



8TH ANNUAL RACE AGAINST GUN VIOLENCE

Purpose-Driven Opportunities for Employee Engagement and Corporate Social Responsibility

The **Race Against Gun Violence (RAGV)** raises awareness and funds for more than 50 community organizations working for a more peaceful Chicago where all can thrive. RAGV offers a turnkey opportunity to engage employees in health and wellness activities, community service and charitable giving.

HERE ARE WAYS YOUR COMPANY CAN GET INVOLVED:



Health & Wellness

- Incentivize employees to walk, run or bike by contributing \$/mile to a community organization you select.
- Create a training team with regular running challenges to build camaraderie and connection.
- Offer "wellness points" (premium reductions) or similar in your health plan to employees who participate in RAGV.
- Host a "friendly" competition among employees by offering fun incentives to those who run the most miles or raise the most funds (extra day off, parking space, dinner with the CEO).



Engagement

- Share information about the race on your company intranet, network and social media.
- Post #WhyIRun featuring your CEO or corporate influencer.
- Host an information session, hold a panel discussion, and/or be a part of a showcase film about how RAGV helps employees connect, commit, contribute, and change.
- Volunteer with one of our partners at a community-based event this summer as they help us build momentum towards the race.



Sponsorship and Support

- Sponsor a corporate team.
- Sponsor a community organization team.
- Match peer-to-peer fundraising or donations by employees.
- Match peer-to-peer fundraising or donations by corporate team.

KEY DATES

- Feb.** Race registration opens
- June** Community events begin, coinciding with National Gun Violence Awareness Month, #ChooseHope #WhyIRun #RAGV2021
- 9/23** RACE DAY! Join us on-site at Arvey Field in Grant Park for the 8th Annual RAGV. Programming begins at 6:00PM, races at 7:00PM, and After Party to follow. For those choosing RAGV's virtual option, runners/walkers are encouraged to upload their photos and results between June and September.

WHAT PEOPLE ARE SAYING ABOUT THE RACE AGAINST GUN VIOLENCE:

"I enjoyed the opportunity to build relationships with other community organizations doing great work in our city, and the musical performances that highlighted the purpose of the event."

"The whole entire experience was beautiful, I lost my daughter this year to Gun Violence and my second oldest daughter was a survivor of gun violence as well, so this was something that meant a lot to my family."

"Loved the sense of community on the day of the race!!!! I anticipated it to a degree but there is really no way to experience it other than being there!"

CONNECT. COMMIT. CONTRIBUTE. CHANGE.

Be Part of Building
Peace in Chicago.

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