



2009

Be Change | Run Expo

www.extramilerun.com
Be Change
the extra mile run for oak ridge elementary



Be Change Health Care Initiative is a partnership with the Equal Start program at Oak Ridge Elementary school under the 501(C)3 California Non-Profit status of the Sacramento Valley Region Care Coalition (SVRCC). All gifts are tax deductible through SVRCC.

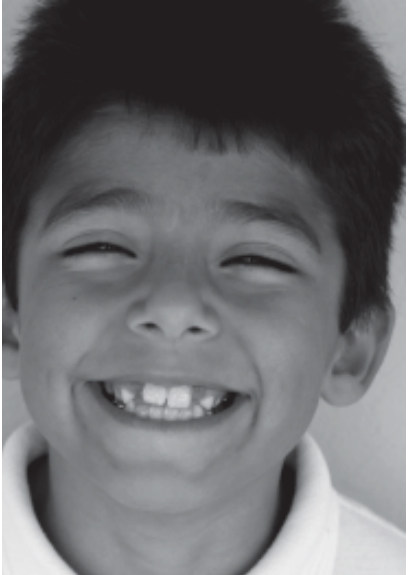


Be Change

the extra mile run for oak ridge elementary

relay, half, and marathon runners

We are excited to have you as part of the team. Together we are going to make a difference. We are seeking to raise \$1,000 per child that is enrolled on the campus of Oak Ridge Elementary. To augment our manpower commitment to Oak Ridge Elementary School in Oak Park, the raised funds will go to enrolling kids in to established healthcare systems, after-school programs, secure school supplies, and address nutritional issues. Use your influence to change a child's life.



helpful information

We are asking each person who is running with Equal Start to commit to this journey, knowing their efforts will raise:

Awareness

We want the people of Sacramento to know that there are great students at Oak Ridge that need outside partners to help secure an equal start.



Financial Support

One hundred percent of every donation goes directly to the meeting the needs of the children of Oak Ridge Elementary. This five-year partnership has produced great change and has been awarded and recognized for its success. The significance of your efforts will bring hope to the campus.



Influence

Tell others that you care about the plight of inner city kids here in Sacramento. Direct them to our website.



“Be the change that you want to see in the world.”

how can you Be Change?

Get Involved:

When you register, you will run to raise the standard of living for an inner-city child. Each registered Extra Mile Runner will receive an Extra Mile Runner Team T-shirt, access to beginner and intermediate marathon training schedules, access to online forums to share your success, weekly emails, fund-raising tips, and the opportunity to pick the age and grade of the child you sponsor.

The Goal

Extra Mile Runners seek sponsors for every mile they run. The goal is for each runner to raise \$1000 to cover backpack, academic supplies, school shoes and clothes, enhanced nutrition, and ongoing health care. One hundred percent of what is raised goes to secure these needs for every student.

Be the runner @ 26.2 miles

Be one of two runners @ 13.1 miles

Be a relay team of four runners @ 5.9 miles, 7.6 miles, 7 miles, 5.7 miles (four segments)

The First Steps

1. Register as an Extra Mile Runner by visiting www.bechange.cc
2. Register for the California International Marathon at www.runcim.org
3. Start training with access to our online training programs at: www.active.com/running
4. Begin fund-raising with access to our online fund-raising guide at www.bechange.cc
5. Start spreading the word by telling everyone, “I am training for a marathon.”

Never Negotiate

Once you dive in, go full tilt. If you reserve a place in your mind to negotiate less than a finish, STOP NOW! You will not make it. Listen to your body and train to finish. Live, train, run, and speak as if ALL YOUR SPONSORS will only give to an official finish.

Consistent Training + Committed Nutrition + Community + Cause = +98% Chance At
FINISHING WELL

You do the first two and we will cover the second two.

get involved
become an Agent of
CHANGE

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total goal per runner: \$1000

Here are some simple steps to plan an effective approach to running with purpose and provision.

1. Talk it up.

Tell everyone you know that you are running a marathon and why. Share your passion for helping these kids. Many times, people will ask, "How can I help?"

2. Be bold when you ask.

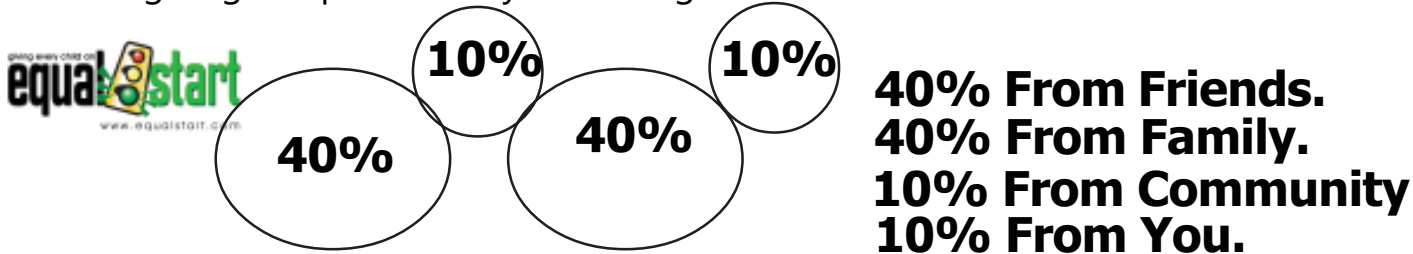
Share with people the opportunity to give. Ask for a dollar per mile you run and a bottle of water at the end. 26.2 miles rounded up to thirty (\$30). Most will giggle and say, "OK," and help the cause. Others will say, "Can I give of my time?" The answer is, "yes." Your Equal Start Support Cards (we supply) will have ways that both can be accomplished.

3. Think of about every circle of influence

Think about who you are going to ask to help this effort. Think about those in your closest circle of friends. Secure forty percent of your donations from them. Think about your family. Secure another forty percent from them.

4. Create a list of your top ten that you can share the vision with in each group.

Think about those who are around you at work and other places you go to each day/ week. This group can generate ten percent. Lastly, think of your own commitment. Consider giving ten percent of your total gift.



5. Communicate it over and over! "I am running in the CIM for BE CHANGE!"

Tap twitter, facebook, text, MySpace, and blogs to over communicate what you are doing. If those closest are not sick of hearing about it, get to work.

6. Ask for all donation checks to be made payable to: "Sac Valley Region Care."

Make sure to add, "EXTRA MILE RUN" in the memo. Hand deliver checks to the Be Change Team or send them to: 9470 Micron Ave, Sacramento, CA. 95827.