



Virtual Marathon Kickoff

We Will Begin Shortly

Presented by:



In the Chat: How many years have you participated in Run United?

What are you looking forward to?



WELCOME
Audrey Walker
Matt Maillard

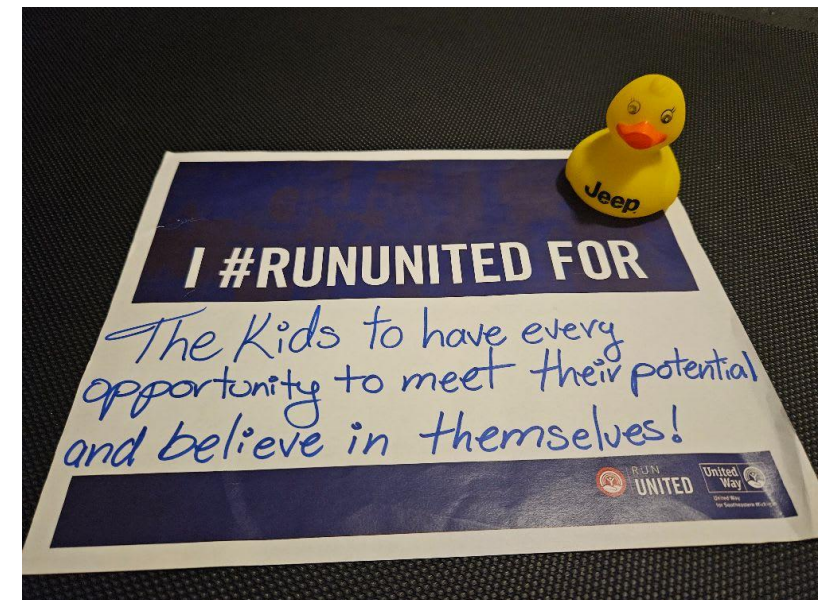
What is the Run United Virtual Marathon?

- **One Month to:**
 - Run, walk, or roll 26.2 miles (or more!)
 - Participate in weekly challenges on your own or with friends, family and colleagues
 - Learn about education and literacy needs in SE Michigan
 - **Raise funds to support students as we enter the new school year!**



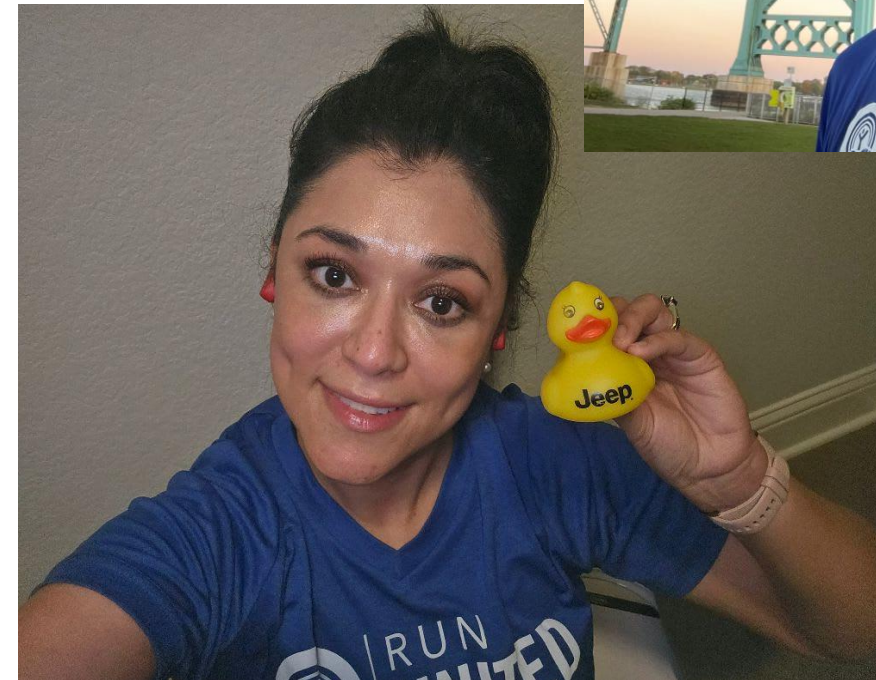
Run United Through the Years

- **Started in 2016**
 - In partnership with the Detroit Free Press Marathon
- **First Virtual Marathon in 2020**
 - Continuing this virtual event to maximize inclusivity, accessibility, and impact
- **Continuing to support students**
 - Since 2016, Run United has raised nearly \$900,000, supporting:
 - closing the Digital Divide for students learning virtually
 - providing supplies for students returning to school
 - allowing students to receive free books through Scholastic Book Fairs
 - **2024 Goal: \$110,000 to continue support for student-focused programs and resources.**



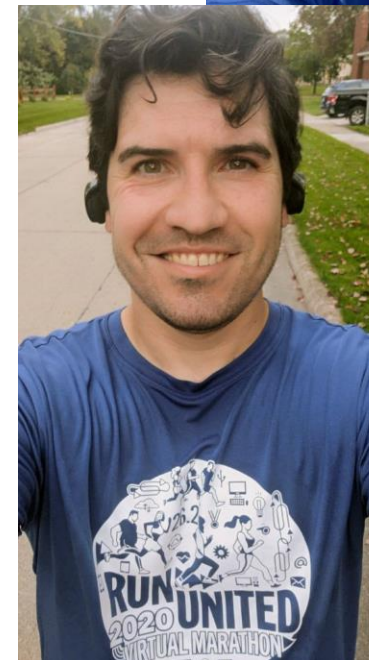
Timeline

- **August 12 (Today): Virtual Marathon Begins**
 - Complete set-up of your donation page
 - Set your goals
 - Log your first miles
 - Connect Strava
 - Share on social media
- **August 12-September 13**
 - Look out for weekly email updates
 - Complete and track your miles
 - Participate in weekly challenges
 - Share with your networks
- **September 16: Closing Ceremony**
 - Join us via Zoom as we review our impact and award prizes!



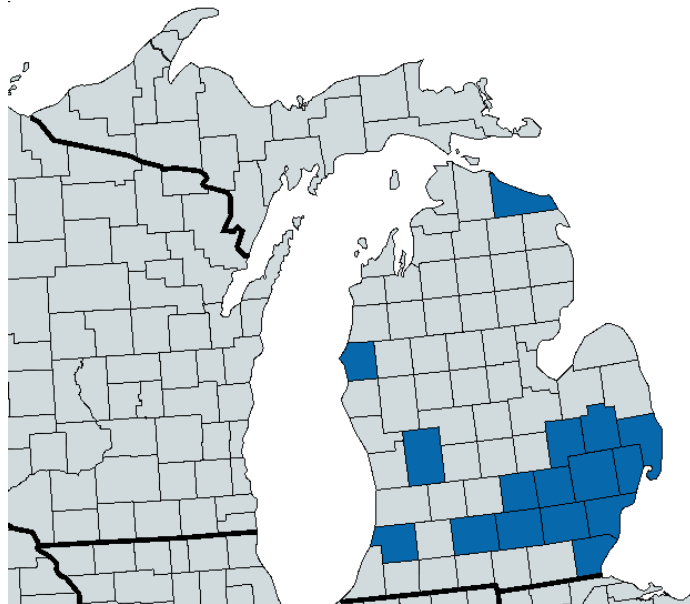
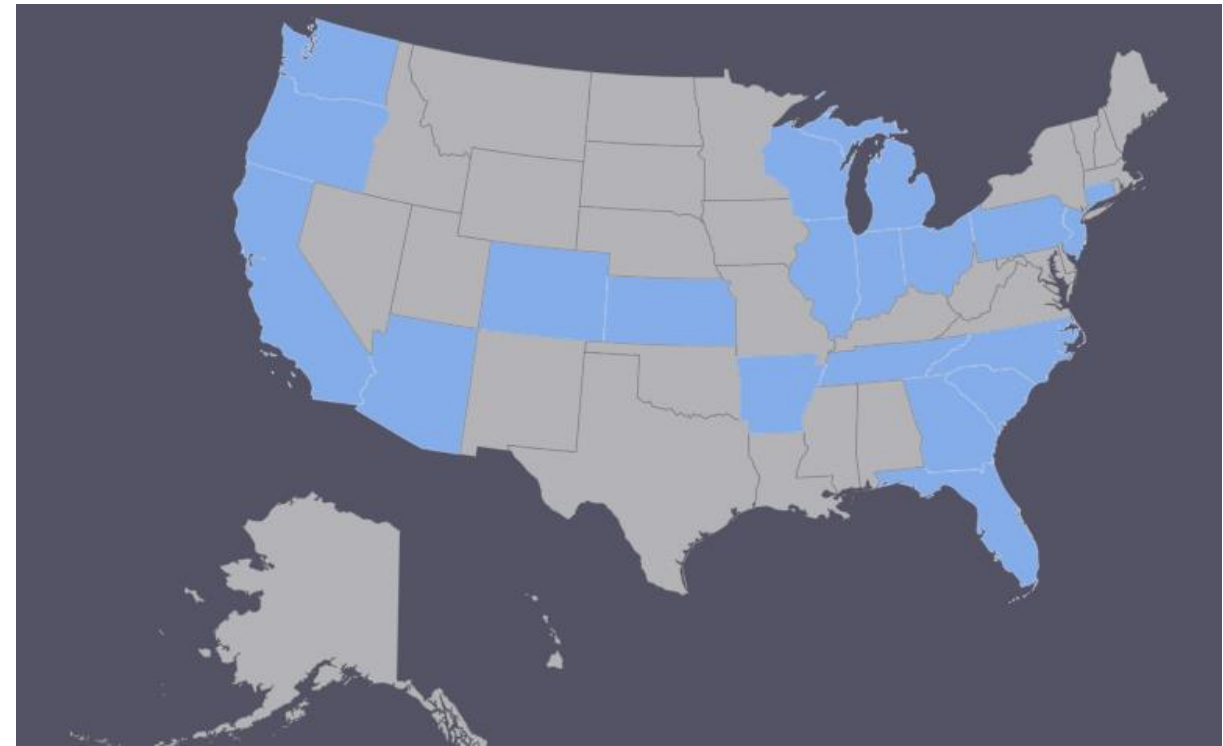
Where We Stand

- **Runners:** 392
- **Teams:** 23
- **Funds Raised:** \$32,867
- **Impact:** Equivalent of 939 students receiving a backpack of school supplies



Where We Are

- 16 Michigan Counties
- 20 US States
- 9 Countries



In the chat: where is your favorite spot to walk, run, or roll?

Teams

Jeep®



BRONCO



BOSCH

Blue Oval CX Road
Runners

The Ladies

Team Family Tree


Determinator

DIVAs Walking United

Bartolos



The Next Five Weeks:

- **Week 1 (August 12-18)**
 - Weekly Challenge: Post your How It Started/How It's Going Pictures
 - Mission Focus: Out-of-School Time
- **Week 2 (August 19-25)** Weekly Milestone Sponsored by:  **BOSCH**
 - Weekly Challenge: Walk or Run to a Little Free Library
 - Mission Focus: Little Free Libraries
- **Week 3 (August 26-September 1)**
 - Weekly Challenge: Raise \$50+
 - Mission Focus: Back to School Supplies
- **Week 4 (September 2-8)**
 - Weekly Challenge: Share Your “I Run United Because...”
 - Mission Focus: Community Schools
- **Week 5 (September 9-13)**
 - Weekly Challenge: Share Your “Team” Photo
 - Mission Focus: My Home Library Book Fairs



Mission Focus: Out-of-School Time

Sara Sanders

Associate Director, Expanded Learning Time
United Way for Southeastern Michigan

Out-of-School Time

 For every ONE child in after school programming, FOUR are on a waiting list

!! More than 235,000 kids are home alone after school because of this need

 750,000 students would be enrolled in an afterschool program if one were available to them – a number that has been steadily on the rise since 2004


Kids in after school programs are:

 Building life skills

 Engaging in physical activities

 Getting help with homework

 Receiving healthy snacks or meals

 Engaging in STEM or Computer Science Learning Programs

 Interacting with peers and building social skills

Out-of-School Time

Out of School Time Successes

- Summer Discovery
 - Partnership with Ballmer Group
 - Serving more than 20,000 students in Southeastern Michigan with a blend of academic support and quality enrichment programs for 4+ weeks of summer
- Community Schools
 - Creating comprehensive after school programs to engage students for the hours between 3pm-6pm

Out of School Time Needs

- Funding to offset costs of out of school time programs during the school year
 - \$93.40 - Average cost PER WEEK of afterschool programs to families that pay a fee for these programs
 - 34% of children in after school programs are from low-income households
 - Integration of OST specific funding into our longstanding Education grant programs



Jeep®

Why I Run
Jeff Kalinowski

Team Jeep



girl scouts 
of southeastern
michigan

Why I Run

Lanette Ervin

Girl Scouts of Southeastern Michigan

How You Participate: Log Miles

- Set a goal!
- Log miles manually
 - 1. Select "Complete Activities" from Top Menu
 - 2. Select: "Track Miles"
 - 3. Add a New Activity
 - 4. Save
- Optional: Link your Strava Account

Add a New Activity

Activity title *

Morning Run

What type of activity? *

Run

Distance *

2.5

miles

Activity completed time *

08/05/2024



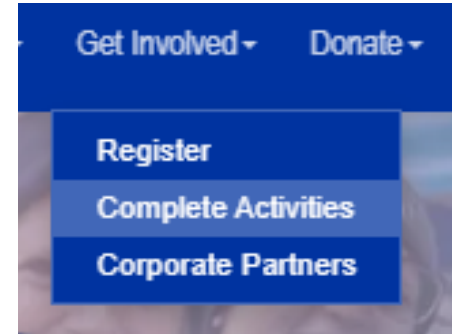
11

: 00

PM

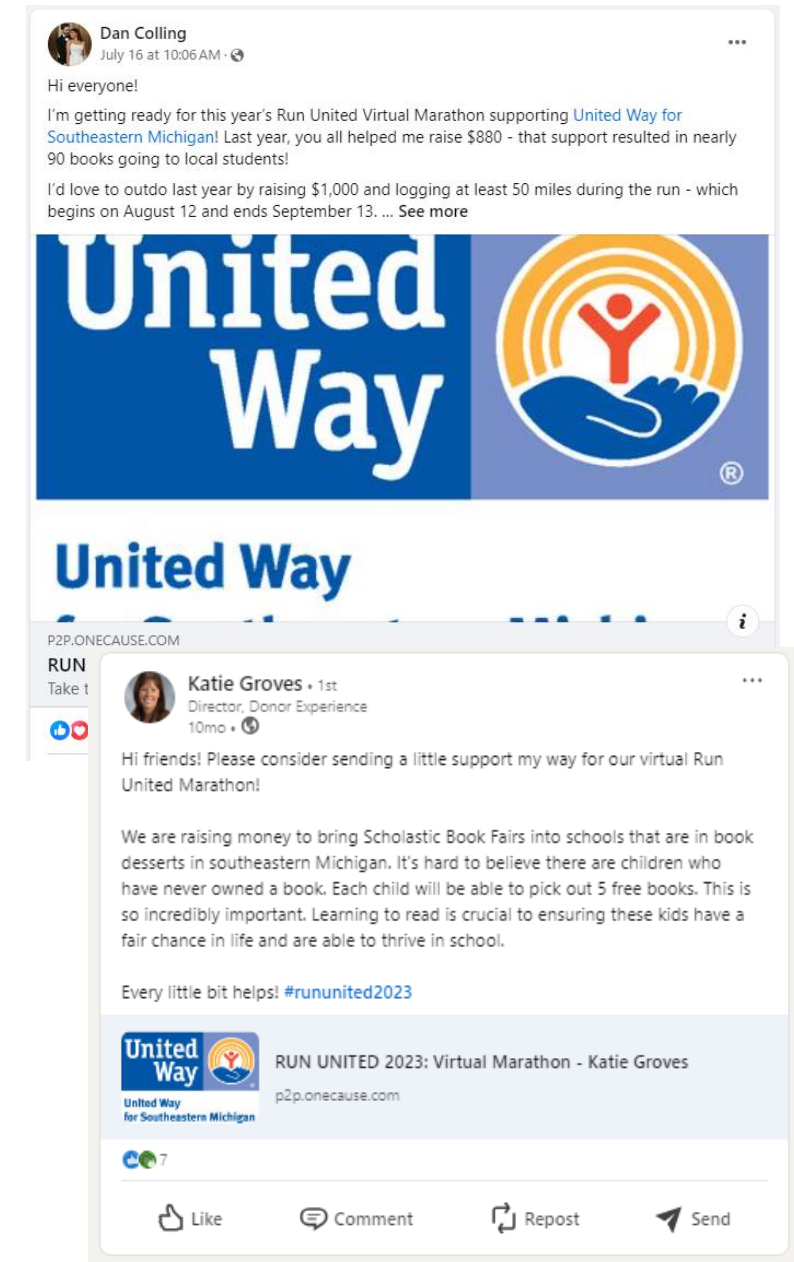
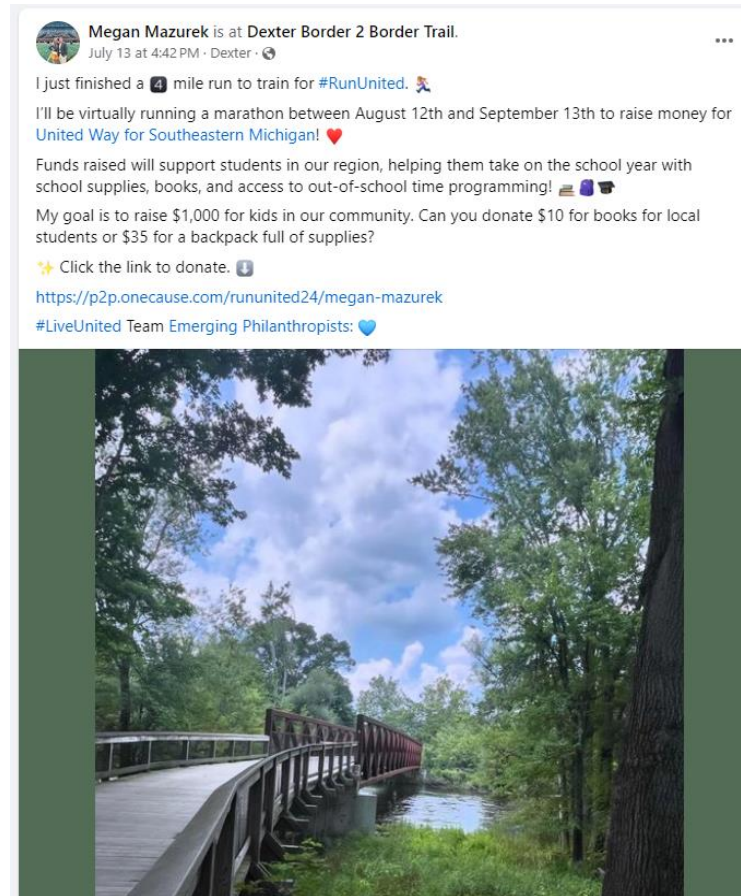
How You Participate: Weekly Challenges

- Select "Get Involved" "Complete Activities" from the Top Menu in OneCause
- Challenges will appear each week and be described in weekly email
- Complete challenges to earn points!



How You Participate: Raise Funds for Students

- The process is simple:
 - Set a goal
 - Make the ask
 - Give thanks!
- Update your donation page
 - Select your name in upper right corner, select “View My Page” – add a photo and more
- Share your Donation Page Link
 - Facebook, Instagram, or LinkedIn
 - Email or Text
- Use Social Toolkit on OneCause, select “Invite Friends” for automated templates, or write your own personalized message



Prizes!

- Fundraising
 - Top two fundraisers will receive a prize package of Bushnell Wingman speaker & Yeti Ice Bucket
 - Top ten fundraisers will receive a \$50 Nike gift card
 - Any participant raising more than \$100 will have a chance at two \$50 Nike gift cards
- Earning Points
 - Top five points earners will receive a \$50 gift card
 - Earn points by completing challenges, logging miles, and recruiting participants



What to Do Next:

- Complete your first mile
- Complete the first challenge (How it Started/ How It's Going)
- Invite someone to join!
- Make a social media post

Starting today through September 13, I will be participating in the Run United Virtual Marathon! I'll complete 26.2 miles while raising funds for local students returning to school, helping them feel prepared with school supplies and ensuring they have the support they need to succeed.

Just \$35 can equip a student with a new backpack full of school supplies! Please consider giving if you are able – any amount makes a difference!

[**<Insert Donation Link>**](#)



Thank You for Running United!

Questions? Contact RunUnited@UnitedWaySEM.org