

# AIDS RUN & WALK CHICAGO 2017



## What are the perks of being a CommunityDirect partner?

- CommunityDirect partners will raise funds to support HIV/AIDS services for their community!
- Partners will build their individual fundraising capacity and individual donor base.
- Through partnership with the AIDS Foundation of Chicago (AFC), CommunityDirect partners will garner increased exposure in the community.
- CommunityDirect partners will be listed on the Run & Walk website.
- Additional agency exposure may include stories on AFC's "Inside Story" blog and other public relations materials.

## CommunityDirect Program Overview:

- Approximately 30-40 teams will serve as CommunityDirect partners. This includes agencies that were selected in previous year(s) and successfully achieved their minimum requirements.
- All registration fees will be retained by AFC. These fees cover costs related to each individual participant (t-shirt, bib number, insurance, etc).
- There are no upward limits as to the number of individuals on CommunityDirect teams or the amount of money fundraised.
- Affiliate teams: any organization or group of individuals wishing to raise funds on behalf of the CommunityDirect partner must register under the CommunityDirect partner's team name.

## What criteria must my organization meet to apply for the CommunityDirect program?

To become a beneficiary of the AIDS Run & Walk Chicago 2016, an organization must:

1. Be a bona fide HIV/AIDS organization (*determined by core mission, HIV grants and other HIV services*).
2. Be a member of AFC's Service Providers Council in good standing.
3. **Submit a completed application by 4:00 pm on Friday, April 28, 2017** (Applications must be submitted to [Simone Koehlinger](mailto:simone.koehlinger@aidschicago.org), Senior Vice President of Programs, at [skoehlinger@aidschicago.org](mailto:simone.koehlinger@aidschicago.org), CC [Dustin Erikstrup](mailto:dustin.erikstrup@aidschicago.org), Manager of Special Events, at [derikstrup@aidschicago.org](mailto:dustin.erikstrup@aidschicago.org). Applications may be delivered in person or sent via email. Applications submitted after the deadline will not be reviewed).
4. **MUST attend CommunityDirect workshop on Thursday, June 1, 2017 from 3:00-4:30 p.m. at the AIDS Foundation of Chicago.**

A completed CommunityDirect application includes:

1. A "CommunityDirect Application Form" with complete information
2. A copy of the organization's 501(c)3 letter
3. A copy of the organization's 990 or most recent audited statement
4. A copy of the organization's most recent HIV/AIDS budget

Selections by the AIDS Foundation of Chicago Grantmaking Committee will be based on:

- A timely and complete application

- Equitable access for agencies with HIV/AIDS budgets of all sizes
- Geographical equity
- Demonstrated capacity and motivation to meet or exceed minimum fundraising requirements
- If applicable, history and past performance with the AIDS Run & Walk Chicago

**CommunityDirect Partner Expectations:**

- CommunityDirect partners appoint a diligent Team Captain to act as a liaison between AFC and partner agency. All pertinent communication will be channeled through the Team Captain.
- CommunityDirect Teams must commit to rally individual participant and fundraising support to fulfill their commitments as official CommunityDirect partners. Fundraising and participation minimums are tiered based on the size of the agency (as determined by HIV/AIDS budget):

HIV/AIDS Budget	Fundraising Minimum	Team Participant Minimum
\$0-499,999	\$1,000	10
\$500,000-749,999	\$5,000	20
\$750,000+	\$10,000	30

- CommunityDirect partners that annually meet fundraising and participant requirements have guaranteed status in the program for the following year.
- Failure to meet minimum requirements will effectively end an organization’s status as a CommunityDirect partner. Groups dropped from the program may reapply in the following year.
- CommunityDirect partners commit to provide space, volunteers and other forms of support to assist in the production of the AIDS Run & Walk Chicago.
- CommunityDirect partners agree to promote AIDS Run & Walk Chicago via internal and external communication channels.

**Performance Criteria:**

- 90% of all funds raised\* by each CommunityDirect team will be returned directly to the partner agency. The remaining 10% of funds raised will be retained by AFC to cover costs associated with donation processing, administration and event production.
- In the event a partner agency does not meet the fundraising minimum AND participation minimum, unaccounted registration fees will be deducted from the fundraising total returned to the agency at \$35 per participant.
- Teams surpassing fundraising minimums by 10% or more will receive 92% of all funds raised.

**Funds Disbursement Terms & Conditions:**

- Registration fees are not included toward fundraising totals.
- All funds to be considered for disbursement to the partner agency must be received by **Wednesday, Nov. 15, 2017. This includes matching gifts.**
- Affiliate and corporate contributions: 50% of affiliate/corporate donations made to a CommunityDirect partner will be returned to the partner during disbursement. 50% of donations of this type will count toward the fundraising minimum (matching gift donations are excluded from this category). These rules exist to incentivize agencies to nurture individual giving. Restrictions on affiliate and corporate gifts also promote fairness among CommunityDirect partners.
- All donations submitted in check form must be written to the order of “AIDS Run & Walk Chicago” or “AIDS Foundation of Chicago.” These donations must be accompanied by an offline donation form. Checks written to the

order of the CommunityDirect team will be returned to the organization and will not count toward the total funds raised.

- Any donation made to the AIDS Run & Walk Chicago and/or to the AIDS Foundation of Chicago directly from the CommunityDirect partner agency must be accompanied by the offline donation form AND a statement of fundraising activity. Checks unaccompanied by these two forms will not count toward the total funds raised for the partner agency.
  - Donations to your AIDS Run & Walk team should be made directly to the AIDS Foundation of Chicago.
  - Funds filtered through the partner agency will not be counted toward the total funds raised.
  - CommunityDirect partners may not use general operating dollars to help meet their fundraising minimums.
- In compliance with the set program expectations, each CommunityDirect partner will be asked to help spread awareness of AIDS Run & Walk Chicago by hanging 10 promotional posters in the neighborhood in which the agency operates.
- All CommunityDirect partners will receive a disbursement check before the end of the 2016 calendar year, pending receipt of all required information. An itemized donation statement is available upon request.
- The AFC privacy policy prevents AFC from sharing the personal/contact information of donors to your team.
- CommunityDirect partners may be subject to other fundraising deadlines and conditions not yet determined.

### **Processing Donations for CommunityDirect Teams**

- Any multiples of cash gifts (paper money) less than \$100 collectively submitted to the AFC will be noted on the participant's fundraising page as one total cash sum. No coins accepted.
- Due to heavy volume during September, the processing of offline donations may take up to 4 business days.

### **Registration Process**

- CommunityDirect team must indicate the organization name in its team name
- **Before Sept. 25**--\$30 – Walker; \$40 – Runner
- **\$60 – Race Day Registration**
- An additional \$5 will be charged for OFFLINE registrations
- An additional \$5 will be charged for "Mailing Fee" registrations

\*Total funds raised will be determined based on AIDS Run & Walk Funds Disbursement Terms & Conditions.