

4th Annual

Baltimore Run for Bears



to benefit the



children's hospital program

Saturday, October 16, 2010
The Baltimore Running Festival
Baltimore, Maryland

Information Packet

Last updated 07/07/10

About the Baltimore Run for Bears

The Baltimore Run for Bears is a fundraiser for the UMPS CARE Charities children's hospital program called BLUE for Kids. The BLUE for Kids program provides memorable Build-A-Bear Workshop® experiences for children across the country coping with cancer and other serious illnesses.

Participants of the Baltimore Run for Bears:

- Raise \$500+ in donations for the BLUE for Kids program. (Couples raise \$750)
- Receive a personal fundraising page and supporting materials to meet the goal.
- Are eligible for fundraising incentives and event prizes.
- Receive complimentary race registration in the Baltimore Running Festival.
- Choose from a variety of distances to run/jog/walk – 3.2mi., 6mi., 13.1mi., 26.2mi.
- Stay at the Marriott Inner Harbor Hotel at reduced rates - .2 miles from start line.
- Enjoy a memorable day of fun and exercise as the Baltimore course travels through the scenic Inner Harbor waterfront area, historic Federal Hill and charming Fells Point.
- Attend a post-race celebration at Frank & Nic's West End Grille!

About UMPS CARE Charities

UMPS CARE Charities is a 501(c)(3) non-profit established by *Major League Baseball* (MLB) umpires to provide financial, in-kind and emotional support for America's youth and families in need.

A Memorable Day for You...A Memorable Experience for More than 1,000 Children



Major League Baseball umpires Mark Wegner (L) and Dan Iassogna with patient Ryan Patrick at St. Louis Children's Hospital on April 27, 2010. More than 1,000 children coping with cancer and other serious illness will receive a Build-A-Bear Workshop experience in 2011 thanks to your efforts in Run for Bears. *UPI/Bill Greenblatt*

Baltimore Run for Bears Fact Sheet

WHAT: 4th Annual Baltimore Run for Bears. Caring supporters raise money for the UMPS CARE Charities children's hospital program and then run in one of four races at The Baltimore Running Festival.

WHEN: Saturday, October 16, 2010 beginning at 8:00am.

WHERE: Baltimore, Maryland. The course starts just outside of Camden Yards and includes views of scenic Inner Harbor, Ft. McHenry, and the famous Fells Point area.

WHY: The Baltimore Run for Bears raises funds for the UMPS CARE Charities children's hospital program called BLUE for Kids. The BLUE for Kids program consists of visits by umpiring crews and team mascots at children's hospitals across the country to provide memorable Build-A-Bear Workshop® experiences for children coping with cancer and other serious illnesses. The sole purpose of BLUE for Kids is to put a smile on the face of a child. Major League Baseball umpires have hosted more than 40 events since the program started in 2006.

FUNDRAISING: Participants are asked to raise a minimum of \$500 in pledges by September 1. (Couples \$750) Participants encourage family, friends, and business contacts to pledge financial support for their effort. UMPS CARE Charities provides support to help you reach your goal – including a personal Web page for credit-card donations and materials to assist in the fundraising effort. Fundraising incentive prizes are available.

RACE FORMATS: Runners may select to participant in any of the four races – marathon (26.2 mi), half marathon (13.1 mi), marathon relay (5.9 to 7.1 mi range per leg), or 5K (3.2 mi). One of the more popular races of the Baltimore Running Festival is the Marathon Team Relay. Running the same course as the marathoners, the Team Relay consists of four participants per team with each runner selecting a portion of the marathon course to run. All running skill levels are welcome – we will group like-minded participants together to form competitive teams, intermediate teams, and teams comprised of those who wish to combine light jogging with walking.

HOTEL: Baltimore Marriott Inner Harbor (Camden Yards) – The Marriott Inner Harbor is .2 miles from the Marathon start line, .5 miles from the Half Marathon start line, and .6 miles from the expo. UMPS CARE Charities has negotiated a very favorable rate for a limited number of rooms available for out-of-town guests who meet the minimum fundraising goal before September 1, 2010. Check-In Friday, October 15 and Check-Out Sunday, October 17. Rooms reserved are Double Beds Non-Smoking.

FUNDRAISING INCENTIVE PRIZES: Participants receive an official Run for Bears Dri-FIT running shirt - ventilated, high-performance, and sweat-wicking design. Additional incentive prizes include Complimentary Race Entry, Admission to the Post-Event Party, UMPS CARE Charities Gift Pack and Nike Gift Certificates.

POST-EVENT PARTY AT FRANK & NIC'S: You raised the money and trained for months. When the race is over, we will meet at Frank & Nic's West End Grille for a post-event party. Party includes complimentary food with beverages and prize/award ceremony. Time: NOON – 2:30PM.

AWARDS: Awards are presented to the top fundraiser and the fastest finishing relay team.

Registration

Register online at www.UmpsCare.com. Choose “Baltimore Run for Bears” from the Events menu. Send e-mail to Samuel Dearth with any questions you may have. Samuel@UmpsCare.com

After you register at UmpsCare.com, you will receive additional instructions for registering for the race of your choice in the Baltimore Running Festival. Please allow 3-business days for registration follow-up e-mails.

Frequently Asked Questions

What is the deadline for reaching my \$500 goal? We ask that you meet your minimum fundraising goal by September 1. You may continue raising funds after September 1 but the minimum goal must be met so we can finalize hotel and post-event party arrangements.

Can I organize my own team of four runners to participate in the marathon relay?

Yes. Each participant should register for the Baltimore Run for Bears and use the ‘NOTES/INSTRUCTIONS’ field to identify the other runners on your team.

I would like to run the marathon team relay but I don’t have three others to form a team. Can you help?

Yes! Most participants fall into this category. You should register and begin your fundraising efforts now. Approximately one month prior to the relay, we will group like-minded participants together to form competitive teams, intermediate teams, and teams who wish to combine light jogging with walking.

When will my Personal Web page be ready?

UMPS CARE Charities will create your page within 3 days of processing your registration.

What do I need to know about hotel reservations at the Baltimore Marriott Inner Harbor?

- You must reach the \$500 minimum goal no later than September 1 to be eligible for the discount rate.
- We have a limited number of rooms available. Rooms are allocated on a first-come first-served basis. The sooner you reach the minimum fundraising goal, the sooner you may complete your reservation.
- All rooms are \$119/night. Double Beds / Non-Smoking.
- Check-In Friday, October 15 and Check-Out October 17. You are not required to book the reservation for both nights.

Are donations tax-deductible?

Yes – UMPS CARE Charities is a 501(c)3 non-profit. Our Federal Tax ID Number is 20-4150440.

May I invite family or friends to the post-event party who are not participating in the fundraiser?

Unfortunately, the answer here is no. We recognize that you may have friends running in the race who are not participating in the fundraising effort or have family members in the area to cheer you on. We have limited space allocated for the party and are covering the expenses for those who meet the minimum fundraising target. We are unable to accommodate friends and family this year.

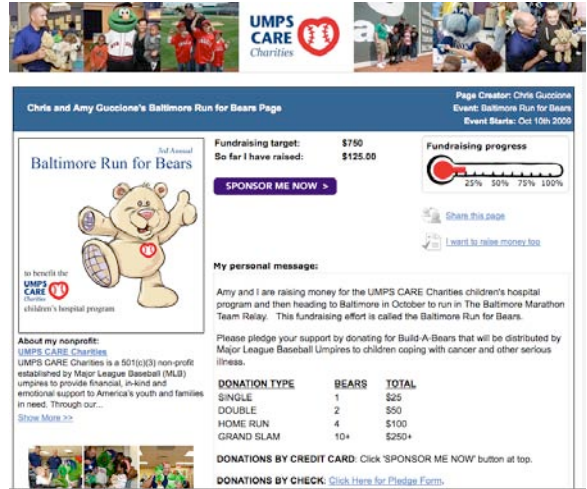
Fundraising and Your Personal Web Page

We ask each runner to encourage family, friends and co-workers to partner by contributing financial support. Each runner’s goal is to raise a minimum of \$500 by collecting pledges. Here’s one approach to reach your goal:

- Sponsor yourself for \$50
- Ask 3 family members to sponsor you for \$50
- Ask 3 friends or co-workers to contribute \$50
- Ask 6 friends or co-workers to contribute \$25

Your personal Web page allows friends, family members, and business contacts to make credit-card donations in support of your effort. You will be notified by E-mail when your page is ready. Personal Fundraising Page Features:

- Personal message about the event and your effort,
- Fundraising progress bar,
- A ‘Sponsor Me Now’ button for supporters to make secure credit card donations,
- A link to a PDF pledge form for supporters to print and mail personal check donations,
- Name, date, amount, and comments from supporters who have donated on your page.



Fundraising Incentives

Raise:	Receive:
\$250 - \$499	Official Run for Bears Dri-FIT running shirt
\$500 - \$749	Official Run for Bears Dri-FIT running shirt Complimentary Race Entry Admission for (1) to the Post-Event Party <i>* couples must reach \$750 to receive (2) each: shirt, race entry, and party admission.</i>
\$750 – \$999	Official Run for Bears Dri-FIT running shirt Complimentary Race Entry Admission for (1) to the Post-Event Party UMPS CARE Charities Gift Pack – Soft sided cooler with travel mug <i>* couples must reach \$1000 to receive one gift pack.</i>
Over \$1,000	Official Run for Bears Dri-FIT running shirt Complimentary Race Entry Admission for (1) to the Post-Event Party UMPS CARE Charities Gift Pack – Soft sided cooler with travel mug \$25 Nike Gift Certificate <i>* couples must reach \$1250 to receive one gift pack and one gift certificate.</i>

Fundraising Tips & Ideas

Be Optimistic

Have a positive attitude. Excitement is contagious!

Twitter and Facebook

Use social media to get the word out.

Our Facebook Page: www.facebook.com/UmpsCare

Our Twitter Page: [@UmpsCare](http://www.twitter.com/UmpsCare)

Make Copies of the Donation Form

The Donation Form is located near the end of this packet. Make copies and give one to everyone you know.

Be Committed

Make the first pledge yourself. When your friends, colleagues and family members see you contribute, they will recognize how serious you are.

Email the World - Make sure everyone you come in contact with knows about your commitment. Send an email announcing your plan to participate to friends, co-workers and businesses you know and ask for their support.

Develop and E-mail Solicitation Strategy - The goal of your e-mail strategy is to drive the E-mail reader to your Personal Web Page to learn more and take action (i.e., donate). Keep e-mails brief and modify them to suit your personality. See section on E-mail Solicitation Strategy later in this document for a sample schedule / template.

Communicate Goal Progress

Make your goal public. Let your supporters know how you are progressing. Many people will donate a little bit more if they know you are close to your goal.

Company Support

Ask your company's Human Resources Department if they have a *corporate matching gift program*. It's a great way to double your pledges. Even without matching gifts, the company may donate anyway.

Be Creative

See if you can hold a Casual Friday at work. Anyone who contributes \$10 that day is given the luxury of wearing jeans or casual clothing that specific day.

Speak at Meetings

If you're a member of a club (Rotary, Kiwanis, a business network) announce your involvement at a meeting. Potential donors may want to know more about how the funds are used, so have that information for them.

Ask Anyone, Ask Everyone

Make sure everyone you come in contact with knows about your commitment. Ask family & friends first. Next, ask clients, suppliers, anyone & everyone. Make a list of places where you spend money. Don't forget to include your doctors, drycleaners, dentists, mechanics, and your favorite restaurants.

Fundraising - E-mail Solicitation Strategy

The goal of your e-mail strategy is to drive the E-mail reader to your Personal Web Page to learn more and take action (i.e., donate). Keep e-mails brief and modify them to suit your personality.

Based on experience, the majority of your online donations are made within 5 weeks of your initial E-mail appeal. Consider the following E-mail timeline:

- EMAIL #1 (day 1) - initial e-mail appeal announcing the event and your goal.
- EMAIL #2 (day 14) - update donors on progress and encourage prospective donors to act.
- EMAIL #3 (day 35) - update donors on progress and encourage prospective donors to act.

SAMPLE EMAIL #1

Dear [NAME],

I am "Running for Bears"...Build-A-Bears that is! Build-A-Bears that will be distributed to children coping with cancer and other serious illness or injury. I hope to raise more than \$500 for this wonderful children's hospital program and then join other caring supporters to run in the Baltimore Marathon Team Relay on October 16th.

I have created my own personal fundraising page and I'm writing to ask for your financial support. The page includes information about my Baltimore Run for Bears and allows for secure, credit card donations directly on the page. Those who prefer to send a donation by check will see a link to a donation form as well.

My personal page: [http://www.firstgiving.com/\[NAME OF YOUR PAGE\]](http://www.firstgiving.com/[NAME OF YOUR PAGE])

Thank you for your time and consideration.

Sincerely,
[YOUR NAME]



helping people is an easy call

2010 DONATION FORM

PLEASE MAIL THIS FORM WITH YOUR DONATION TO:

UMPS CARE CHARITIES
463 STOVE PIPE ROAD
VOORHEESVILLE, NY 12186

- All donations are tax deductible to the extent allowed by law. UMPS CARE Charities Tax ID: 20-4150440.
- Anyone who includes an e-mail address will receive a receipt via e-mail.
- All donors making donations of \$100 or more will receive a tax-receipt. Donors making donations of less than \$100 may also request a tax-receipt.
- Donations can be split amongst multiple participants. Please include all participant names on this form.

PARTICIPANT NAME: _____ **EVENT: 2010 BALTIMORE RUN FOR BEARS**

DONOR CONTACT INFORMATION

FIRST NAME	MI	LAST NAME	COMPANY
MAILING STREET ADDRESS			SUITE/APT. NO
CITY	STATE	ZIP	COUNTRY
E-MAIL ADDRESS (FOR TAX RECEIPT)			DAY PHONE

DONOR INFORMATION

\$ _____
AMOUNT

CHECK **PLEASE MAKE PAYABLE TO "UMPS CARE CHARITIES". WRITE PARTICIPANT NAME ON ALL CHECKS**

CREDIT TYPE: AMEX VISA MC

CREDIT CARD NUMBER _____ EXPIRATION DATE _____ CVV# _____

SIGNATURE FOR ALL CREDIT CARDS _____