

OFFICIAL VS. CONTRIBUTING CHARITIES

WHAT IS THE DIFFERENCE?



OFFICIAL CHARITIES

An official charity is one that has fundraised through the Run for a Reason charity program presented by Bank of America for more than one year and has shown that the organization can successfully meet the program requirements. All official charities agree to meet minimum fundraising, runner and volunteer requirements in order to participate in the program. These requirements are respective to each of the three official charity levels: Black, Gold and Steel.

Charity runners who decide to run for one of our 36 official charities earn a FREE race entry after agreeing to raising a minimum amount as determined by each charity. Anyone who wishes to run on behalf of an official charity will register on CrowdRise; after which, each charity runner will receive his or her own fundraising page to share with family and friends to collect donations for their cause.

CONTRIBUTING CHARITIES

Contributing charities are traditionally new or first-time participants of the charity program and are recognized for their fundraising efforts as a crucial part of the giving community. Charities are welcome to remain at the contributing charity level year after year as they are not held to any fundraising, runner or volunteer requirements; however, we do encourage all contributing charities to raise at least \$1,000 for their cause.

Any individual who wants to run in support of a contributing charity is responsible for his or her own registration fees, which should be made separately via Race Roster. The runner can then visit CrowdRise to create a fundraising page for the contributing charity of their choice.

HOW TO BECOME AN OFFICIAL CHARITY

All new non-profit organizations are required to complete at least one program year as a successful contributing charity before they will be invited to participate as an official Run for a Reason charity, demonstrating the capability of raising at least \$10,000 and recruiting 20 runners and 10 volunteers. After the fundraising season ends in May 2019, we will evaluate the progress of all charities and invite a select number of contributing charities to become official charities next year. For a list of our current official charities, visit <http://www.pittsburghmarathon.com/charities>

HOW TO BECOME A CONTRIBUTING CHARITY

We encourage new organizations to consider the following items when determining whether to participate as a contributing charity:

1. Does your organization have a committee to assist with program execution?
2. What is your organization's communication strategy for recruitment and fundraising?
3. How will your organization motivate runners to train and fundraise? What resources will you provide?
4. Does your budget allow for the purchase of incentives and prizes for fundraisers and/or donors?

To apply to become a contributing charity, visit <http://www.pittsburghmarathon.com/charities>.