

## APPLYING TO BE BLOOMSDAY'S OFFICIAL CHARITY

Each year the Lilac Bloomsday Association (LBA) selects an official charity or non-profit partner for the upcoming Lilac Bloomsday Run. Through the selection the charity receives much needed revenue as well as exposure in the community. The charity receives money donated by Bloomsday participants when they sign up for the run, and most charities also raise funds by selling a product (bracelet, singlet, T-shirt, etc.) before, during and/or after race weekend. The charity also receives a free booth at the Bloomsday Trade Show to use as they like.

The application process to become Bloomsday's official charity is simple. The charity should submit a letter no more than two pages long that describes the work the charity does (and any other background), how being the official Bloomsday charity would help the charity's mission, and any special things the charity would like to do in conjunction with Bloomsday to increase funds raised and/or increase the visibility of both the charity and Bloomsday (e.g. the Susan G. Komen Foundation sold pink bracelets, the Vanessa Behan Crisis Nursery auctioned off mile sculptures, and Cancer Patient Care sold gold singlets that could be personalized in honor of a cancer patient). These cooperative ventures give Bloomsday something additional to share with the media while increasing the amount of funds raised for the charity. We don't want to reinvent the wheel, but we'd like to hear of any ideas you have.

Bottom line, we're looking for information in the application letter that shows that your charity is a good fit with Bloomsday.

Application letters should be mailed by July 31 to Lilac Bloomsday Association, 1414 N. Belt St., Spokane, WA 99201. The LBA's Charity Committee starts reviewing in August, makes a recommendation to Bloomsday's Board of Directors in late August, and the Board generally makes a decision by early October. Non-winning applicants are also notified at that time.

There are hundreds of great charities in our area, and obviously Bloomsday can't help them all. But we do like to give a boost to one official charity each year.

Thanks for your interest, and if you have any questions, feel free to email me at [donkardong@bloomsdayrun.org](mailto:donkardong@bloomsdayrun.org), or call (509) 838-1579, ext. 11.

Wishing you all the best!

Don Kardong, Bloomsday Race Director