

Zara's Center

2024 TCS Los Angeles Marathon
Runner Information Packet & Application



LOS ANGELES
MARATHON

PRESENTED BY 

NONPROFIT PARTNERSHIP PROGRAM

Thank you for your interest in running for Zara's Center in the 2024 Los Angeles Marathon on March 17, 2024. This packet includes all of the information you need to apply to run on Team Zara LA 2024, as well as registration information should you be offered a spot on the team. For more information about Zara's Center and the children we serve, please visit our website: www.ZarasCenter.org.

If you have any questions about the application process or Zara's Center in general, please contact our Community Programs Manager, Jessica Mejia, at (305) 308-8319 or j.mejia@zarascener.org.

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What is a Charity Team?

- A charity team is made up of runners who receive guaranteed entry into the Los Angeles Marathon. In exchange, runners raise money for the given charity (in our case, Zara's Center).

How Does it Work?

- For 2024, the fundraising goal is \$1,500 per runner. Each runner will set up an account on Haku (the LA Marathon's preferred fundraising platform) where friends, family, and colleagues can donate easily to their personal fundraising page.

Accepting Donations

- We require that runners set up their own Zara's Center fundraising page via Haku to accept and track donations. Haku uses Stripe to process donations.
- Your donors can also make donations via check or PayPal if they prefer.
 - When one of your donors gives via check or PayPal, we will input their donation as an "offline donation" on your fundraising page and it will be added to your fundraising total.
- In the event that runners are unable to meet the \$1,500 minimum by the deadline (March 18, 2024 - the day after the marathon), they will be charged the difference.
- We provide a form letter template (see page four) to help runners get the word out and are happy to provide additional help if needed. We also encourage runners to engage with Zara's Center on social media.

Entry Fee:

- Runners are not responsible for paying the entry fee, since we have pre-paid the fees for each runner.

Application

- The first step in the process is to complete the runner application (included on next page) and send it to our Community Programs Manager, Jessica Mejia, at j.mejia@zarascenter.org.

Contract

- If you are offered a spot on the 2024 team, you will receive a welcome email that outlines runner expectations and includes a contract, which indicates that you commit to raising \$1,500 for Zara's Center and understand that you will be responsible for the difference if you do not meet the minimum.
- Once you complete the contract you will be all set to formally register for the team.

Registration

- We will formally invite you to join the team on Active.com. You will receive an email from Active.com, which will outline how to complete your registration for the Marathon.
- To ensure your spot on the team, we kindly ask that you complete the registration process as soon as possible once you receive the email.

Fundraising

- Once you've registered on Active.com, we will invite you to create your personal fundraising page for Zara's Center on Haku. Our Program Director will guide you through this process - it's very simple.
 - [Click here](#) to view the Haku user guide.
- Once you've created your page, you'll be all set to start fundraising.
 - You will be provided with a fundraising letter template (see page four) to send to your contacts to help you solicit donations.
- Throughout this time, Jessica Mejia will serve as the team's liaison, offering individualized fundraising support and frequent email updates.

Thank you for your interest in running for Zara’s Center in the 2024 LA Marathon. Please complete the application and send it to j.mejia@zarascenter.org with “2024 LA Team Application” in the subject line. We will notify you if/when there are spots available.

Contact Information

Last Name: _____ First Name: _____

Birth Date: ___/___/___ Gender: _____ Email: _____

Home Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Home Phone: _____ Cell Phone: _____

Employer: _____ Title: _____

Work Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Running Experience

Have you ever run in a marathon before? Yes ___ No___

If so, which marathon(s)/date(s)? : _____

How often do you run? 5-7 times/week ___ 3-5 times/week ___ Less than 3 times/week ___

How did you hear about Zara’s Center’s Team?: _____

Are you able to commit to raising \$1500 for Zara’s Center? Yes _____ No _____

What size t-shirt would you like? (S-XL) _____

Sample Fundraising Letter Template

Below is a sample letter that runners can send to their contacts via email. Our Community Programs Manager will tailor a similar letter to fit your needs and link to your fundraising page.

Hi_____,

I'm thrilled to announce that I've been selected to run in the 2024 Los Angeles Marathon as part of a charity team this fall.

The LA Marathon's 80+ charity teams each raise funds for a given cause or organization, which in my case is a youth center for AIDS orphans in Bulawayo, Zimbabwe. Zara's Center provides daily meals, academic enrichment, computer coding, medical care, work training, recreation, and artistic development to AIDS orphans and vulnerable children.

As a charity team member, I'll be raising money on Haku through donations from family, friends, and colleagues. If you're interested in supporting this important organization, you can donate directly to my fundraiser by clicking here. (this will link to your personal fundraising page). Donations are tax-deductible.

Thank you in advance for your support, and wish me luck as I represent Zara's Center and run the LA Marathon on March 17th!

Thanks!

Suggested Donation Amounts

Below are some suggested donation amounts to share with your contacts.

\$15.00 - Meals for a child for one month.

\$40.00 - One year of school supplies for one child.

\$75.00 - One month of daily meals for five children

\$135.00 - One year of school fees for a primary school aged child

\$245.00 - One year of school fees for a high school aged child

\$350.00 - One year of tuition for Zara's alumni who are in college

Important Dates





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CENTER