

Rotary Race for Charity FAQ



What is the Rotary Race for Charity?

The event is a 5K Run/3K Walk open to 501(c)(3) charities. It has been held annually since 1998, typically on the first Saturday after Labor Day. Our largest event to date was just over 1000 participants, and we have capacity for up to 1500 participants. The Rotary Club of Long Grove, Kildeer, and Hawthorn Woods conducts the Race and provides the complete infrastructure. The charities' entire focus is on inviting the participants and sharing their story with businesses, individuals, and the community to raise money for their cause.

Wasn't this previously known as the Long Grove Heritage Race?

We're changing the name this year, to better describe its objective, and to improve the branding for both Rotary and our partner charities.

How much do participating charities typically make?

That depends, of course, on the effort made. Participating charities average from \$50 to \$100 income per participant after expenses; that comes from a combination of sponsorships, pledges, and Race fees. Last year, one charity averaged almost \$200 per participant. The number of participants a charity fields varies from a low of 50 or so, to over 150.

How is the Rotary Club involved?

The Rotary Club of Long Grove, Kildeer, and Hawthorn Woods provides all the infrastructure and expertise to manage the Race. This includes:

- Professionally designed Race brochures, with insert for each charity including story, charity logo and all contact information.
- Customized web site for each charity providing simple, friendly registration for all their participants.
- A Personal Fundraising Page for each participant.

- Charity-specific t-shirt in the color of their choice, with team name across the shoulder.
- Ability to take online donations with each registration.
- Goodie bags that allow the charities to put their sponsors' promotions in the bags of all Race participants. This provides the sponsor the most visibility possible for their support.
- Multiple prizes
- For the runners:
 - Race timing and communication of results.
 - Trophies, 5 deep in over 13 age categories.
- Participation ribbons for the walkers.
- A full pancake and sausage breakfast is provided to all participants.

How much does it cost?

For 2016's Race, there is a required deposit of \$750. This pays the entry fees for 30 participants, which is the minimum commitment. (We've reduced the minimum commitment from last year's 50, to make the Race attractive to more charities.) Additional participant slots are, of course, available for purchase at \$25 each, and there is an up-charge for runners in the 5K run in the amount of \$5 per runner. Your participants' registration fee is collected directly into your PayPal account, recouping your deposit. Keep in mind that the break even for the event is typically around 10 participants. If you set a registration price of \$35/participant and they get \$50 in donation pledges, each is generating \$85. Ten participants x \$85 is \$850, which more than covers your \$750 deposit. There is no refund of any portion of the deposit if the slots go unused, but you will get the t-shirts, bags, etc. that go with all 30 of your slots.

How do participating charities make money?

The charity realizes the difference between the entry fee paid to the Rotary Club and the registration fee charged participants, but the bulk is made by having participants solicit pledges in support of their walk or run effort. In recent years some participating charities have had great success with internet social media pledging sites, such as FirstGiving.com and GiveForward.org. We can assist you in getting your participants online with their pledging and registration. Corporate giving and matching funds programs also provide a good source of contributions for the charities. Your sponsors' inserts can be placed in all participants' goodie bags.

When and when does a charity get paid?

Participating charities handle all their own monies, so there is no delay. Any monies collected, whether online, in person or by mail go directly to the charity organization; they do not pass through the Rotary Club of Long Grove, Kildeer, and Hawthorn Woods.

What happens to the entry fees?

The entry fees are used by the Rotary Club to pay for the event. Any monies left go to the Club's charitable fund. We lose or make a little from the participant fees, depending on the final count, and on how much of the Race supplies and materials we can get area businesses to donate. We make most of our money from a raffle associated with the Race and from corporate sponsorships.

How's the course?

We've laid out a beautiful route that starts in downtown Long Grove and takes advantage of some of the area's picturesque terrain. Runners describe it as a 'rolling' course with a great downhill finish. The typically nice early fall weather, the colorful participant t-shirts, the tasty breakfast after a bit of exercise, and knowing you're raising money for your favorite cause, all combine to make this a great bonding experience for the charity teams.

How much of a time commitment is involved?

The time commitment by a charity is very low. You'll need to provide about 20-25 man hours to the operation of the Race, with most of that time on the Race day itself. This compares very favorably with the hundreds of hours of volunteer time needed to do it on your own. You can focus on identifying participants and soliciting sponsors.

What if I have additional questions or want to get my charity into the event?

Please contact Lyle Staab at ltstaab@kanrish.net or call him at 845-671-1223. He will work to answer your questions and/or help you enroll your group into the event.

Thank you for taking the time to learn about the Rotary Race for Charity.



