



SYTA Youth Foundation

Running for Youth


2012 Information Packet

The SYTA Youth Foundation
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SUMMER 2011

Dear SYF Running Team Participant:

Welcome to Running for Youth! Congratulations on taking your first step toward an incredible and rewarding journey. The SYF Running Team will participate in the Minneapolis Marathon/Half Marathon on Sunday, June 3, 2012.

This participant information packet will familiarize you with the SYTA Youth Foundation, the Running for Youth program, and all the documentation and forms you need to start Running For Youth!

Please be sure to read through the information as it can help you get organized and serve as a guide for successful fundraising.

GO TEAM!

Sincerely,

SYF Board of Trustees

WHAT IS THE SYTA YOUTH FOUNDATION?

The SYTA Youth Foundation was formed in 2000 as the 501(c)(3) philanthropic arm of the Student and Youth Travel Association (SYTA). Concerned SYTA members saw the need for a charitable organization dedicated to providing youth throughout North America with the financial resources needed for travel experiences. Understanding all too well that travel is essential to a complete education, SYTA leadership inspired support for this mission throughout its members...from awareness came action. Over the years, SYF has developed a variety of successful programs that award grants and scholarships to children who cannot otherwise afford to travel with their class or youth group.

Travel enriches a child's education in ways that no classroom lesson can deliver. But not every child can afford to travel...even when their school or youth group gives them the chance. Lack of personal funding is denying these and other children the complete education they need and deserve.

By Running For Youth, you will be able to help students who can only dream about traveling.

PROGRAM & POLICIES

What is SYF Run Team?

SYF Run Team members will use long distance running/walking as a symbol of endurance and hope. The goal is simple - to raise money for youth to travel with their schools or youth organizations.

Participant Responsibility:

- Fundraise on behalf of the SYTA Youth Foundation
- Train for and participate in a marathon or half-marathon
- Participate in honor of a student who has been chosen to receive a Roads Scholarship
- Register for the marathon or half-marathon (registration will open mid-November)

In exchange for your fundraising, SYF will:

- Provide roundtrip airfare up to \$350
- Provide lodging for 3 nights
- Process entry into the Minneapolis Marathon/Half Marathon

- Provide coaches and locally-organized training sessions (in certain areas)
- Host a pre-event pasta party & post-event victory celebration
- Provide SYF Run Team T-shirts
- Provide fundraising materials, ideas, and support
- Issue monthly e-newsletters and training schedules
- Provide online clinics regarding fundraising, nutrition, apparel, training programs, etc.

How are funds raised?

SYF Run Team is a fitness training and fundraising program. Participants are encouraged to start their fundraising by soliciting donations from family, friends, neighbors, co-workers, associates, etc. However, there are plenty of more creative ways to go about fundraising that are covered in the fundraising section of this packet. All donations are tax deductible to the extent permitted by law. The SYTA Youth Foundation provides fundraising information, materials and support.

How much do I need to raise?

A minimum of \$3,500, but the sky is your limit! Each of our SYF Run Team participants has a specific fundraising goal set by SYF (see Fundraising Goals & Dates). Some reach that goal, some exceed that goal and some come close. In light of the services and amenities we provide to our SYF Run Team participants, SYF expects each person to make as serious a commitment to the fundraising aspect as they will to the training aspect of the program.

How are the fundraising goals determined?

The fundraising minimums are based on the expenses of the Minneapolis Marathon/Half Marathon. 25% of the money you raise will be applied to the cost of your airfare, lodging, entry fees, ground transportation, meal functions, and administrative costs; 75% of the money goes directly to SYF for scholarships.

These minimums are set to ensure we keep our program costs low, maintaining our credibility to all of our donors, and most importantly, maximizing the funds we are able to give to children in need.

Is my registration fee refundable?

No. Your marathon/half marathon registration fee is a non-refundable deposit to The SYTA Youth Foundation.

What if I pay for my own travel arrangements, drive to an event, or use frequent flyer miles? Can I have a different fundraising minimum?

Two options are available. The first option would allow you to have a credit of \$350.00 deducted from your minimum fundraising goal. The second option would allow you to be reimbursed \$350.00 to be used at your discretion.

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If I do the event with my spouse, do we each need to raise the full amount?

Yes, you both need to raise the individual fundraising minimum. The costs associated with the event are fixed amounts per person, regardless of relationships. SYF must maintain a strict 25% to 75% expense ratio.

If I do a half marathon, do I still need to raise the full amount?

Yes, you still have to raise the full fundraising minimum. The fundraising minimums are based on your total event expenses, not the distance of your event.

What if I don't meet my fundraising minimum? Explanation of Recommitment:

All participants are encouraged to not only meet, but to exceed their fundraising goal if possible! The SYF staff will do everything we can to help you out if you get stuck. However, all participants are asked to recommit to the program approximately 10 weeks prior to the event. At that time, we ask all participants to secure their place on the team with a credit card. Your card number will be placed in a confidential file until approximately two weeks prior to your departure. If you do not reach your goal by that time, the difference in what you raised and the fundraising minimum will be charged to the credit card. Please note that the participant will have 30 days after the event to continue fundraising, and will be offered a one-time reimbursement that is paid via check for any additional money that has been raised within the time frame (up to the amount that was charged on the participant's credit card). This one-time reimbursement must be requested by the participant before the end of the 30-day period to the SYF Staff and cannot be credited back to the card that was charged.

It is not the intent of the SYTA Youth Foundation to have Running for Youth cost you a significant amount of money. However, in light of the fact that there are extensive travel and other arrangements being made for your event, we need you to guarantee your spot on the Team prior to confirming airline seats, hotel rooms and other arrangements.

What if I cannot recommit?

A participant will also have the opportunity to remove themselves from the team if they are not comfortable with signing the Recommitment Form. At that time, we would thank the participant for their efforts and hope to see them on a future Team. The funds they did receive would not be returned to the donors.

Can I change to a future event and carry over my funds?

You may switch to a future event but carry over of funds is not allowed unless associated with illness or injury. Participants must submit a doctor's note within two weeks of their injury or illness, and will have one calendar year to carry over their fundraising dollars (full explanation in following paragraph).

Please note, you will be responsible for a new \$100 registration fee.

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What if I get injured?

Your health and safety are of utmost importance to us. Proper training, apparel, and nutrition are important factors that will reduce your chances of getting injured while training for your event. If you get injured while training and can no longer participate in your chosen event, you may transfer your funds into another event within one year of your originally scheduled event. You must submit a doctor's note within two weeks for SYF to keep on file. SYF reserves the right to deduct any costs incurred from your fundraising total prior to your event transfer.

Please note: SYF cannot be held accountable for any injuries incurred during training.

Who makes my travel arrangements?

You will be responsible for booking your own airfare. Up to a \$350.00 reimbursement will be provided. All receipts for reimbursement must be received no later than 30 days following the marathon. SYF staff will be responsible for booking your marathon registration, hotel, and transportation to and from the marathon.

Can I bring a guest?

Absolutely! This is a great opportunity to turn this positive event into a mini vacation! If you would like to bring a guest, please indicate this on your Participant Travel Forms (mailed approximately 8-10 weeks prior to the event). You will be responsible for making all guest travel arrangements and expenses. Costs for participating guests at meal functions will be provided 8-10 weeks prior to the event.

Can I extend my trip?

Yes! However, any additional room nights and related expenses are at your own cost.

Do I have to train with the group?

No, we offer virtual training as part of the program, but you are not required to participate. You will receive a monthly training schedule telling you where and when our coaches are training. We do strongly encourage you to attend as many group workouts as possible if they are in your area! When training as a team, you have the benefit of experienced coaches and mentors and the camaraderie of your fellow teammates. Historically speaking, those who take part in group training sessions have gotten more out of the training programs and have enjoyed their marathon experience more than those who have not.

What if I exceed my fund raising goal, may I use the additional money for a future event?

No. The SYTA Youth Foundation has a strong commitment to our donors and it is important that funds given to SYF are always used for their intended purpose. To use funds toward a future event without donor knowledge would be in violation of our donors' trust. All money you raise over your fundraising goal is applied to further SYF's mission.

CONTACT INFORMATION

If you have questions concerning fundraising, matching gifts, or the event weekend, please contact the SYF staff or either of our Co-Captains.

The SYTA Youth Foundation

Emily Milligan
703-610-1266 / emilligan@syta.org

Amy Cannon
703-610-9034 / acannon@syta.org

8400 Westpark Dr., 2nd Floor,
McLean, VA 22102 USA
TEL 703-610-1264 FAX 703-610-0270

SYF Run Team Chair:

Cindy Thomas, SYF Running For Youth Co-Captain
417-338-3913 / cthomas@silverdollarcity.com

SYF Run Team Captains:

If you have questions concerning your training, please contact your SYF coach.

Ellen Lurz
201-755-6508 / elurz@bookmygroup.com

Kirk Troen
800-922-3976 ext. 102 / Kirk-troen@world-projects.com

SAMPLE FUNDRAISING LETTER I

(Date)

Dear Friends & Family:

I am writing to share with you a very special event in which I will take part. I'm running for youth! On Sunday, June 3, 2012, I will take to the streets of Minneapolis/St. Paul and run the Minneapolis Marathon/Half Marathon. As a member of the SYTA Youth Foundation program, I will be participating in this event as a symbol of endurance and hope in order to raise funds to give needy kids across North America the funding they lack to participate in their schools' travel experiences. Travel enriches a child's education in ways that no classroom can deliver. But not every child can afford to travel...even when their school or youth group gives them the chance.

Now, I am asking you to help me meet my goal with a generous contribution to help fund much needed student travel scholarships. Any amount will be greatly appreciated but, please consider contributing \$5-20 for each mile that I run. All donations are 100% tax deductible for the 2012 tax year. Please complete the donor form enclosed and return it to me with your check made payable directly to SYF. If you prefer to use a credit card (VISA/MasterCard/AmEx) you can visit my SYF website at www.sytayouthfoundation.org. Also, you can check this site for updates on my training!

Please pass this letter along to anyone else whom you think would be interested in contributing to this cause such as your friends and colleagues at work. You can even check with your employer to see if they have a matching gift program.

If you could mail your donation by February 1, 2012, it would be greatly appreciated. This will help me to judge my progress towards my commitment. Of course, I will be glad to accept donations after that date as well.

Thank you for your support & generosity,

(Name)

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SAMPLE FUNDRAISING LETTER 2

Dear Friends,

I am writing to share with you a very special event in which I will take part. I have just signed up to participate in the Minneapolis Marathon/Half Marathon sponsored by the SYTA Youth Foundation. I am now part of the (_____) team and we will be meeting on Sunday, June 3, 2012 to run for youth.

As a SYF Running For Youth team member, I'll be helping to raise money to give needy kids across North America the funding they lack to participate in their school's travel experiences. Travel enriches a child's education in ways that no classroom can deliver. But not every child can afford to travel...even when their school or youth group gives them the chance. It is a rather daunting task but with your help I know I can achieve this objective. The event will be held in June, which gives me a few months to train as well as generate the funds.

I hope that I can count on you to help me help others. If you can commit to the monetary contribution, I can commit to the physical demands of the race. Together we will help give needy students the complete education they need and deserve. Your contributions are tax deductible and any amount you can spare will help. Please make checks payable to SYF and if your company provides matching gifts, please send in the appropriate form for processing. My target date for collecting donations is February 1, 2012, but I will collect through April.

Thank you in advance for your generosity, your giving will enrich a student's life one mile at a time.

Sincerely,

(Name)

P.S. If you want to track my progress or make an online donation, go to my website at: www.sytayouthfoundation.org. See you there!

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SAMPLE FUNDRAISING LETTER 3

Hello Everyone!

This year I am making a commitment to run in the Minneapolis Marathon/Half Marathon on Sunday, June 3, 2012 for the SYTA Youth Foundation's Running For Youth Team!!! I am trying to raise \$3,500 to support the Foundation and it's important mission to give needy kids across North America the funding they lack to participate in their school's or youth group's travel experiences...and of course I'm coming to YOU for help!

I sent this email to 100 people... and if you each donate \$35...I'll be there with my goal! I hope you can participate in my little challenge! All you have to do is visit www.sytayouthfoundation.org and make your donation TODAY!

Click on the Donate Button and type in my name. THANK YOU for your support! Let's help enrich a child's education in ways that no classroom lesson can deliver.

Have a great weekend,

(Name)

DONATION FORM

Yes! I will help raise funds for the SYF Running For Youth team member,
_____, who is participating in the Marathon Marathon/Half
Marathon on Sunday, June 3, 2012.

I am donating \$ _____ to _____'s campaign.

Check Enclosed (please make check payable to SYF)

MC/Visa # _____ exp _____

American Express # _____ exp _____

Card Holder's Name: _____

My company will match this contribution. Please have your company fill this
form out separately.

Please mail or fax this form to SYTA Youth Foundation:

8400 Westpark Drive, 2nd Floor
McLean, VA 22102-5116
Tel: 703-610-1264
Fax: 703-610-0270

PARTICIPANT FORM

YES, I will participate in the SYF Running For Youth Team. I will pledge to raise a minimum of \$3,500 and run in the Minneapolis Marathon/Half Marathon on Sunday, June 3, 2012. I will forward any money collected to SYTA Youth Foundation.

I understand that if the money is not raised in full by April 1, 2012, I will provide my credit card for the balance and will be reimbursed for the amount that I might raise after that deadline up until the race day.

I understand that the SYF Running For Youth Team will provide me with support to train and with fundraising ideas. Also provided will be airfare, hotel, meals, pre-race dinner and celebration party. Complete details are in my participant information packet.

* I will be running in the Marathon / Half Marathon (please circle one)

Estimated Run Time: _____

Shirt Size: _____

My contact information is as follows:

Name: _____

Company: _____

Address: _____

Phone: _____ Cell: _____

Email: _____ Fax: _____

Signature: _____

Enclosed is my non-refundable \$130/\$115 entrance fee:

Cc# _____ Expiration _____

Signature _____

Please mail or fax this form to SYTA Youth Foundation:

8400 Westpark Drive, 2nd Floor

McLean, VA 22102-5116

Tel: 703-610-1264

Fax: 703-610-0270