

# Cause + Event Arlington 2020

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5K race to benefit local non-profits



# Race History & Overview

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- Cause + Event is a local non-profit that raises money for other non-profit organizations through a 5K road race.
- Each runner selects any verified non-profit to receive a minimum of half of their race registration fee (currently at least two-thirds). By allowing runners to select their own charity, the race allows small, local non-profits an opportunity to fundraise without organizing their own race.
- Cause + Event Boston started in Arlington in 2015, selling out with 650 runners.
- From 2016-19, the race sold out with 1,000 runners and more than 100 kids fun run participants.



# 2019 Race Review

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- 5th annual race took place on Sunday, May 12, 2019
- Registration sold out with 1,000 runners
- 250+ 4<sup>th</sup> and 5<sup>th</sup> grade Arlington FitGirls participated
- Received positive feedback from community sponsors and participants
- Donated \$25 of the \$30 registration fee (the most ever!) providing more than \$26,000 for 75 non-profits, many of which were local to Arlington, including:
  - Eight Arlington public schools – nearly \$7,000
  - Lesley Ellis School Financial Assistance Fund - \$2355
  - Arlington EATS and Arlington Food Pantry - \$1,210
  - Children's Room - \$555
  - A2Empowerment - \$1,055

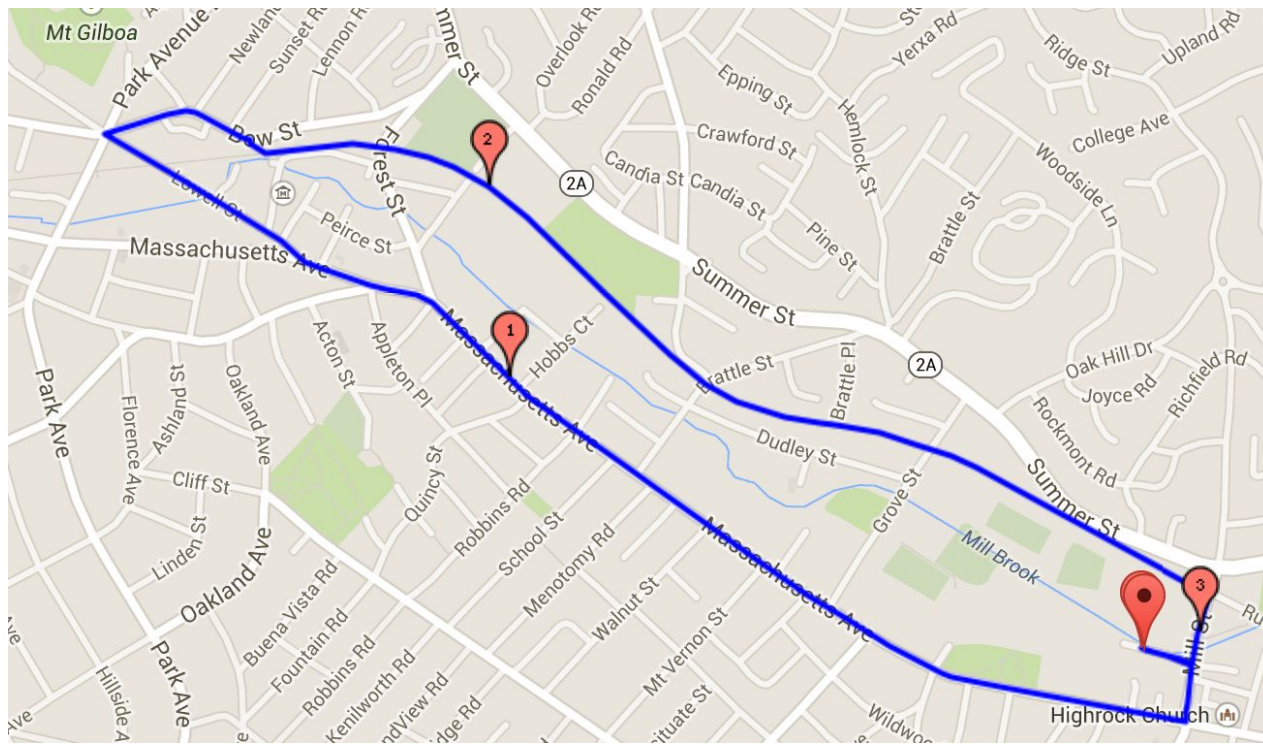


# Proposed 2020 Event Details

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- **What:** 5K race raising money for any verified non-profit
- **When:** Sunday, May 31, 2020
  - 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** (no increase from 2019):
  - 5K Runners: 1,000
  - Volunteers: 75
  - Kids Fun Run: 125

2020. <http://www.gmap-pedometer.com?r=6483883>



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# 2020 Race Request

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- Use of Arlington roads and Minuteman bike path along route.
- Based on the success of the 2019 race and the original request from the Arlington Police Department, to ensure a safe passage for the runners as well as cars traveling in both directions, we'd like to:
  - Restrict parking on Massachusetts Ave. in the westbound direction on Sunday, May 31, 2020 from Mill St. to Lowell St. from approximately 5:00 am – 9:00 am.
  - Closure of the Minuteman bike path from Bow St. to Mill St. from 8:00 – 9:00 am on race day.
- Cause + Event will provide barricades for a dedicated lane for runners in the parking lane and the APD will provide the No Parking signs.

# Community Impact

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- 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.

# Community Engagement

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- Promote event to Arlington non-profits to encourage participation through team competitions, additional fundraising opportunities and volunteer positions
- Encourage entire families to participate in both the 5K and Kids Run to promote health and wellness initiatives in the community
- Partner with school PTOs



# Cause + Event 2019 Charities

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- A2Empowerment
- AccesSportAmerica
- Alzheimer's Association
- American Cancer Society
- American Diabetes Association
- Argenziano School PTA
- Arlington Center for the Arts
- Arlington Education Foundation
- Arlington Food Pantry and Arlington EATS
- Arlington Youth Counseling Center (AYCC)
- Artisans Asylum
- Bishop School PTO
- Boston Area Rape Crisis Center (BARCC)
- Boston Chinatown Neighborhood Center
- Brackett School PTO
- Buddy Dog Humane Society
- Cause + Event Boston
- Children's Hospital Boston
- Children's Room
- Cradles to Crayons
- Dallin School PTO
- Dana Farber Cancer Institute / Jimmy Fund
- Empower HER
- Everytown for Gun Safety
- Family Folk Chorale
- Fidelity House
- Food For Free
- Food Link
- Gibbs-Ottoson PTO (GO PTO)
- Girls Cross Country Team
- Girls on the Run Greater Boston
- Great Dog Rescue New England
- Hardy School PTO
- Home for Little Wanderers
- Horizons For Homeless Children
- Housing Corporation of Arlington
- IMPACT Melanoma
- Jane Goodall Institute
- Kingdom Rock Children's Village Inc.
- KINO Border initiative
- Last Hope K9 Rescue
- Lesley Ellis Jon Pfeifer Memorial Fund
- Leukemia & Lymphoma Society
- Make a Wish Foundation MA & RI
- Massachusetts General Hospital - Faustman Research
- Michael J. Fox Foundation for Parkinson's Research
- Mothers Out Front
- MSPCA
- National Audubon Society
- National multiple sclerosis society
- New Covenant School PTO
- New England Innocence Project
- North American Wolf Foundation Inc
- NuDay Syria
- Odaiko New England
- Operation Success Inc
- Pandas International
- Parkinson's Foundation, Inc
- Peirce School PTO
- Planned Parenthood League of MA
- Prader-Willi Syndrome Association
- Protect Our Winters (POW)
- Pulmonary Fibrosis Foundation
- Red Cross of Massachusetts
- Rise Against Hunger
- Roca, Inc.
- Rosie's Place
- Step Up International
- Stratton School PTO
- Strong Women, Strong Girls
- The Chordoma Foundation
- The Patrick Palin Foundation
- Thompson Elementary School PTO
- UNICEF
- West Somerville Neighborhood School PTA
- World Wildlife Fund
- Wounded Warrior Project

# Contact Information

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

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