



GETTING YOUR STORY STRAIGHT

What is the Human Race?

The Human Race is Santa Cruz County's largest community fundraiser. It provides an opportunity for all nonprofit organizations to raise money for their programs and enables everyone to support the nonprofit organization of their choice. Participating nonprofit organizations receive 75% of monies collected. **See agency incentive grid for specific details.** The Volunteer Center received the remaining percentage to coordinate the event. Race Day includes a 10k walk and fun run, plus a complimentary continental breakfast and BBQ, and lots of celebration, gifts, and prizes after the event.

What does the Volunteer Center do?

The Volunteer Center promotes volunteerism and strengthens the community by partnering with people, agencies and businesses who want to be the difference. The Human Race is only one example of how the Volunteer Center organizes collaborative projects that bring people together and supports the nonprofit community and the services they provide. The Volunteer Center is responsible for the organization, promotion, and nonprofit/business education of the Human Race.

Why should a business or individual sponsor your nonprofit organization?

Be prepared to communicate your goal to others. Keep it simple and clear and feel good about your involvement. What needs do you meet, what services do you provide, who benefits? Communicate the strengths of your nonprofit organization clearly so that potential sponsors understand its importance to the community.

How will making a pledge to the Human Race benefit a business or individual?

Your business sponsors could have name/logo exposure to 1,500 walkers and other businesses that participate in the walkathon. It's a good feeling to be part of an event that benefits the whole community. It's fun. It's a positive way to help, and it is guaranteed to succeed. With this single event, over 150 nonprofit organizations are able to provide services that are vital to our county. Invite your pledge-givers to come to race day and participate or watch the festivities, enjoy the BBQ, exercise, and participate in the good feeling and fun for all!