



Strides for Peace

2020 Race Against Gun Violence: *Participation Opportunities and Criteria*

Community Partners and Affiliates

What is the criteria to be a participating organization in the Race Against Gun Violence?

All Strides for Peace **Community Partners** are eligible to participate in the Race Against Gun Violence.

Other non-profit organizations are eligible to participate as **Community Affiliates** in the Race Against Gun Violence if they meet **all of the following criteria**:

- Have 501(c)(3) status or a qualified fiscal agent
- Are based in Chicago and in good standing
- Have a mission that is directly or indirectly involved in reducing gun-violence including mentoring, sports and recreation, arts, education, job and career preparation, cognitive-behavioral therapy and community development
- Offer non-political/advocacy/lobbying programs

How does an organization apply to be a Community Affiliate?

To apply to be a Community Affiliate, please send a brief introductory email to info@stridesforpeace.org stating why your organization would like to become a Community Affiliate and how you envision your organization will use the race to promote its mission.

After your initial request is reviewed, you will be asked to provide the following documentation:

- proof of 501(c)(3) status
- your organization's mission statement
- a brief overview of your organization's core programs

(Continued from “How does an organization apply to be a Community Affiliate?”)

If approved, you will be asked to:

- Sign a memorandum of understanding about participating in the Race Against Gun Violence
- Provide camera-ready logo and at least one organization photo to use on Race Against Gun Violence related materials, promotions and website

What are the benefits of participation in the Race Against Gun Violence?

Inclusion in Our Fundraising Platform

Community Partners and Affiliates are provided with a unique fundraising page on our Race registration platform, providing the opportunity to organize teams and raise funds around the Race. Community Partners and Affiliates receive 100% of all contributions designated to their organization. Funds are deposited on a weekly basis directly to your bank account. This is a turnkey opportunity for Community Partners and Affiliates to generate new revenue by employing the Race Against Gun Violence peer-to-peer fundraising platform.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Exposure to New Audiences

Community Partners and Affiliates will have their logos included in the Race Against Gun Violence’s advertising, digital marketing, printed materials, website, and on-site signage. In addition, participants can wear their organization’s T-shirts to the race for added visibility and exposure.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Host a Booth at the Race Site

Strides for Peace can provide onsite space for a limited number of Community Partners and Affiliates to set up a 10x10’ “booth” to use for hospitality, public awareness and engagement, and volunteer recruitment on race day. Please note: no political lobbying or sales permitted on site.

(Continued from “Host a Booth at the Race Site”)

Who’s eligible? All Community Partners and Affiliates who register a minimum of 10 participants and submit a Booth Request Form are eligible on a first come, first serve basis.

All booth reservations must be completed and submitted no later than **May 15, 2020**.

What’s the cost? \$125 to rent a tent, or you may bring your own if it is site-approved. Strides provides two chairs and a 6 ft table free of charge. Community Partners and Affiliates are responsible for their own signage.

Receive Ten Complimentary Race Entries OR Registration Payback

Community Partners and Affiliates can offer up to 10 complimentary race entries to community members, youth, volunteers, and/or staff at their discretion OR receive the entry fees from up to 10 race registrations back as a donation (\$35 per entry/\$350 maximum). To obtain a complimentary race coupon code, please contact anne@stridesforpeace.org.

Requests for complimentary race entries must be submitted no later than **May 15, 2020**.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Team Building Opportunity

Community Partners and Affiliates can use the Race to organize a team of walkers and/or runners, engaging their organizations’ key stakeholders including staff, youth, and board members. Some organizations produce team shirts to enhance their organization’s name recognition and visibility; some create incentives to drive friendly competition and build team spirit!

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Health and Wellness Program Enhancement

Some Community Affiliates use the Race as a catalyst to launch or promote a fitness campaign for staff, community, and/or youth and families. Having race day as a goal and using the Race as an opportunity to celebrate your team’s success is a great way to incentivize a fitness campaign.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.