WALKATHON FUNDRAISERS
2018-19 SPONSORSHIP GUIDELINES

Walkathon Basics

School-based walkathon fundraisers have become an increasingly popular and successful way for schools to raise money. The walkathon concept is simple – all students receive a pledge form and solicit flat rate donations from family members and friends to run/walk laps at the event. The walkathon is held on a marked course around school grounds, during the school day. Students typically come out to the course by grade level and walk/run for approximately 30 minutes. Volunteers mark laps for all students/staff (typically on the back of the t-shirts); prizes are then awarded to the students who reach target donation levels. Prizes may also be awarded to students from each grade level who run/walk the most laps.

Advantages of Walkathon Fundraisers

- They are successful, raising between $5,000 and $35,000 after prizes are paid for!
- 100% of the funds raised stay at the school!
- Walkathon fundraisers are an active, healthy alternative to traditional fundraisers.
- All students, staff and parent volunteers can be involved.
- They’re FUN!!!

Healthy Kids Club Sponsorship

Since 2004, Healthy Kids Club has sponsored hundreds of school walkathon fundraisers in Northern Colorado. Our sponsorship has been in the form of shirts for participants to wear on walkathon day. We then require that the schools put the amount of the t-shirt donation back in to school wellness initiatives (i.e. if HKC provides $1,000 worth of shirts, $1,000 of the funds raised by the walkathon would be dedicated to fund approved school wellness initiatives).

Healthy Kids Club is committed to supporting and sustaining school wellness. In the 2017-18 school year, we sponsored 46 walkathon fundraisers. These schools raised over $500,000 with over $74,000 invested in school wellness. Below are the guidelines for the upcoming year.
2018-19 HEALTHY KIDS CLUB WALKATHON SPONSORSHIP GUIDELINES

1. All schools interested in sponsorship for the 2018-19 school year must submit their completed application by October 15, 2018. Schools with walkathons prior to October 15 must submit their application at least 30 days before the event is to be held.

2. If you are working with an outside fundraising company, please do not submit a sponsorship application.

3. Healthy Kids Club will review all applications, make sponsorship decisions and notify schools of their approval status within 5 business days. Ordering instructions will be provided if sponsorship is approved. NOT ALL APPLICATIONS WILL BE APPROVED.

4. Schools may choose to solicit additional walkathon sponsors. Sponsor names/logos MUST be approved by Healthy Kids Club in order to appear on the back of the shirt.

5. Sponsored schools are responsible for completing the walkathon summary and documenting how funds were spent on approved wellness initiatives. Wellness money can be accumulated over time for large projects (i.e. purchasing playground equipment etc.).

Questions about walkathon fundraisers?
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Healthy Kids Club
A program of UCHealth