

*2010 RULES AND PROCEDURES
FOR PARTICIPATING ORGANIZATIONS*



*SATURDAY ▪ MAY 15, 2010 ▪ 8:00 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 our hometown of Rocky Mount, North Carolina. With a strong desire to grow and sustain vital non-profit organizations as well as the city of Rocky Mount, an opportunity arose in January 2008 to introduce the idea to a small group of local people.

From the early meetings a volunteer board of directors was established to accomplish their goals 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 Fun Run for Charities Gift Fund.

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, service clubs, and faith-based community outreach programs.

The inaugural Fun Run for Charities was a big success with over 500 participants, 100+ volunteers and 47 participating non-profits. Reach Out Rocky Mount distributed 100 percent of the donations to the named charities and provided a 70% match. The inaugural event raised and distributed \$253,266 supporting 47 non-profit agencies that provide outreach services to the citizens of Rocky Mount. Grants ranged from \$25 to \$44,600 reflecting the efforts and community support of the participating organizations.

FUN RUN FOR CHARITIES, HOW IT WORKS

First, Reach Out Rocky Mount solidifies a significant pool of money called the **Matching Gift Fund** to provide the base funds for the matching dollars awarded to participating non-profit organizations.

Reach Out Rocky Mount then partners with non-profit organizations to raise additional funds in one or more partnering organization's name. Organizations can raise as much money as they wish and will receive 100% of funds donated on their behalf plus the annual match percentage. Reach Out Rocky Mount will match up to the first \$25,000 raised. The annual match percentage will be calculated after all the event funds are received and will be based on the total matching gift funds raised to the total amount raised under each eligible organization's \$25,000 cap.

On race day the whole community of Rocky Mount is invited to continue the giving and celebrate with a sanctioned 5k & 10k race and 1 mile fun run/walk called Fun Run for Charities. Reach Out Rocky Mount is committed to offering Fun Run for Charities annually.

INFORMATION FOR NONPROFITS

In order to participate in **Reach Out Rocky Mount's Fun Run for Charities**, all interested and currently participating organizations must attend the Kick-Off Meeting in January. After attending the Kick-Off Meeting, interested organizations need to review the attached rules and procedures and complete an on-line application at www.FunRunRM.org. Incomplete applications will not be considered. Once the on-line application is reviewed and accepted, an acceptance packet will be delivered. Additionally, organizations that receive funds from Fun Run for Charities are required to complete a Grant Report Form and a Final Project Evaluation Form supplied by the North Carolina Community Foundation.

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
- Majority of services are provided to citizens of Rocky Mount, NC.

Further, all organizations must operate under 501(c)(3) or a 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 On-line Application **via www.FunRunRM.org** by the **Monday, March 1, 2010 deadline** that is subsequently approved by Reach Out Rocky Mount. Incomplete applications will not be considered.
- Submission of the **NCCF Grant Report Form** included in each check envelope given at the July Awards Presentation. This form is due 60 days after receipt.
- Submission of the **NCCF Final Project Evaluation Form** for organizations that have already received funds from Fun Run for Charities and is due by the end of January in order to be eligible for later events. Organizations that participate in Fun Run for Charities and do not submit these reports will not be eligible to participate in future Fun Run for Charities.
- Submission of IRS Determination Letter documenting tax-exempt status as a 501(c)(3).
- Possible site visit.

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 NCCF Grant Report Form within 60 days of receiving funds from Fun Run for Charities.
- Organizations receiving funds from Fun Run for Charities must submit a NCCF Final Project Evaluation by January 31, 2011 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 Fun Run for Charities Gift Fund, 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 only 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 funds 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 in July. There will be no partial checks written.

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 2010 Fun Run for Charities will be accepted through May 28, 2010. Due to the number of contributions anticipated, the following guidelines apply:

Eligible contributions include:

- *Checks:* Must be made out to Fun Run for Charities Gift Fund 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 May 29, 2010 in order to qualify for 2010 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 on-line access to participating organizations via the internet at www.FunRunRM.org to view up-to-date donations. Upon acceptance of the Organization, the contact person for that organization will be given instructions, username and password to access their information. Access will include donor names 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, 2010 through December 31, 2010. After December 31, 2010 accounts will be closed and will not be available until the following April for the 2011 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, 2010.**
- Reach Out Rocky Mount is not able to provide Gift Reports before April 1, 2010 or after December 31, 2010.

PARTICIPANT APPLICATION

Interested participant's must apply on-line. Incomplete applications will not be considered. Below is an example of the information required for registration:

Organization Name:*

Tax ID Number:*

Mailing Address:*

City:*, State:* Zip Code:*

Physical Address:*

City:*, State:* Zip Code:*

Organization Telephone Number:*

Organization Fax Number:*

Web Address:

Primary Contact:*

Telephone Number:

Email:

Alternate Contact:

Telephone Number:

Email:

About Your Organization/Mission:*

Area Served:*

Year Started:*

Intended Use of Funds:*

Does your organization have an established bank account?* (Bank Name)

If not, what other non-profit will serve as the fiscal agent for your organization?*

(Please list Name, Contact, Phone Number, and Tax ID Number)*

Supply an uploaded copy of your IRS Determination Letter documenting tax-exempt status as a 501(c)(3).*

FINAL PROJECT EVALUATION FORM

The NCCF Final Project Evaluation Form for 2009 Fun Run for Charities is due January 30, 2010.

The NCCF Final Project Evaluation Form for 2010 Fun Run for Charities is due January 31, 2011.

Organizations that fail to submit a North Carolina Community Foundation Final Project Evaluation Form to Fun Run for Charities c/o North Carolina Community Foundation will not be eligible for the following year's Fun Run for Charities. The Final Project Evaluation Report Form is used to ensure that organizations are using Fun Run for Charities' funds in accordance with their Intended Use of Funds Statement and NCCF Grant Report Form. The information will also be used to show the community impact of Fun Run for Charities to the public, donors 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 requests the following to be observed:

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. Do not stretch.

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
- 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

Informational Reminders

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

- Fun Run for Charities will be held on Saturday, May 15, 2010, at 8:00 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 in July, depends on the ratio of the total amount of Matching Gift Fund money raised and the total amount raised under each eligible organization's \$25,000 cap. All eligible participating organizations will receive 100% of the 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 Gift Fund 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
Tonya Gutshall, Treasurer
Will Solomon, Secretary

Ann Dunn Andracchio
Ryan Bullard
Lindsay Brown
Herb Evans
Geoffry Fitch
Kelly Frohbose
David Henson
Bradley McAdams
Vanessa McCleary
Ricky Parks
Janie Mac Pittman
Frances Roberson
Kelvin Yarrell

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. On the Fun Run for Charities homepage, go to "Information for Non-Profits" to find the Non-Profit On-line Application, 2010 Rules and Procedures, downloadable logos, and updated gift reports. You can also find announcements about upcoming events on the Reach Out Rocky Mount On-line Community Calendar.

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

Reach Out Rocky Mount

PO Box 4115 • Rocky Mount, NC 27803

Phone: 252-451-9985

Fax: 252-977-7505

www.ReachOutRockyMount.org



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