2017 Contributing Charity Program Overview

What is the the P3R charity program?
The P3R charity program is a platform for passionate individuals to fundraise and raise awareness for meaningful causes close to their hearts while achieving their fitness goals. At P3R events, we create experiences where passion and purpose come together and the running and philanthropic communities connect. In 2016, the P3R charity program raised over $1.67 million for 110 nonprofit organizations. We are proud to provide a substantial fundraising opportunity to many of Pittsburgh's and the nation's most reputable but underfunded nonprofits.

Each charity receives a fundraising page on CrowdRise to receive and track donations. Donations are directly distributed to the charity via Network for Good - P3R doesn't touch any of your hard-earned dollars.

Charities recruit their own participants - donors, friends, family, coworkers, neighbors, volunteers, teammates - for any of our race weekend events. Participants then fundraise for the cause throughout the marathon season (until May 31, 2017).

We provide the tools for success
The P3R charity program provides the tools to execute a successful program and ensure your organization has the best programming experience possible. We provide a dedicated support team and a wide array of resources such as a *How-To Fundraise* guide, sample communication documents, and team-building tips available at your fingertips.

We're an open platform

While we have 40 official nonprofit organizations of the DICK'S Sporting Goods Pittsburgh Marathon, we have another 70 organizations that benefit from the use of our platform. There is no cost or requirements to participate as a contributing charity; however we recommend contributing charities aim to fundraise $7,500 and recruit 15 runners and 5 volunteers.

We encourage new organizations to consider the following items when evaluating their participation as a contributing charity:

1. Does your organization have a committee to assist with program execution?
2. What is your organization's strategy for communication and marketing for recruitment and fundraising?
3. How will your organization motivate runners to train and fundraise? What resources will you provide?
4. Does your budget allow for the purchase of incentives and prizes for fundraisers and/or donors?

We're a nonprofit too

Given our nonprofit status, all race registration fees are used to cover event costs as well as administrative and operational costs. Race registration fees are not donations given to participating charities. Runners for contributing charities must purchase their race entry separate from fundraising at www.thepittsburghmarathon.com.

Think you're ready to get started? Email us at runforareason@p3r.org today!