

Charlottesville Ten Miler | 40 Years of Community Giving!

2020 BENEFICIARY APPLICATION

BACKGROUND

Established in 1976, the Charlottesville Ten Miler is the area's oldest and most prestigious footrace. The Charlottesville Track Club donates revenue for the event, after direct race expenses are paid, to nonprofit beneficiaries who serve our local community. For a list of past beneficiaries and more information about the race, please visit our website: www.cvilletenmiler.com

DEADLINES AND PROCESS

Application Due: **October 4, 2019**

Please send completed application to:

c10mdirector@gmail.com

or mail application to:
Charlottesville Ten Miler
P.O. Box 5461
Charlottesville, Virginia 22905

The Charlottesville Ten Miler race committee and the Charlottesville Track Club board will select **one to three primary beneficiaries** and **three to five secondary beneficiaries**. All profits *after race expenses are paid* will be granted to the selected beneficiaries. Each year the amount varies, but in prior years it has ranged from \$45,000 to \$75,000 for the primary beneficiary. The secondary beneficiaries will receive between \$500 and \$1,500. Funds will be distributed to the beneficiaries in late spring 2020.

ELIGIBILITY

Primary Beneficiary must:

- Be an approved **501(c)(3) tax-exempt** organization.
- Provide services in Albemarle, Greene, Orange, Louisa, Fluvanna, Buckingham or Nelson Counties.
- Spend **100%** of funds received on goods and services benefiting the region.
- Be able to secure **approximately 30-50 volunteers** on race day morning.
- Be willing to help out the race committee with tasks such as marketing, soliciting sponsorship, pre-race set up, host volunteer packet pickup, etc.
- Not of been Primary Beneficiary in the past 5 years.

Secondary Beneficiaries (as above except):

- Does **not have to have 501(c)(3) tax-exempt status**, can be clubs such as boy/girl scouts, school groups, etc.
- Be able to secure **approximately 15-25 volunteers** on race day morning.
- May be secondary beneficiary multiple years in a row.

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QUESTIONS TO BE ANSWERED IN LETTER OR EMAIL (Complete all answer in about 2 pages or less.)
*Primary applicants **MUST** answer all questions, Secondary applicants only * questions.*

- *1. Organization information. (address, phone/fax number, website address)
2. Organization's Federal Tax I.D. number.
- *3. Contact person's name, title, phone, email.
- *4. What is your organization's mission statement?
- *5. What are the primary programs and services of your organization?
6. Number of people served by your organization last year?
7. Organizational revenue sources. Actual and percentage breakdown of revenue by sources (such as foundation, individual, government, corporate, etc.) for most recent fiscal year.
- *8. How would you use the money received from the race? (Please be specific.)
9. Your organization (if selected) will appear on advertising and marketing materials promoting the race, including print advertising, digital, social and email. What opportunities can you provide to drive registrations for the race as well as donations to your organization? (ex. media, social media, flyers, newsletters, website, etc.)
- *10. How many volunteers will you be able to provide on race morning? (The date for the race will not be known until December, but will be a Saturday in March or April. Pre-race setup starts about 5AM and post-race cleanup should be completed by noon.)
- *11. Explain why your organization should be selected.
12. Has the Charlottesville Track Club participated in any project, program or event sponsorship with your organization before? If yes, what and when?
- *13. Has your organization helped the Charlottesville Ten Miler in the past? If so, when? How?
14. There are many organizational tasks that need to occur in the weeks leading up to race weekend as well as needs on race day. Will your organization be able to supply any of the following:
 - a. A space to host volunteer packet pickup? (This needs to occur the Tuesday, Wednesday, and Thursday of the week leading up to race day.)
 - b. A van or truck to be used Friday evening and/or Saturday morning to aid in moving items around the course?
 - c. Portable tables to be used race morning for water/gatorade and at the finish line?