

Fun Run for Charities – Frequently Asked Questions



Frequently Asked Questions

To share with staff, board members, donors and volunteers

How do non-profits sign up to be a part of Reach Out Rocky Mount's Fun Run for Charities?

All 501c3 and government recognized tax exempt programs that provide services to citizens of Rocky Mount are invited to participate in Reach Out Rocky Mount's Fun Run for Charities. To be eligible, your organization must complete a Non-Profit Participation Application on-line at www.FunRunRM.org by March 1, 2010. Reach Out Rocky Mount and North Carolina Community Foundation will review each application and determine eligibility. Once the application is approved, the organization will be contacted. There is no cost to apply.

How do non-profits raise funds through Reach Out Rocky Mount's Fun Run for Charities?

Organizations are responsible for inviting donors to give to their organization through Reach Out Rocky Mount / Fun Run for Charities. Donations must be made payable to Fun Run for Charities Gift Fund with specific notation as to which non-profits should receive funding and in what amounts. Checks can be mailed to: Fun Run Gift Fund, PO Box 7394, Rocky Mount, NC 27804. Or pay on-line via credit card at www.FunRunRM.org.

What are Reach Out Rocky Mount's responsibilities?

Reach Out Rocky Mount with the assistance of North Carolina Community Foundation:

- Receives and processes all gifts to Fun Run for Charities;
- Provides promotional and marketing presence for Fun Run for Charities and participating non-profits;
- Solicits matching gift fund sponsors to add to the match amount;
- Organizes and executes Fun Run for Charities Race & Celebration with the help of community volunteers;
- Reach Out Rocky Mount provides donor/race brochures and web access for registration and donations.

How can people in the community get involved?

Individuals may volunteer to help administer the run. They may also register to participate in the event, make a donation or help staff a non-profit organization's display booth on race day.

What happens on race day?

Participants will run in the competitive 5K and 10K. Others will participate in the recreational one-mile run/walk and children will run in the Kid's Dash. There will be entertainment and an awards ceremony for all runners and walkers. And participating non-profits will have booths for your information on their local services. All members of the community are welcome to attend.

Who provides the matching fund?

Anonymous donors have generously provided the first \$115,000 in matching funds. Reach Out Rocky Mount will raise additional matching funds from individuals, businesses and organizations in the community.

What is the match percentage and how is it determined?

When all the gifts have been recorded and acknowledged – approximately four to six weeks after the run – Reach Out Rocky Mount calculates the match percentage based on the total amount of match money raised and the total amount raised under each organization's \$25,000 cap. All eligible participating organizations receive the same percentage match on the funds they raise up to the cap as well as 100 percent of the funds donated in their name. The match percentage will be announced at the Awards Party in July.

How are the funds distributed?

100% of all donor contributions are passed on to the specified participating organization that donors recommend. The match percentage is announced and final grants are made at the awards party in July. Organizations receive all money designated on their behalf plus the match percentage on the first \$25,000 raised. Reach Out Rocky Mount may assess up to an 8% administrative fee from matching donor funds to administer the event.