

Cause + Event Arlington 2016

5K race to benefit local non-profits



Cause + Event Foundation:

Vision and Mission

- To raise as much money as possible for as many causes possible in as many communities possible.
- To be four things in every community where we race: Affordable. Local. Small. Fun.
- To connect the philanthropic giving of athletes who participate in our events to the causes they hold dear.

Race History & Overview

- Cause + Event was founded in 2012 in Portland, OR to raise money for non-profit organizations through a 5K road race.
- The Cause + Event expanded to its first new city, Arlington, in 2015 and will continue to expand into Boise, ID in 2016.
- What is unique about this race is that each participant has the ability to select any Guidestar verified 501c3 nonprofit as the recipient of a minimum of half of their registration fee. By allowing runners to select their own charity, the race allows small and/or local non-profits an opportunity for fundraising without putting on their own race.

2015 Arlington Race Review

- Race took place on Sunday, May 17 – start and finish in the AHS parking lot on Millbrook St. and kids race on Peirce baseball field
- Registration sold out with 680 local runners one month prior to race day
- 200+ 4th and 5th grade FitGirls participated
- Received positive feedback from community sponsors and participants
- Raised more than \$10,000 for 89 non-profits*, many of which were local to Arlington, including:
 - Arlington EATS - \$805
 - Children’s Room - \$735
 - Lesley Ellis School Financial Assistance Fund - \$495
 - Arlington Education Foundation - \$360
 - Six Arlington elementary schools - \$1435

* Full charity list on last page of deck



Cause + Event 2015 Charities

• A2Empowerment	• Epiphany School	• Mercy Corps Nepal Earthquake Response Fund
• Alpha Chi Omega Foundation	• Families First Parenting Programs	• Mystic River Watershed Association
• Alzheimer's Foundation of America	• Fenway Community Health Center	• National Multiple Sclerosis Society, Greater NE Chapter
• American Cancer Society	• Finca International, Inc.	• National Parks Conservation Association
• Argenziano School PTA	• Friends of Haggerty School	• Neighbor Brigade
• Arlington EATS	• Friends of Somerville Public Library	• Neurofibromatosis Incorporated Northeast
• Arlington Education Foundation	• Friends of Spy Pond Park	• Open Center for Children
• Arlington Food Pantry	• Girls on the Run - Northern Virginia	• Partners in Health
• Arlington High Cross Country Team	• Great Dog Rescue NE	• Peirce School PTO
• Arlington High Girls Lacrosse Team	• Hardy School PTO	• Planned Parenthood League of MA
• Autism Speaks	• Heart Brothers Foundation	• Portland Youth Builders
• Bikes Not Bombs	• Heart Strides	• Reader to Reader, Inc.
• Boston Area Gleaners	• Help Our Military Heroes	• Resist
• Boston Area Rape Crisis Center	• Highrock Covenant Church	• Samaritan's Boston
• Boston Healthcare for the Homeless	• Horizons For Homeless Children	• Sandy Hook Promise Foundation
• Boys & Girls Club of Southwest Washington	• Jeff's Place Children's Bereavement Center	• Save a Dog
• Brackett School PTO	• Joslin Diabetes Center, Inc.	• Save the Children Federation Inc.
• Buddy Dog Humane Society	• Juvenile Diabetes Research Foundation	• Smile Train, Inc
• Camp Sunshine	• Kimberly Patterson Murphy Leukemia Research Fund	• Somerville Homeless Coalition
• Casa Connection	• Lesley Ellis School Financial Assistance Fund	• Spastic Paraplegia Foundation, Inc.
• Cause + Event Foundation	• Leukemia & Lymphoma Society	• Stratton School PTO
• Children's Room	• Lexington Community Farm Coalition	• Sudden Infant Death Syndrome Alliance, Inc
• Court Appointed Special Advocates	• Limbs for Life Foundation	• Susan B Komen
• Dallin School PTO	• MacArthur PTO	• Teak Fellowship
• Dana Farber Cancer Institute	• Make A Wish Foundation of America	• The Greene Team
• Dedham Education Foundation	• March of Dimes	• Thompson Elementary School PTO
• Elijah Family Homes	• Maristhill Nursing & Rehabilitation Center	• Thyroid Cancer Survivors Association
• Encompass Northwest	• MSPCA	• Transition House
	• Melanoma Foundation of New England	• Two Hearts for Hope
		• U.S. Fund for UNICEF
		• Union of Concerned Scientists
		• World Wildlife Fund
		• YMCA of Greater Boston
		• Young Survival Coalition

Proposed 2016 Event Details

- **What:** 5K race raising money for any GuideStar verified non-profit
- **When:** Sunday, May 22, 2016
 - 5k race at 8:00 am, free Kids Fun Run at 7:30 am
- **Where:** Start and finish behind Arlington High School
 - route along Mass Ave. and the Minuteman Bikeway
- **Attendance Goals:**
 - 5K Runners: 1,000
 - Volunteers: 100
 - Kids Fun Run: 125

Schedule of Events

Day Prior to Event

- Pack pick-up

Day of Event – Arlington High School parking lot

- Packet pick-up 6:30 - 7:30am
- Expo 6:30am-10am
- Kids run 7:30am - 7:45am
- Kids events – 8:00am – 10:00am
- 5K race 8am – 9:15am

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

<http://www.gmap-pedometer.com?r=6483883>



Community Engagement

- Promote event to Arlington non-profits to encourage participation
 - Organizations that provide runners and race-day volunteers will be given space at the expo, as well as extra fundraising contributions.
- Encourage entire families to participate in both the Kids Run and 5K to promote health and wellness initiatives in the community.
- Partner with school PTOs

Community Impact

- Race route avoids major traffic intersections and early start time should minimize traffic disruption.
- Early Sunday morning start time will reduce any negative impact to the community including conflicts with churches, businesses and school events.
- Use of the Minuteman Bike Path will capitalize on one of Arlington's greatest assets while minimizing road closures.

Contact Information

We are happy to provide more information about the race and our plans. Feel free to contact us any time.

Julie Vakoc

Julie.vakoc@gmail.com

857-928-2272

Robin Olinsky

robinolinsky@gmail.com

617-501-2899

CAUSE
+EVENT