

TOWN OF NATICK 2022 BOSTON MARATHON FUNDRAISING PROGRAM

The Town of Natick is seeking proposals from area non-profit 501(c)(3) organizations, individuals on behalf of area non-profit 501(c)(3) and municipal departments regarding fundraising opportunities in support of programs and services that benefit Natick residents.

These funds are available through a partnership between the Town of Natick and the Boston Athletic Association (BAA). These Entries will be provided to Marathon runners who commit to raising a minimum of \$4,500 for the selected charities.

Interested area non-profits and municipal departments must submit a proposal no later than **5:00 p.m. on December 27, 2021** to Donna Donovan, Office of the Town Administrator, 13 East Central Street, Natick MA 01760 or via email to ddonovan@natickma.org. Please provide the following:

- Organization name, address, contact person, phone number and email address
- Nature of the organization, types of program(s) offered, target population, how long the organization has been in business, and the organization's Federal Tax ID number
- Whether any prospective runners have already agreed to sponsor the organization
- Whether the organization has previously been sponsored by a Boston Marathon runner

The Town will review all proposals and identify those that will be selected to receive funding through this program. Natick based organizations will have first consideration. Depending on the charity's capacity to manage this fundraising program, the Town has the discretion to either (A) Give the BAA Invitational Entries directly to the selected charities; these agencies would then identify their runners and coordinate fundraising directly with them, or (B) Runners will choose from our selected charities and determine one or more for which they will raise funds.

The selected charities will be required to:

- Establish a system to secure the \$4500 commitment from each runner. Runners must complete an ACH Form authorizing a bank withdrawal in an amount not to exceed \$4,500 to the extent that these funds have not been remitted by the runner or others who donated on their behalf. Completed ACH forms need to be submitted to the Town Administrator's office. Note that runners are typically given until May 31st to raise funds.
- Assist the runner(s) in their fundraising effort through promotional efforts (website, news releases, etc.), events, etc
- Establish a mechanism for donors to make on-line donations that will be clearly identified as being in support of a particular runner. *Note that this year the BAA is strongly urging that all donations be made through <https://www.givengain.com/e/126th-boston-marathon/>.* The BAA can provide assistance to the charities if needed to set their runners up in this system.
- Properly track donations and accurately credit each runner for donations made on their behalf.
- Provide a report to the Office of the Town Administrator's office by June 18, 2022, summarizing the funds raised by each runner.

The Town of Natick anticipates that this program will be repeated annually, so organizations, runners and municipal departments not selected this year could apply again and be considered in subsequent years.

Please contact Donna Donovan at 508-647-6410 or ddonovan@natickma.org with any questions about this program.