

*2009 RULES AND PROCEDURES
FOR PARTICIPATING ORGANIZATIONS*



*SATURDAY, MAY 30, 2009 ▪ 10:00 A.M.
IMPERIAL CENTRE COURTYARD
WWW.FUNRUNRM.ORG*

REACH OUT ROCKY MOUNT'S MISSION

To engage all citizens of Rocky Mount in promoting a vibrant non-profit community that in turn touches the lives of all segments of our society. We do this through an innovative fundraiser that brings donors and volunteers alike together in a fun and friendly atmosphere of partnership and collaboration.

To accomplish this, we strive to:

- Operate in a spirit of inclusion and integrity;
- Engage the entire community in promoting active philanthropy for all;
- Connect the people of Rocky Mount with causes they care about;
- Generate a new funding opportunity for the charities of Rocky Mount.

HISTORY

Reach Out Rocky Mount came to be after several long-time local philanthropists visited and participated in the successful Old Bill's Fun Run for Charities in Jackson Hole, Wyoming. After many years of generous giving, the philanthropists found a way to duplicate the same success in their own hometown of Rocky Mount, North Carolina. With a strong desire to grow and sustain the vital non-profit organizations as well as the city of Rocky Mount, an opportunity arose in January 2008 to introduce their idea to a small group of local people.

The idea was simple: Reach Out Rocky Mount would organize an annual event called Fun Run for Charities with the goal of bringing the community together promoting fellowship and fun while raising lots of money for Rocky Mount's non-profit organizations, schools, and faith-based community outreach programs.

From the early meetings a volunteer board of directors was established to accomplish their goal without any paid employees. The board recognized the magnitude of their goal and decided to align with the North Carolina Community Foundation which now assists Reach Out Rocky Mount by managing its endowment fund and the gift fund for Fun Run for Charities.

FUN RUN FOR CHARITIES, HOW IT WORKS

The first step is to solicit individuals for large contributions in order to create a significant pool of money called the ***Matching Gift Fund***. This fund provides the base funds for the matching dollars awarded to eligible non-profit organizations.

After the Matching Gift Fund is established, Reach Out Rocky Mount's volunteers will partner with non-profit organizations to raise additional funds in one or more organization's name. Eligible organizations can raise as much money as they wish, of which Reach Out Rocky Mount will match up to the first \$25,000. The match percentage will be calculated after all the event funds are received. The match will be based on the total matching gift funds raised to the total amount raised under each eligible organization's \$25,000 cap. All eligible organizations will receive 100% of funds donated in their name plus the matched percentage.

On race day, the whole community of Rocky Mount will be invited to continue the giving through Fun Run for Charities race applications. All donations large and small will help our local community make an even larger impact. Reach Out Rocky Mount is now committed to Fun Run for Charities taking place annually on the first Saturday following Memorial Day.

INFORMATION FOR NONPROFITS

In order to participate in **Reach Out Rocky Mount's Fun Run for Charities**, all organizations must attend a Kick-Off Meeting on January 13, 2009. After attending the Kick-Off Meeting, please review the attached rules and procedures and then complete the online application at www.FunRunRM.org. Once the online application is reviewed and accepted, a letter of acceptance for participation in Fun Run for Charities will be delivered. Additionally, organizations that receive funds from Fun Run for Charities are required to complete a Fun Run for Charities 2009 Participant Report Form in order to participate in future events.

ELIGIBILITY

Organizations eligible to participate in Fun Run for Charities must be based in Rocky Mount, NC by meeting at least one of the following criteria:

- Majority of the Board Members reside in Rocky Mount, NC; or
- Organization is headquartered in Rocky Mount, NC (as listed on IRS 501(c) (3) tax determination letter or most recent Form 990); or
- Majority of services are provided to citizens of Rocky Mount, NC.

Further, all organizations must operate under 501(c) (3) or government recognized tax-exempt status and the organization must be one of the following:

501(c) (3) Public Non-Profit Organization.

School Program. To raise money in Fun Run for Charities, school programs must be approved by the School Principal. Each program must submit a separate Organization Application with the school principal's approval attached. All funds raised (both donations and match) must be used entirely for public outreach programming such as scholarships, emergency assistance, youth outreach, general education programs, public health programs, or cultural programs.

Faith-Based Organization. All funds raised (both donations and match) must be used entirely for public outreach programming such as emergency assistance, youth outreach, public health programs or cultural programs.

Service Club. All funds raised (both donations and match) must be used for charitable purposes such as public outreach in the form of emergency assistance, youth outreach, scholarships, public health programs or cultural programs.

Organizational participation in Fun Run for Charities is contingent upon the following requirements:

- Submission of a completed online Organization Application (by deadlines below) that is subsequently approved by Reach Out Rocky Mount;
- Submission of an online Participant Report (by deadlines below) once the organization has received funds from Fun Run for Charities. Organizations that participate in Fun Run for Charities that do not submit a Participant Report online will not be eligible to participate in future Fun Run for Charities.

Completed applications must be submitted to Reach Out Rocky Mount via www.FunRunRM.org by the deadlines listed below:

February 2, 2009—To be included in Fun Run for Charities marketing materials.

March 16, 2009—Final deadline for all organizations to participate in Fun Run for Charities 2009. (Organization may not be included in marketing materials).

RULES AND PROCEDURES

Due to the complexity and size of Fun Run for Charities, the following rules and procedures have been established governing participation in the event.

RULES

Rules make Fun Run for Charities accessible and fair for all applicable organizations. Failure to follow the rules listed below will result in an organization's disqualification from Fun Run for Charities and may affect future participation in the event.

All organizations are to operate within the spirit of Fun Run for Charities and to function ethically and honestly in relation to the event.

Faith-based organizations and service clubs may use funds raised in Fun Run for Charities only for public outreach programming.

All funds raised in Fun Run for Charities may only be used in Rocky Mount, NC to benefit the citizens of Rocky Mount.

In compliance with the North Carolina Community Foundation participation guidelines, funds may not be used for fulfillment of a pledge, political activity or campaigns, tickets or benefits, telephone solicitations or lobbying.

Organizations receiving funds from Fun Run for Charities must submit a 2009 Participant Report by January 30, 2010 in order to be eligible for subsequent Fun Run for Charities.

No event entry fees, organizational fees, memberships, tuitions, or other non tax-deductible expenses may be channeled through Fun Run for Charities.

Funds received from Fun Run for Charities can not be used for debt retirement or building funds.

PROCEDURES

Procedures guide organizations through the logistics of preparing for Fun Run for Charities. Failure to comply with the procedures may result in penalties up to and including disqualification from Fun Run for Charities and may affect future participation in the event.

Organizations must not provide a tax receipt for contributions made through Fun Run for Charities. As donations are made to Reach Out Rocky Mount or Fun Run for Charities, it is the North Carolina Community Foundation's legal responsibility to provide tax receipts to donors. Organizations are encouraged to acknowledge contributions made on behalf of their organization with thank you letters.

Organizations must not provide any goods or services in exchange for a donor's contribution through Fun Run for Charities.

Selling products, goods or services at Fun Run for Charities is prohibited.

To establish a connection with the event, use of the Fun Run for Charities logo in advertisements is encouraged (see Logo Usage guidelines).

Participation does not guarantee that organizations will receive funds from the event.

Organizations will receive 100% of the money donated on their behalf plus the match percentage.

The match percentage will be announced and final award checks will be given at the Awards Party on July 14, 2009.

CONTRIBUTIONS

Organizations are responsible for soliciting donations on their behalf. The unique aspect of Fun Run for Charities is that donors can make contributions on behalf of several organizations with only one check and thus receive a single tax receipt. Further, contributions made to Fun Run for Charities qualify for a match percentage, making a greater impact. Contributions for 2009 Fun Run for Charities will be accepted through June 5, 2009. Due to the number of contributions anticipated, the following guidelines apply:

Eligible contributions include:

Checks: Must be made out to Reach Out Rocky Mount or Fun Run for Charities and accompanied by a donor form. Cash gifts are discouraged.

Online Credit Card Gifts: Visit www.FunRunRM.org.

Gifts of Stock: Donors wishing to give stock gifts should contact the North Carolina Community Foundation directly toll-free at: 1-800-201-9533.

Corporate Matching Gift Programs: Matching portions must be received by the contribution deadline of June 5, 2009 in order to qualify for 2009 matching funds.

Ineligible contributions include:

Event Proceeds: Funds raised through raffles, collections, drawings, auctions, dinners or other events.

Fees: Participation, team, gallery, event, uniform or any type of non tax-deductible fee.

Membership Dues

Tuition

Pledge Payments: Gifts given to the North Carolina Community Foundation on behalf of an organization cannot be made in fulfillment of a pledge agreement with an organization.

GIFT REPORTS

Reach Out Rocky Mount will provide Gift Reports twice monthly to organizations via the internet at www.FunRunRM.org. Upon acceptance of the Organization Application, the contact person for the organization will be given instructions, username and password to access their information. The Gift Report will include donor names, donor addresses and gift amounts given to Fun Run for Charities on behalf of an organization.

Organizations are given free, unlimited online access to Gift Reports from April 1, 2009 through December 31, 2009. After December 31, 2009, Accounts will be closed and will not be available until the following April 1, 2010 for 2010 Fun Run for Charities.

Reach Out Rocky Mount will only provide password information and assistance to the designated contact person.

Gift information can be accessed as often as needed 24 hours a day from any computer with Internet access.

The contact person is responsible for distributing the password as appropriate.

Gift Reports will be available only via the Internet. Print, phone or e-mail versions cannot be produced by Reach Out Rocky Mount.

Gift entry and adjustments may continue through June 30, 2009.

Reach Out Rocky Mount is not able to provide Gift Reports before April 1, 2009 or after December 31, 2009.

PARTICIPANT APPLICATION

Interested participant's must apply on-line. Below is an example of the information required for registration:

Name:*

Mailing Address:*

City:*

State:*

Zip Code:*

Physical Address:*

City:*

State:*

Zip Code:*

Telephone:*

Fax:*

Contact:*

Email:

Alternate Contact:

Email:

Web Address:

Mission:*

About your organization:*

Intended Use of Funds:*

Area Served:*

Year Started:*

Annual Budget:*

Administrative Budget (%):*

Program Budget (%):*

Fundraising Budget (%):*

Tax ID:*

PARTICIPANT REPORT

The Participant Report for 2009 Fun Run for Charities is due January 30, 2010. Organizations that fail to submit a Participant Report for Fun Run for Charities will not be eligible for the following year's Fun Run for Charities. The Participant Report is used to ensure that organizations use the funds from Fun Run for Charities in accordance with their Use of Funds Statement. The Participant Report is also used to show the community impact of Fun Run for Charities to the public, donor and the media.

LOGO USAGE & MARKETING TIPS

In an effort to promote cohesion around the marketing of Fun Run for Charities, Reach Out Rocky Mount will provide the following:

Fun Run for Charities Logo Conventions and Availability

The Fun Run for Charities logo may be used in black & white or color. If used in color, the original colors must be preserved. No color substitutions are allowed. The logo may not be altered in any fashion. The logo must always appear upright and in proper proportion. The logo will be attached to the letter of acceptance for participation in Fun Run for Charities.

Logo Usage

The Fun Run for Charities logo can be used in a variety of applications, including, but not limited to:

Newspaper and Periodical Advertisements. *To provide uniformity, it is suggested but not required, that the logo be placed on the lower left-hand side of the ad.*
Newsletters, Postcards, Brochures and Solicitation Letters.

Fun Run for Charities Conventions

Acceptable references to Fun Run for Charities include:

Fun Run for Charities
Reach Out Rocky Mount's Fun Run for Charities
Reach Out Rocky Mount / Fun Run for Charities

Unacceptable references to Fun Run for Charities include:

FRFC
RORM
RORM/FRFC
Fun Run
Rocky Mount Fun Run
Fun Run Rocky Mount
The Fun Run for Charities

Informational Reminders

In promotional and solicitation materials, organizations are encouraged to include the following:

Fun Run for Charities will be held on Saturday, May 30, 2009, at 10:00 a.m. in the courtyard at the Imperial Centre.

Organizations receive the match percentage on the first \$25,000 raised on their behalf. The match percentage, which will be announced at the Awards Party on July 14, 2009, depends on the ratio of the total amount of match money raised and the total amount raised under each eligible organization's \$25,000 cap. All eligible participating organizations will receive 100% of money donated on their behalf plus a match up to their \$25,000 cap.

Contributions on behalf of participating organizations are to be made directly to: Fun Run for Charities or Reach Out Rocky Mount and must be accompanied by an official donor form.

Donors are encouraged to donate on behalf of more than one organization with a single gift.

BOARD OF DIRECTORS

Lige Daughtridge, Chair

Charlie Livermon, Vice Chair

Tonya Gutshall, Treasurer

Will Solomon, Secretary

Ann Dunn Andracchio

Herb Evans

Geoffry Fitch

Kelly Frohbose

Stuart McCleary

Vanessa McCleary

Grace Mebane

Ricky Parks

Janie Mac Pittman

Jessica Etheredge-Smith

James Tharin

Frances Roberson

WWW.FUNRUNRM.ORG

Fun Run for Charities' web-site includes comprehensive information for both donors and non-profit organizations. There is a special section for non-profits to access updated information about Fun Run for Charities. Under the Fun Run for Charities tab, go to Information for Non-Profits to find the on-line participant application, participant report form, and updated gift reports. You can also find important announcements about the run, upcoming events, deadlines and logo information.

Fun Run for Charities is supported by the generosity of the local community and brought to you by:

Reach Out Rocky Mount

PO Box 7394 • Rocky Mount, NC 27804

Phone: 252-451-9985

Fax: 252-977-7505

www.ReachOutRockyMount.org



One City...One Goal...Supporting Non-Profits