

# Zara's Center

2025 TCS NYC Marathon  
Runner Information Packet



OFFICIAL  
CHARITY PARTNER

tcs  
NEW YORK CITY  
MARATHON

[www.zarascenter.org](http://www.zarascenter.org)

# Zara's Center 2025 TCS NYC Marathon Runner Information Packet

Thank you for your interest in running for Zara's Center in the 2025 TCS NYC Marathon on November 2, 2025. This packet includes all of the information you need to apply to run on Zara's team, 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](http://www.ZarasCenter.org).

If you have any questions about the application process or Zara's Center in general, please contact [info@zarascenter.org](mailto:info@zarascenter.org).

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# NYRR Charity Team Information

## What is a Charity Team?

- A charity team is made up of runners who receive guaranteed entry into the 2025 TCS NYC Marathon without having to enter the drawing. In exchange, runners raise money for the given charity (in our case, Zara's Center via [PG Family Foundation](#), a 501c3 organization).

## How Does it Work?

- For 2025, the fundraising goal is \$4,000 per runner. Each runner will set up an account on Haku (NYRR's fundraising platform) where friends, family, and colleagues can donate easily to their personal fundraising page. [Click here](#) for the how-to guide for Haku.

## Accepting Donations

- NYRR requires 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 \$4,000 minimum by the deadline (November 3, 2025 - the day after the marathon), they will be charged the difference.
  - For example, if a runner raises \$3,500, their credit card will be charged \$500. You will provide your card information directly to Haku.
- 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 responsible for paying the entry fee, outlined below:
  - NYRR members: \$255 USD
  - Non-members: \$315 USD

# Application and Registration

## Application

- The first step in the process is to complete the runner application (included on next page) and send it to [info@zarascenter.org](mailto:info@zarascenter.org).

## Contract

- If you are offered a spot on the 2025 team, you will receive a welcome email that outlines runner expectations and includes a contract, which indicates that you commit to raising \$4,000 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 help you formally register to join the team on the New York Road Runners' site (NYRR).
- 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 with NYRR, we will invite you to create your personal fundraising page for Zara's Center on Haku. Our Director, Deborah Briggs, will guide you through this process - it's very simple.
- 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, Deborah Briggs will serve as the team's liaison, offering individualized fundraising support and frequent email updates.

# Team Zara 2023 Runner Application

Thank you for your interest in running for Zara's Center in the 2023 TCS New York City Marathon. Please complete the application, scan the completed form, and send it to [info@zarascenter.org](mailto:info@zarascenter.org) with "2025 Team Application" in the subject line. We will notify you if/when there are spots available to set up a brief interview.

## 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

Are you a member of the New York Road Runners Club? Yes \_\_\_ No \_\_\_

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 \$4,000 for Zara's Center? Yes \_\_\_\_\_ No \_\_\_\_\_

What size t-shirt would you like? (S-XXL) \_\_\_\_\_

# Sample Fundraising Letter Template

Below is a sample letter that runners have sent to their contacts via email in past years. Our Program Director 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 2025 TCS NYC Marathon as part of a charity team this fall.

The NYC Marathon's 300+ charity teams each raise funds for a given cause or organization, which in my case is a center for orphans and vulnerable children 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 TCS NYC Marathon on November 2nd!

Thanks!

\_\_\_\_\_

## Suggested Donation Amounts

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

\$25.00 - Meals for a child for one month.

\$50.00 - One year of school supplies for one child.

\$100.00 - One month of daily meals for four children

\$150.00 - One year of school fees for a primary school aged child

\$360.00 - One year of school fees for a high school aged child

\$500.00 - One semester of tuition for Zara's alumni who are in college

# Important Dates

**March 25, 2025**  
Registration opens for charity runners

**September 9, 2025**  
Final registration deadline  
for all charity runners

**November 1, 2025**  
Deadline to cancel and defer to 2026  
*(If fundraising minimum has been met)*

**November 2, 2025**  
Race Day!

**November 3, 2025**  
Fundraising Deadline

