WHY?

WHO?

Charity Footprints

A VIRTUAL RACING PLATFORM FOR NON-PROFIT FUNDRAISING!
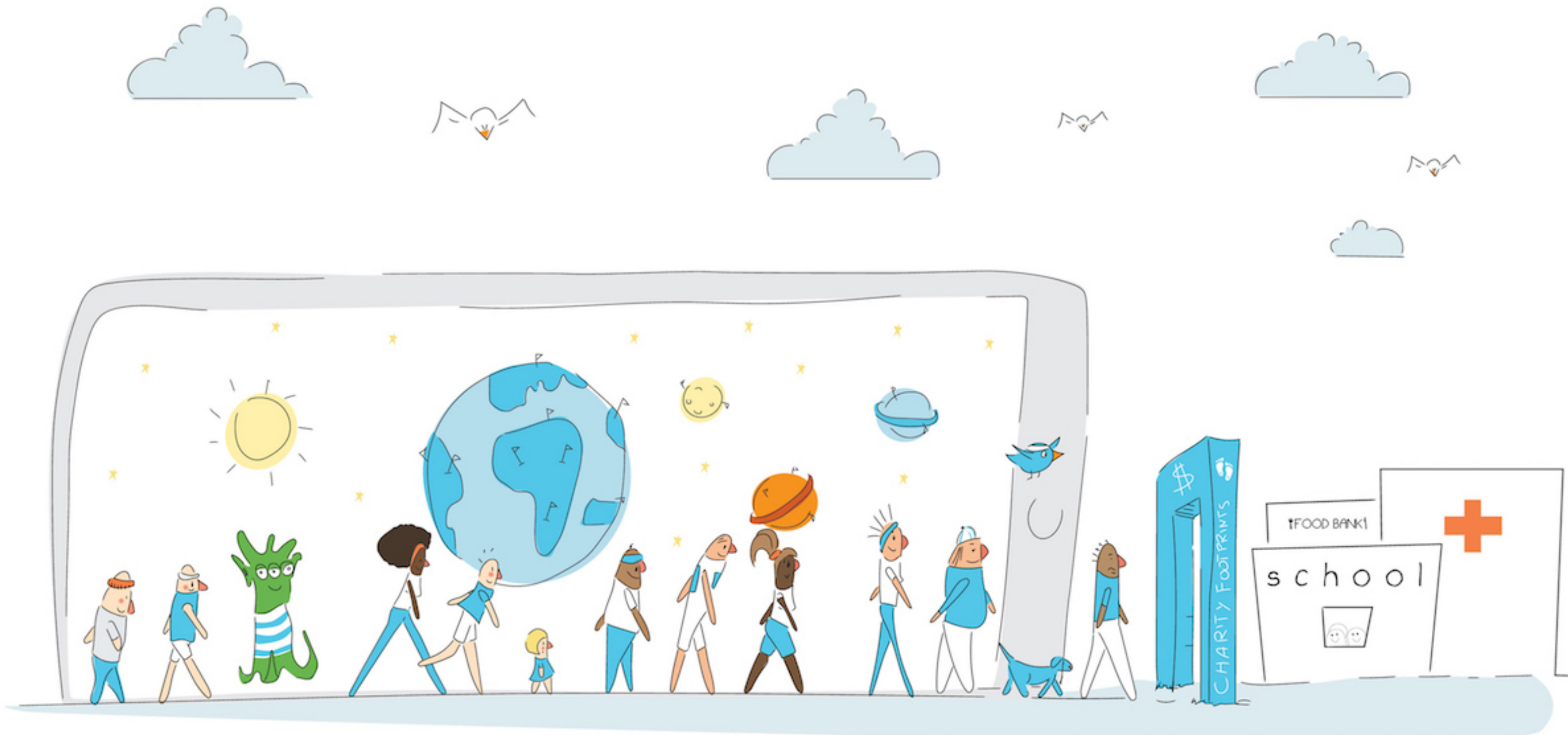
Run-Walk-Ride Fundraising

Total Peer-to-Peer

~300 Billion USD

Estimated RWR

5-10 Billion USD

Top 30 Organizations

1.7 Billion USD

Houston, We Have A Problem!

?

What % of the funds raised at walkathons
go towards event management costs?

Houston, We Have A Problem!

52%

of the funds raised at walkathons
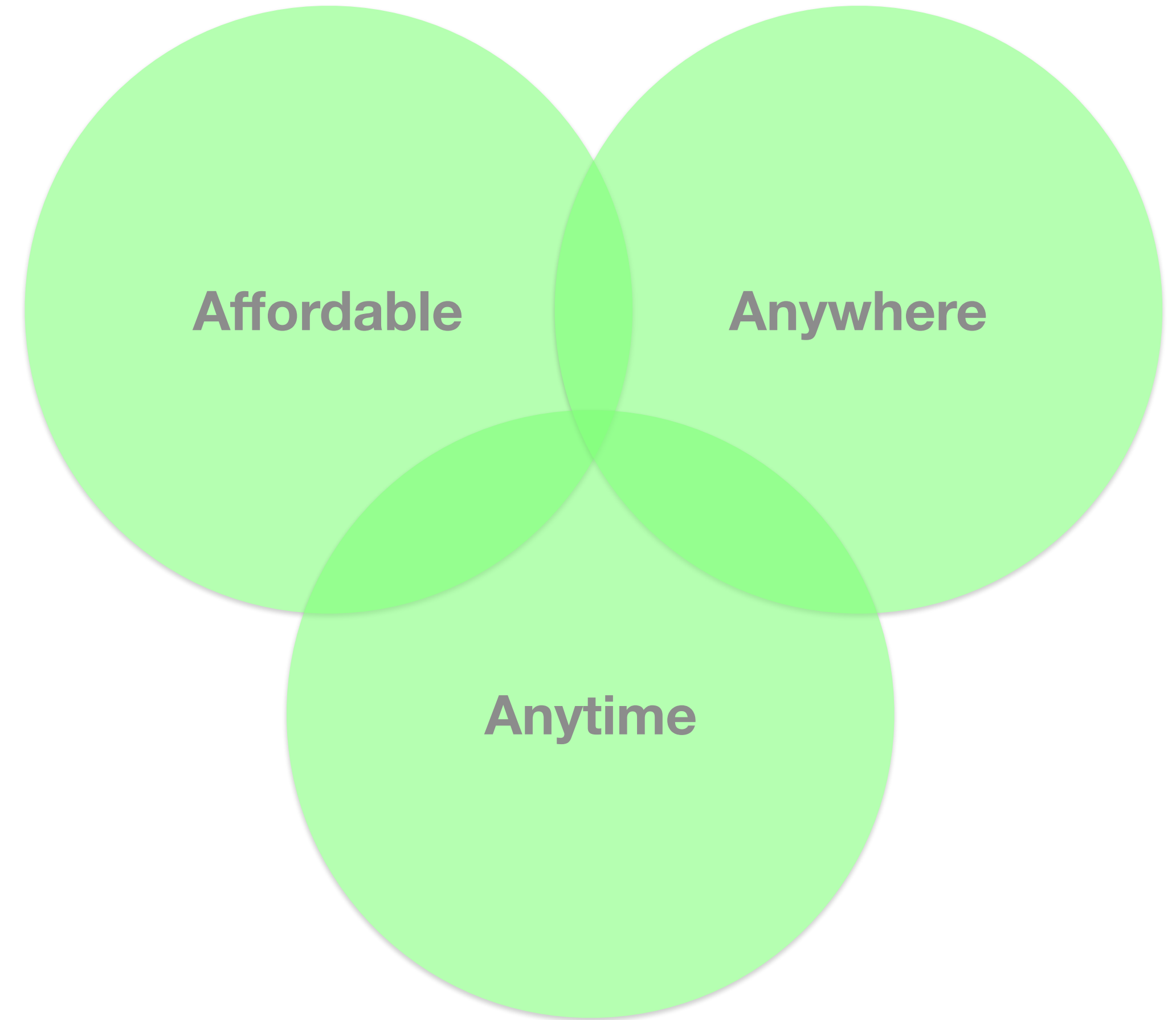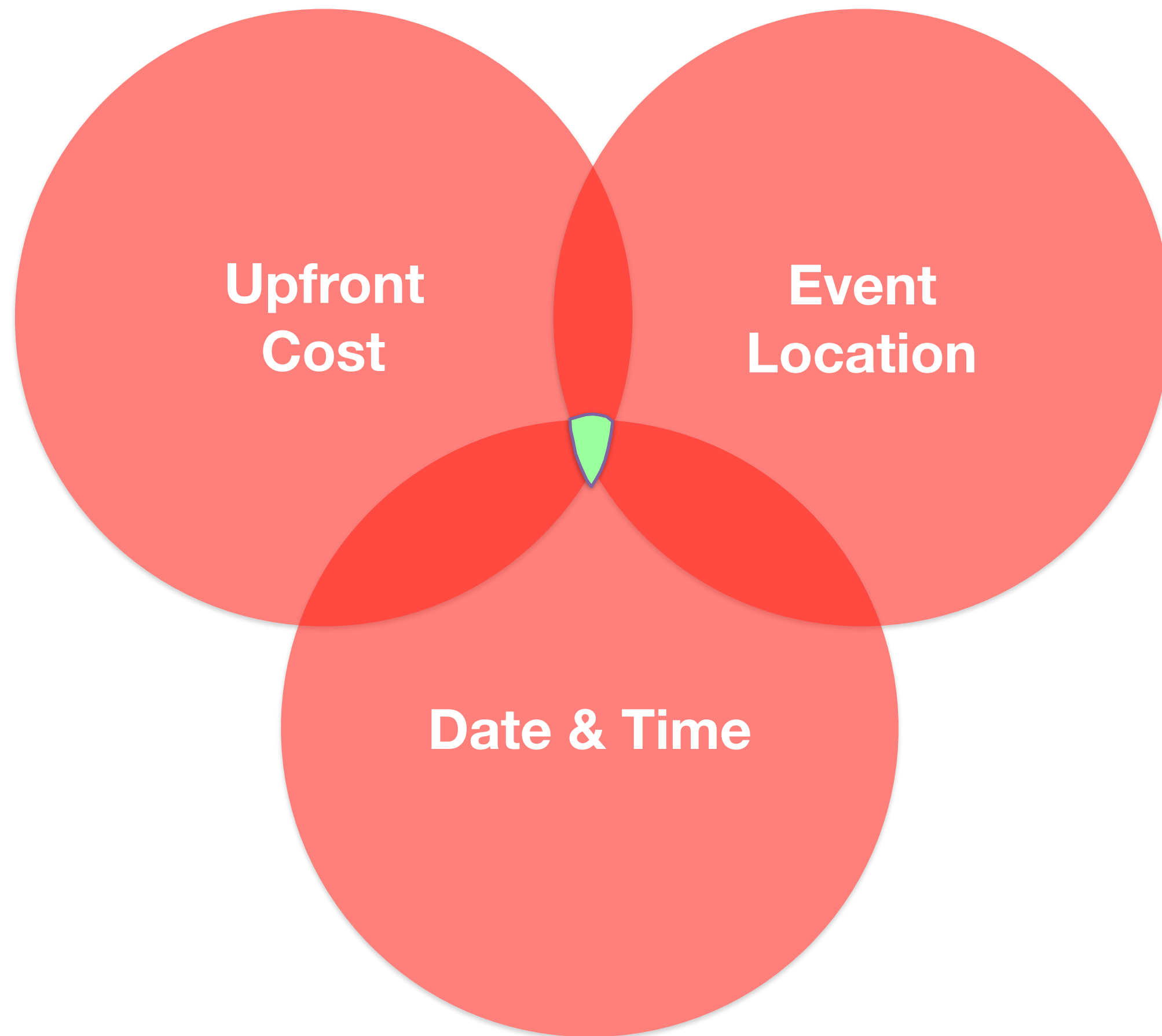go towards event management costs!

RWR Fundraising Costs

Permits and security	8%
Fences and barricades	7%
Entertainment	6%
Pre & post event furniture	5%
Start & finish lines	3%
Race gear	7%
Water and snacks	6%
Event T-shirts	6%
Merchant Fee	2%
Toilets	2%
TOTAL COST	**52%**

Source: MarketWatch; assuming a 1,000 people event

Run-Walk-Ride vs. Virtual Races

Upfront Cost

Event Location

Date & Time

Affordable

Anywhere

Anytime

Virtual Races

The New York Times

The Races Are Virtual but the Running Is Real

Participants in virtual races run whenever they can, wherever they can, and say they still have some of the sense of being part of a crowd, even if they're running alone.
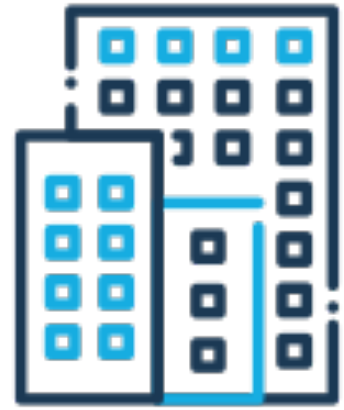
Other Terms for Virtual Races

Digital/Tech. Races

Decentralized Races

Online Fitness Challenge

Wearable Races

App-a-thon

How Virtual Races Works

Non-Profits
(manage internal communication)

Wrap-up
(Analytics, Awards etc.)

- Tech. set-up & management
- Corporate sponsorships
- Peer-to-peer fundraising
- Engagement modules
- Fitness tracking
- Gift matching
- Performance insights

Participant's Step Tracking
(anywhere, anytime, any device)

Charitable Donations
(WePay & Stripe merchants)
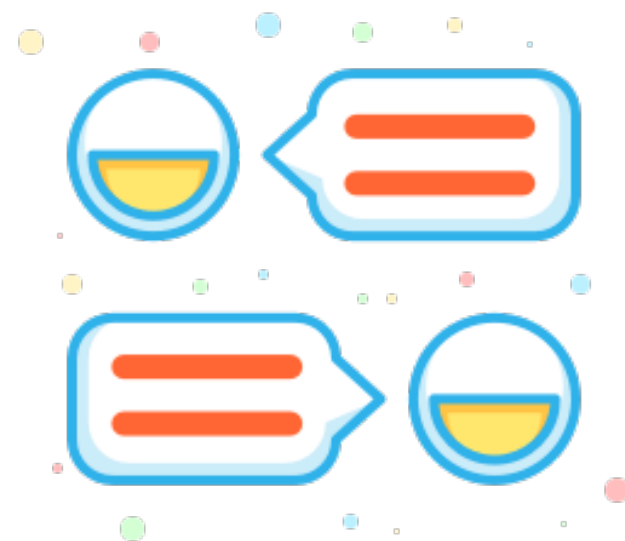
Benefits of Virtual Races
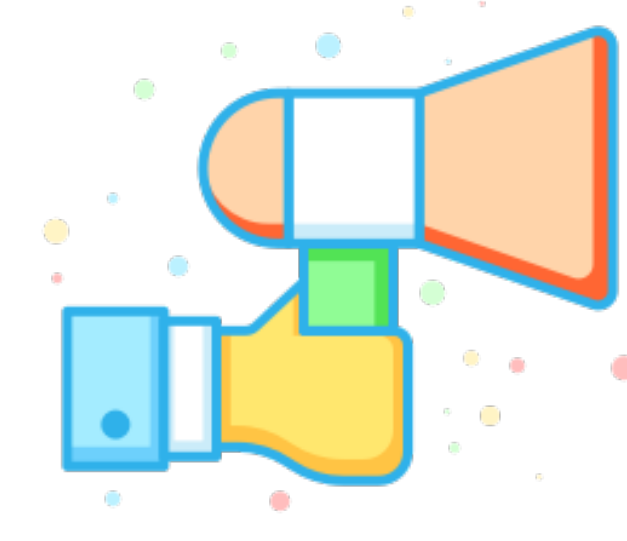
Quick

Scalable

Affordable

Engaging

Efficient

Expansive

RACES Methodology!

Our proprietary '***RACES***' gamification methodology makes fitness fun & engaging.

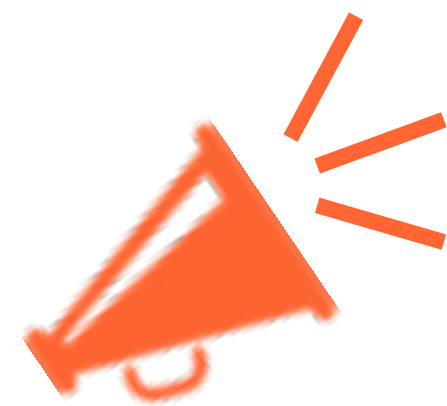**R**ewards   **A**ccountability   **C**ompetition   **E**ase of Use   **S**ense of Purpose

'*RACES*' affects a behavioral change, resulting in more engagement & physical activity, and 250% higher ROI!
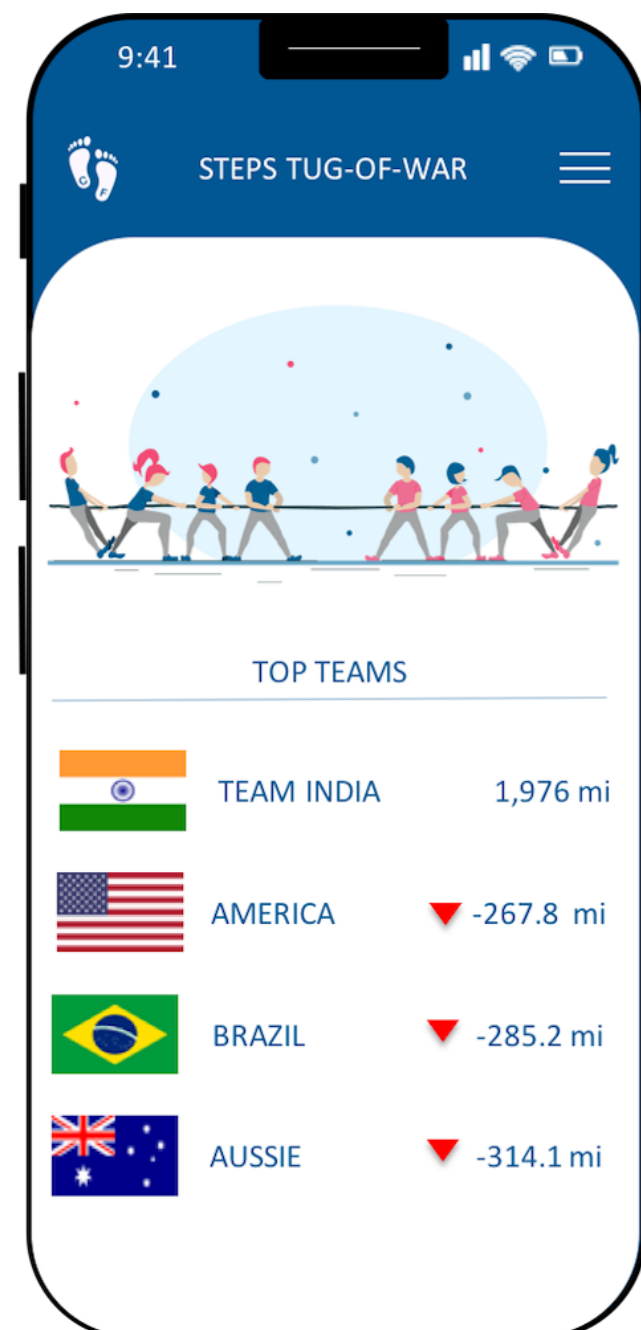
x 3   **300%** higher engagement   **308%** higher return on investment

A Sample Challenge

Name: Steps tug-of-war
Type: Team challenge
Prize: $100 Starbucks gift card

Challenge Description:

Help your team pull other teams toward you by taking more steps using your favorite wearable tracker. Solicit $1 for a worthy cause for each mile you walk/run/ride this year!
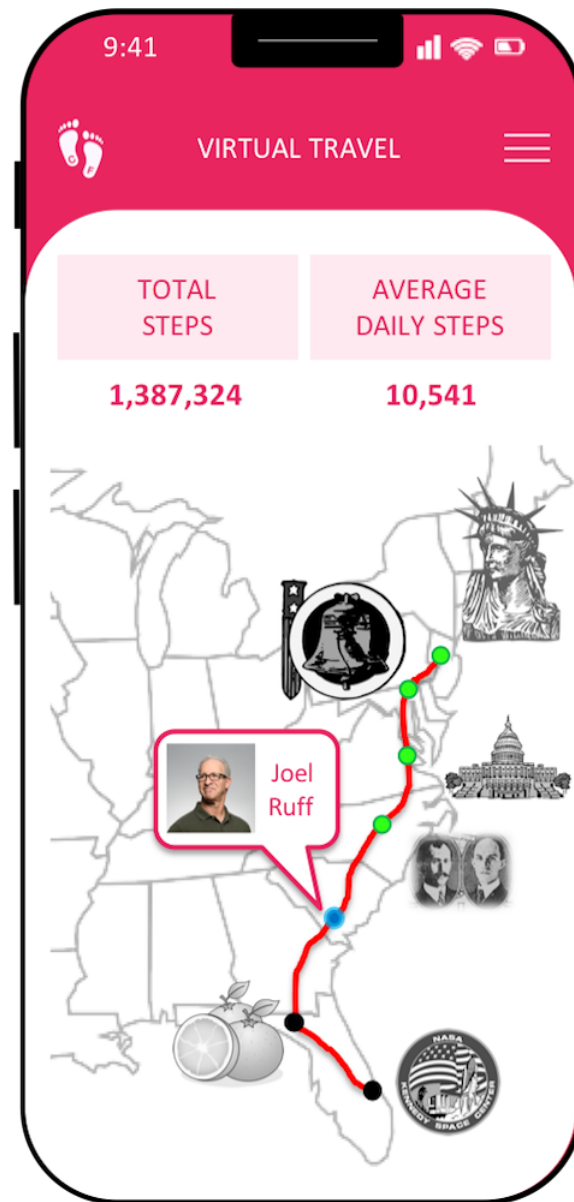
RACES

REWARDS

ACCOUNTABILITY

COMPETITION

EASE OF USE

SENSE OF PURPOSE

9:41

STEPS TUG-OF-WAR

TOP TEAMS

TEAM INDIA — 1,976 mi
AMERICA — ▼ -267.8 mi
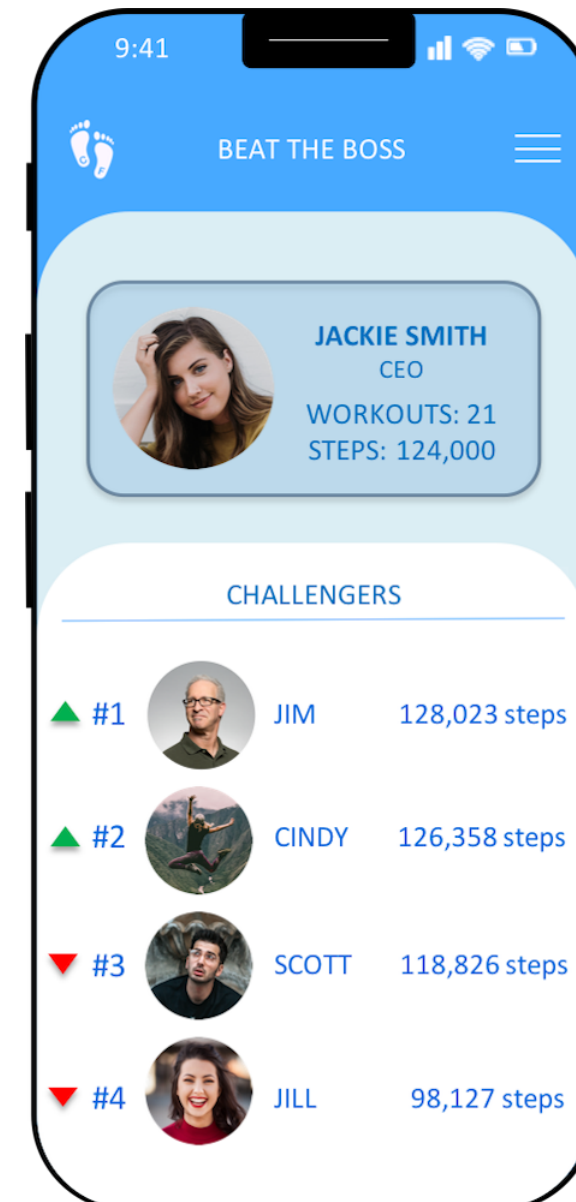BRAZIL — ▼ -285.2 mi
AUSSIE — ▼ -314.1 mi

Keep 'em Fresh

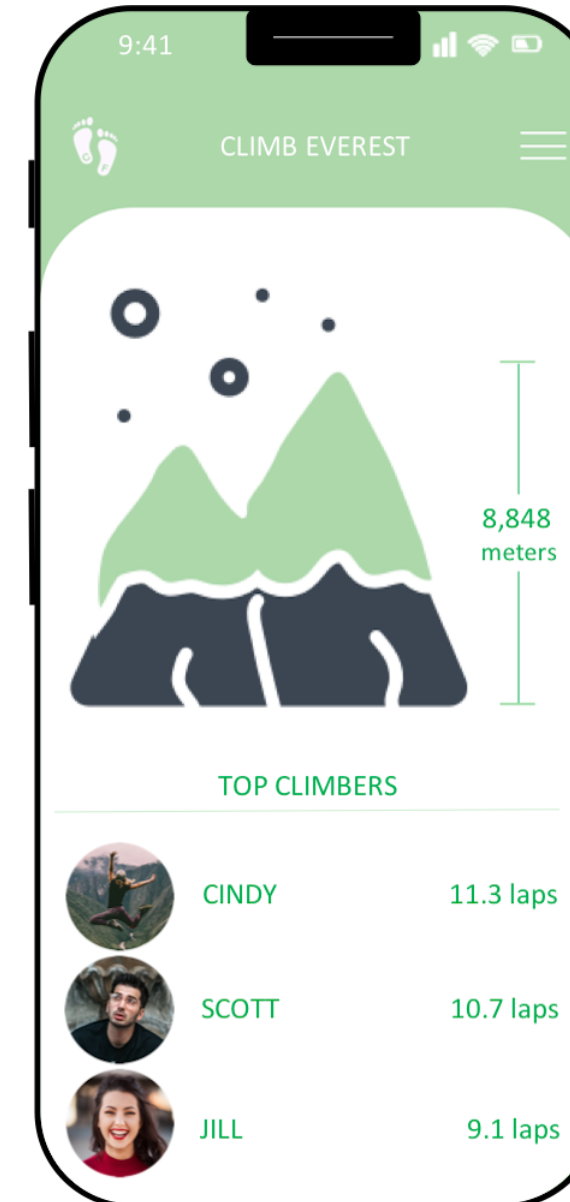Customize challenges to keep participants interested!

Team Travel

Get to destination first to win. First to check-in stops earns speed serum.
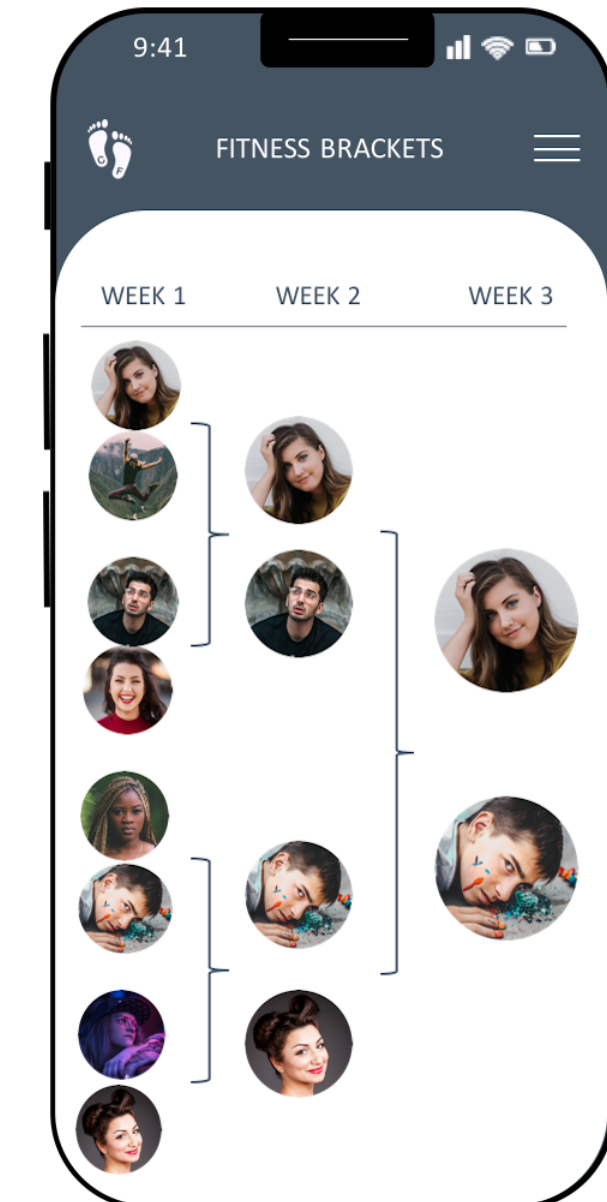
Beat-The-Boss

Collect win points by beating "Boss". Boss resets points to zero if she wins.

Climb Everest

Most climbs wins. Send opponents to base camp by overtaking them.

Brackets

Win the head to head challenge to stay in next week's bracket challenge.

U.S. OLYMPIANS & PARALYMPIANS ASSOCIATION

U.S. PARALYMPICS

OLYMPIC DAY VIRTUAL RACE 2019

OLYMPIC DAY

Olympic Day Virtual Race 2019!
Benefitting: US Olympics and Paralympics Association

Participants: 330
Countries represented: 13
Miles covered: 4,982

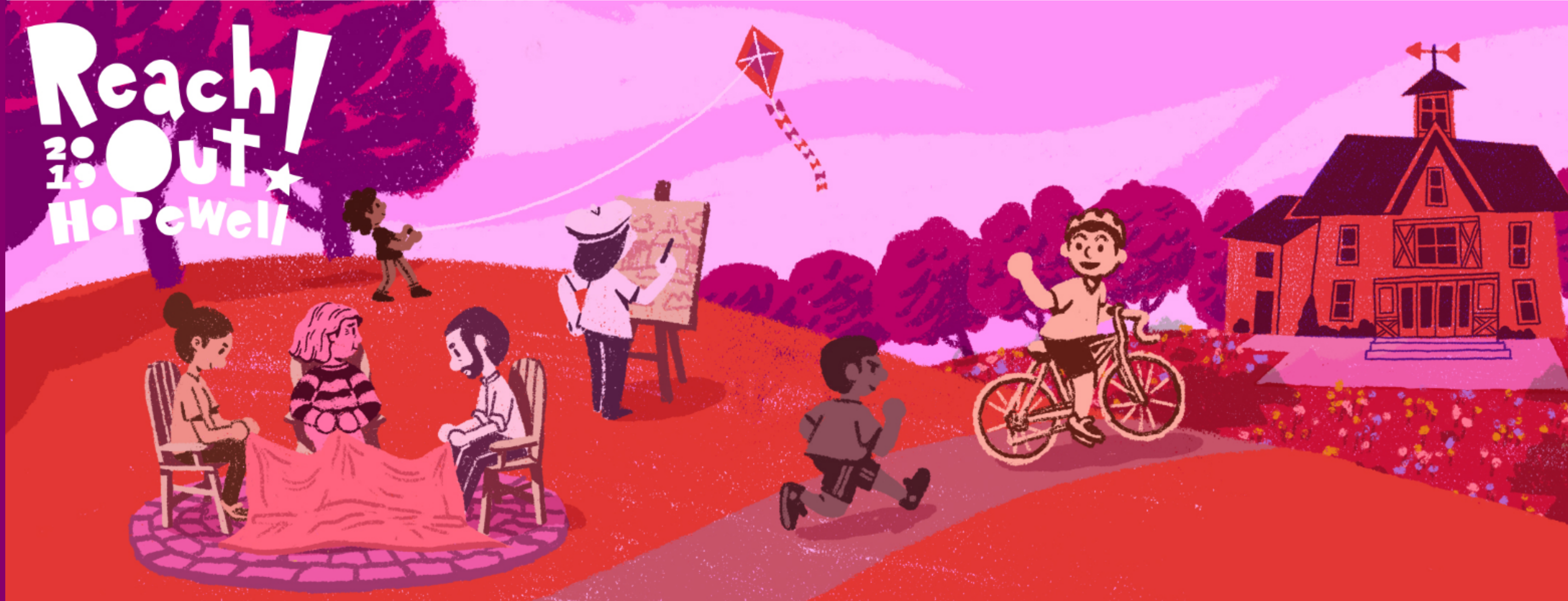More Info: Olympic Day Virtual Race Site

JOIN OUR
FITBIT CHALLENGE
AND

STEP UP 4
CHESED

StepUp4Chesed
Benefitting: Chesed 24x7

\# Participants: 1,915
Miles walked: 29,534
Funds raised: $ 137,930

More Info: StepUp4Chesed Site

ReachOut!
Benefitting: Hopewell Cancer Support

Participants: 609
Corporate sponsors: 7
Funds raised: $ 101,598

More Info: <u>ReachOut! Site</u>

Best Practices

1. **Planning For Success**
   1. Best time to run a race
   2. Ideal race duration
   3. Free or donate to join

2. **Securing Registrations**
   1. Getting more registrations
   2. Plan for going viral

3. **On-boarding Wins Engagement**
   1. Immediate post-registration steps
   2. Completing fitness & fundraising goals

4. **Ongoing Touch-points**
   1. Stay engaged & focussed
   2. Incentives & mini-challenges

5. **Wrapping up**
   1. Feedback loop
   2. Awards & Rewards

CHARITY FOOTPRINTS

A FITNESS GAMIFICATION COMPANY

Rahul Razdan | Founder & CEO
rahul@charityfootprints.com