

TEAM BOSTON MARATHON BROOKLINE 26.2



Charity Partner Application Informational Overview

Thank you for your interest in joining Team Brookline as a charity partner for the 2017-2019 Boston Marathon seasons!

This sheet provides basic information on the benefits, role and responsibilities of Team Brookline partner charities. Participation as a charity partner requires a significant amount of time and human resources. Please review the “Roles and Responsibilities” on page 2 for more detail.

Selected charity partners are expected to attend the 2016 Boston Marathon with a minimum of two (2) leadership (staff/board) members at one of three Team Brookline cheer stations.

If you are interested in applying to join Team Brookline, please download the application form at www.TeamBrookline.org.

Questions? Please contact Greta Teller at 617-651-1284 or at greta@teambrookline.org.

About Team Brookline

Team Brookline, the Town of Brookline’s official Boston Marathon team, builds community through sport. We are a collaborative fundraising program established in 2012 by the Town of Brookline and managed by Brookline Community Mental Health Center.

Team Brookline benefits four local charities that play an integral role in strengthening and enriching our community. Our 2013-2016 charity partners include: Brookline Community Mental Health Center, Brookline Education Foundation, Brookline Library Foundation, and Brookline Teen Center.

Since the program’s inception, Team Brookline runners have raised \$650,000 – an amazing accomplishment that has made a true impact in the lives of all who live, work, and go to school in Brookline.

Team Brookline Guiding Philosophies

Team Brookline will foster a town-wide excitement and spirit of philanthropy that engages residents and local businesses in our Boston Marathon team effort, while educating all regarding the role and impact of Brookline’s non-profit agencies in sustaining and strengthening the Town.

Team Brookline will create and/or deepen collaborative partnerships between Brookline nonprofits, while raising financial support for services and programs that benefit members of our community.

Criteria for Participating Organizations

- Participation is open to all Brookline-based 501(c)3 charitable organizations whose mission focuses on serving the Brookline community
- If demand for participation exceeds the number of charity partner spots on Team Brookline, a lottery may be held to determine participants

Benefits of Participation

- All the funding and public relations benefits of an athletic charity team – without having to manage one
- Sharing the excitement of the Boston Marathon with supporters and stakeholders
- Broadening awareness of mission and impact with local community and businesses
- Opportunities to expand donor base with new supporters
- Team expenses are spread across participating organizations, leveraging existing infrastructure and increased scale
- Collaboration with nonprofit colleagues

Roles and Responsibilities of Participating Organizations

- Recruit a pool of 5-8 runners each season (2017, 2018, 2019)
- Acknowledge in writing donations on behalf of runners (500+ donations per year)
- Run a charity station with recruited volunteers on Marathon Monday (2017, 2018, 2019)
- Supply volunteers for Team Brookline activities during weekend training runs and on Marathon Monday
- Build relationships with your Team Brookline runners – educate them about the organization's mission and impact in Brookline
- Support team fundraising and awareness events open to the public and held in Brookline
- Support sponsorship recruitment efforts and other business support of the team
- Help raise awareness and support for Team Brookline among constituencies

Applications are due by Monday, March 21 and selected charity partners will be announced on Monday, April 4.