can we attract supporters?**

- Use your networks to encourage participation in the Tamarack Ottawa Race Weekend.
- 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 your charity with a donation.
- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers.
- Promote your fundraising page on the platform. 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 a post-race party. Find a local restaurant/pub to sponsor your team(s). Reward your runners for their achievements.
- Work with the Charity Challenge Coordinator to develop creative and effective recruitment and fundraising strategies.
- Participate in Race Roster training sessions, the Charity Challenge Workshop and webinars for ideas on recruitment and fundraising strategies.

## **14. Contact For Support**

Any questions regarding the TORW Charity Challenge, please contact

Al Macartney

[al.macartney@runottawa.ca](mailto:al.macartney@runottawa.ca)

613-875-7484

For more information on the Tamarack Ottawa Race Weekend please refer to the event web site:

[www.runottawa.ca](http://www.runottawa.ca)