



## 2012 TSFM Charity Program Application

Thank you for your interest in becoming a charity partner for The San Francisco Marathon®. Please fill out the information below.

<i>Contact Information</i>	
*Charity is required to designate a staff member to be point of contact for all communications	
Charity	
Primary Charity Contact	
Mailing Address	
City /ST/ZIP Code	
Contact Phone	
Contact E-Mail Address	
Website URL	
Twitter Handle	
Facebook Page URL	
Tax ID #	
Are you interested in purchasing race entries?	
Are you interested in purchasing training?	
Are you interested in promotional opportunities at the expo/race finish line?	

## Short Answer Questions

1. Who will manage the Marathon program? How many years has he/she been in the position? What prior fundraising experience does he/she have?
  
2. Please list any additional staff members that will be assisting with the program, their responsibilities, and their contact information.
  
3. What is the history of funds raised through affiliation with The San Francisco Marathon or another marathon/race/event? Please list year, funds raised, and # of runners for each race/event your organization has been involved in.
  
4. What are your specific goals for the 2012 SF Marathon program?
  - a) number of participants
  - b) dollars raised
  - c) please list any additional goals (increased visibility, community involvement, etc)
  
5. Please outline your marketing and fundraising plan. Be specific as possible:
  - a. What methods do you plan to use to recruit runners?
  
  - b. How do you plan to engage runners throughout the fundraising process?
  
  - c. What efforts do you plan to make to support your fundraising team during race week/day?
  
  - d. Will you be providing incentives to your runners/fundraisers (team shirts, free race entry, training, etc)? Please list prizes and required fundraising amounts.
  
10. Does your organization receive any support from corporations?
  
11. The SF Marathon would like to support you in this process as much as we are able. Please indicate what resources and/or support from The SF Marathon you would find helpful.

## Charity Commitment Statement

The San Francisco Marathon reserves the right to revoke any charity's participation in the The San Francisco Marathon Charity Program ('TSMCP') at any time and for any reason.

The Charity hereby acknowledges that it has read and agrees to all terms and conditions of TSMCP and those found on the following links:

\_\_\_\_\_ (initial) (<http://www.thesfmarathon.com/terms-and-conditions/>)

\_\_\_\_\_ (initial) (<http://www.thesfmarathon.com/run-for-charity/become-a-charity-partner/>) Application Page with terms

\_\_\_\_\_ (initial) Charity hereby agrees to pay to the TSM a ten (10%) percent transaction fee on proceeds raised on behalf of Charity. TSM will invoice charities on the 1st of every month. Checks will be due by the 14th of every month. Checks should be made payable to "Jumping Fences, Inc." Charity hereby grants TSM access to all financial records related to fundraising for TSMCP. TSM will invoice based on financial records from Crowdrise.com. If a charity is choosing to use another platform they will need to submit their financial records to TSM.

Charity certifies that all statements made herein are correct and that \_\_\_\_\_  
\_\_\_\_\_ (name of organization) is a 501(c)(3) charitable organization.

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Charity Program Coordinator  
Title:

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Executive Director

**Please submit the following with completed application:**  
**copy of current 501 © 3 Status**  
**mission statement**  
**logo**

**All requests and submissions should be forwarded to:**

**Erin Sheehy**

Phone: +1 (415) 543-4360

Fax: +1 (415) 276-4179

E-mail: [esheehy@thesfmarathon.com](mailto:esheehy@thesfmarathon.com)

**Mail:** The San Francisco Marathon  
Attn: Erin Sheehy  
PO Box 77148  
San Francisco, CA 94107