



2020 RACE AGAINST GUN VIOLENCE VIRTUAL

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.

With Covid-19 increasing hardship in the very same communities contending with gun violence, Chicagoans are looking for ways to connect and and be part of making things better.

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 about how **RAGV** helps employees connect, commit, contribute, change to community organizations across Chicago

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

- 6/17** **Virtual race** registration opens
- 7/7** **Social media engagement** campaign kicks off with training challenges, **#ChooseHope**, **#WhyIRun**, **#RAGV2020**
- 8/1** **Early Registration** race packets go out so you can train with RAGV gear!
- 9/7** **Race packets** go out in time for race week*
- 9/19–9/26** **RACE WEEK!** Choose when and where you race and upload your results for a photo finish! Join us 9/26 for a live-stream celebration with DJ, live performances and more.

*everyone registering after 9/7 will receive a race packet, but not guaranteed before race week

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.

#RAGV2020, #ChooseHope, #WhyIRun    @StridesForPeace
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CHICAGO'S RACE AGAINST Gun Violence

STRIDES FOR PEACE

WE ALL have a stake in ending gun violence

CIVIC PARTNERS



COMMUNITY PARTNERS



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