



Strides for Peace

2018 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 Community Partners are eligible to participate in the Race Against Gun Violence.

Non-profit organizations are eligible to participate as Community Affiliates in the Race Against Gun Violence until we reach capacity. To be considered eligible, organizations must: if they meet **all of the following criteria** :

- Have 501(c)(3) status
- 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?”)

Applicants will be reviewed and notified of approval status within approximately one week.

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 being a Community Partner or Race Against Gun Violence Community Affiliate?

Exposure to New Audiences

How does it work? Community Partners and Affiliates will have their logos included in the Race Against Gun Violence’s advertising, offline and digital marketing, printed materials, Peace Mobile signage, 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.

Onsite Booths

How does it work? On race day, Strides for Peace provides a limited number of tables and chairs for Community Partners and Affiliates to set up a 10x10’ “booth” to use for hospitality, public awareness and engagement, and volunteer recruitment.

Who’s eligible? All Community Partners and Affiliates on a first come, first serve basis once ten participants associated with the organization have registered for the race.

What’s the cost? Free for the first two chairs and 8’ table. Standard tents are \$125.

Fundraising Platform

How does it work? Community Partners and Affiliates can use our on-line platform to raise funds around the race, receiving **100% of all contributions** designated to their organizations. This is a turnkey opportunity for Community Partners and

(Continued from “What are the benefits of being a Community Partner or Race Against Gun Violence Community Affiliate?”)

Affiliates to generate new revenue by employing the Strides for Peace Peer-to-Peer fundraising platform.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Ten Complimentary Race Entries or Paybacks

How does it work? Community Partners and Affiliates can offer up to ten complimentary race entries to community members, youth, volunteers, and staff at their discretion, or receive the entry fees from up to ten race registrations back as a donation (\$35 per entry/\$350 maximum).

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Team Building

How does it work? Community Partners and Affiliates can use the Race Against Gun Violence to organize a team of walkers and/or runners, engaging their organizations’ key stakeholders including staff, youth, board members, and media on race day. Some Community Partners and Affiliates produce team shirts as a way to enhance their organization’s name recognition and visibility (and team spirit!).

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Health and Wellness Program Enhancement

How does it work? Some Community Partners and Affiliates use the Race Against Gun Violence as a catalyst to launch or promote a fitness campaign for staff, community, and youth. Having race day as a goal and the attending 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.