

# **SHOW US YOUR TOONIES & CINQUOS Canada!! SUPPORT THE new CANADA RUNNING SERIES FOUNDATION!**

**Help us promote healthy lifestyles and give back to the communities we run through.**

## **ABOUT US:**

Canada Running Series Foundation/Foundation Circuit du Canada (CRSF) is a not-for-profit corporation with its own independent Board of Directors. We have also applied to become a registered charity.

CRSF was incorporated under federal not for profit legislation on February 9<sup>th</sup>, 2009, but only really began to move forward in an active way last year.

Now with a full slate of excellent directors, we hope to move forward and gain speed in 2011 and 2012!

## **OUR MISSION:**

CRSF was established to fulfil the mission of Canada Running Series (CRS) in general, of giving back to the communities we run through, and promoting healthy lifestyles through running – especially in the young.

CRSF will now take over this mission from Canada Running Series (CRS). Further, gifts will be made to qualified donees, such as Canadian Athletes Now or Athletics Canada, to support the success of high performance Canadian athletes in running. CRSF may also make gifts to other Registered Canadian Amateur Athletic Associations which promote the pursuit of excellence in Canadian running.

Like the London Marathon, the New York City or Houston Marathons, it was felt that by establishing a separate charitable foundation, (focused solely on assisting registered charities and other qualified donees in Canada in their raising of funds by receiving charitable donations and supporting charitable projects), we would be able to grow the amounts that these qualified donees receive. At the same time, CRSF will provide a greater transparency by separating the fundraising component completely from the Operations, business aspect of organizing CRS runs and events.

This will benefit the approximately 200 mostly-local charities who “piggyback” on CRS events at present, where we provide support and fundraising tools. We hope to be able to grow the total raised for these third-party charities from almost \$5 million in 2010 to \$10 million over the next 5 years, with the support of CRSF.

The new Foundation will also allow us to potentially solicit new sponsors to facilitate growth in fundraising.

Importantly, the new Foundation will allow CRS – for the first time -- to begin to fund projects of our own, selected by CRSF Board members. The Board of the new Foundation has decided that there will be an emphasis on fundraising for 2 main areas:

1. To fund qualified donees – such as registered Canadian Amateur Athletic Associations which support the pursuit of excellence in Canadian distance running. This will involve supporting particular athletes or high-performance groups through such a qualified donee – similar to Canadian Athletes Now or Own the Podium, but for distance running and especially the marathon. This is something that major American marathons have been doing to great success for the past decade. In 2011, for example, the New York City Marathon/NY Road Runners has committed \$190,000 to support Running USA high-performance centres and events across the US.
2. To support grass-roots, community fitness programmes, with special emphasis on kids and running. A good example would be to raise funding to expand our highly-successful Scotiabank MarathonKIDS programme, that involved 19 inner-city schools and 1,000 public school children in 2010. CRSF will annually entertain applications from community-based fitness programmes with emphasis on using running to establish healthier lifestyle habits among the young.

**Help us reach our 2011 GOALS:**

- IN 2011, while we await the approval of our registered charity status which will allow us to issue tax receipts – we will begin a modest campaign of asking for “TOP UP” donations throughout CRS2011 events, with the goal of raising a toonie or a “cinquo” (\$5) for every CRS2011 participant. This way, 60,000 participants x \$2 = \$120,000.
- These funds will then be allocated, by the Board of CRSF, to seed projects in our 2 broad areas of Excellence and Community.

Namely:

- Scotiabank MarathonKIDS project, to expand to 30 schools and 1,500 children
- Canadian High Performance training Centres that are Registered Canadian Amateur Athletic Associations

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