

Find Existing Funding

Sometimes there is existing funding right under your nose that you didn't even know was there. Before you start approaching local businesses or submitting grant applications, make sure there are dollars already available. Here are a couple of places and sources to consider out of the blocks:

LOCAL CAMPUS/PRINCIPAL'S BUDGET

Speak with your local elementary school's campus Principal or bookkeeper and explain that you want to create a Marathon Kids running club at your school. Be sure to share the impact your club will have on the health and academic performance of the participants. There may certain line items already in your campus budget to cover the costs.

PTA/PTO ORGANIZATIONS

Identify and contact your elementary school's PTA/PTO to discuss forming a running club in your community. These groups are typically very good at organizing fundraising activities and sometimes have annual budgets that could pay for the club. It's a good idea to get these groups involved in your running club whether they pay for them or not.

HOME OWNER'S ASSOCIATION (HOA) RESERVE FUNDS

Identify and contact your local HOA leader to determine if they have a reserve fund that could be used to pay for your running club. Treat the HOA as a local sponsor and offer to publicize their generous support in the same way you would a local business.

AFTER SCHOOL PROGRAMMING FUNDS

If you choose to schedule your running club after school hours, you might be eligible for local afterschool funding. Check with your Principal to verify.

CHURCH OUTREACH FUNDS

Many churches and places of worship set money aside in their annual budget for community engagement or health and wellness dollars. Identify the ones in your area and treat them as you would any other local sponsor.

If you have any questions, contact the Marathon Kids team at
PROGRAMS@MARATHONKIDS.ORG or **512-477-1259**.