

OFFICIAL CHARITY APPLICATION PACK

Run Norwich 2020



COMMUNITY
SPORTS
FOUNDATION

INTRODUCTION

Unusually, for an event organised by a charity, one of the main objectives of Run Norwich is to provide a platform for other local charities to raise money and awareness of their cause.

Since Run Norwich began in 2015, official race charities, including Nelson's Journey, Big C, SERV Norfolk, NARS, Age UK Norwich, Community Sports Foundation, Norwich & Central Norfolk Mind, Headway Norfolk & Waveney, and The Nancy Oldfield Trust have raised over £500,000 through the race.

The 10k event returns to the city on Sunday 19th July 2020 and we're delighted to announce, that alongside race organisers CSF, there will be an additional two causes chosen as 'Official Run Norwich 2020 Race Charities'.

To be considered, charities are invited to submit their applications by **Friday 1st November** (5pm).

Previous official race charities



A man in a yellow tank top and sunglasses is celebrating with his arms raised at a marathon start line. He is surrounded by other runners and spectators. A banner in the background says "START".

CHARITY BENEFITS

What you will receive as an official Run Norwich race charity

- Official charity places

Up to 150 official charity places for fundraising runners - purchased by your charity at a discounted rate. These places are offered for free to runners who commit to raising a minimum of £100 for you.

- Publicity

- Official charity vests/t-shirts (to be purchased by the charity through our provider)
- Announcement as 'official race charity' on Run Norwich official channels including: website, social media, e-mail database (over 20,000)
- Charity profile on Run Norwich website
- Case study or other opportunities on Run Norwich channels
- Race magazine feature
- Ad-hoc promotional opportunities

- Raceday exposure

- 2m x 2m exhibition space at the pre-race Expo event at the Forum (17th/18th July 2020)
- 3m x 3m exhibition space at the post-race village in Chapelfield Gardens
- Opportunity to use race barriers to display charity branding along the route
- Opportunity to host and staff a 'cheer point' on the course with branding and entertainment (e.g. live band or DJ)

- Financial

- Official charities can hope to raise more than £15,000 from the race



SELECTION PROCESS

Charities with different remits will be selected to ensure that similar good causes are not favoured. Preference will be given to registered charities that meet the following criteria:

- Local charities that deliver benefits to Norwich and Norfolk area.
- Small to medium-sized charities that are seeking to increase their awareness and impact locally.
- Charities who will use the money to make a tangible difference to a specific project.
- Charities where there is potential to develop an ongoing relationship with the Community Sports Foundation.

To be considered, charities must be able to provide the following as a minimum:

- One item of value for every goody bag. All items must be agreed in advance by the Event Manager.
- Minimum of 10 staff/volunteers for race day (7am -1pm) and for them to attend a training session if necessary.
- Appropriate staffing for the charity stand at the Expo at the Forum (17th/18th July 2020) and race village on race day.
- The purchase of official charity t-shirts/vests for their charity runners via Run Norwich's supplier.
- Experience and success in fundraising and marketing events.
- A financial commitment of circa £3300 for t-shirts and entries.

Plus any 'added value' that charities can bring, for example:

- Incentives offered to their charity runners (e.g. fundraising packs).
- The promotion and/or organisation of the event through their own activities (press & media coverage, marketing).
- Celebrity endorsement, e.g. celebrity race starter.
- Introductions to potential race sponsors.
- Support with recruiting volunteers.
- Providing further support to the race with loan of equipment/vehicles, first aiders, electricians, videographers, photographers or other professional services.

Marketing support from charities must include:

- Available resources to promote the charity places, deal with enquiries, and motivate runners (e.g. advertising, dedicated webpage, press/media campaign, committed administrative support, newsletters/emails)
- Ability to provide case studies or stories showing the impact your charity has on the local community before the race and then coverage on what the Run Norwich money has achieved following the race.



ENTRY PROCESS

Closing date for submissions Friday 1st November 2019 (5pm)

Charities must complete the application form within this pack and submit by email with any supporting material included.

If you wish to submit video or other large files, please use WeTransfer.

Applications and supporting material (if applicable) to be sent to: **runnorwichinfo@canaries.co.uk**

Charities may be invited in to meet with the team to help with final decisions.

Charities will be notified of the outcome week commencing **Monday 25th November 2019**



APPLICATION FORM

Name of Organisation:

Contact Details:

Name:

Job title or position:

Address

Post Code:

Tel no:

Email:

Are you:

- a) A local charity?
- b) A national charity?
- c) A region of a national charity?

If c), how does the region manage itself and what support does it get from the national body?

What geographical area does your organisation cover?

What services or charitable activities do you provide within this area?

Who, and how many, benefit from your services/charitable activities?

How do you monitor the provision of your services or assess the impact of your charitable activities?

What project do you intend to spend the Run Norwich money on?

If appropriate, explain what 'added value' your organisation can bring to the event?

TO APPLY:

Applications and supporting material (if applicable) to be sent to:
runnorwichinfo@canaries.co.uk by 5pm, Friday 1st November

FOUNDING PARTNERS

the
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**COMMUNITY SPORTS
FOUNDATION**

Follow us on:  @RunNorwich  Run Norwich  runnorwich

Norwich City Community Sports Foundation Norwich City FC, Carrow Road, Norwich, NR1 1JE
www.runnorwich.co.uk / 01603 761122 / Registered charity number: 1088239