

March on Health 5k Children's Fun Run

Presbyterian College School of Pharmacy

Project Description & Implementation Overview

PC School of Pharmacy arranged and hosted a 5K run and walk as well as a children's fun-run at Presbyterian College- Bailey Stadium. The advertisement for this event begins every January by means of flyer distribution, sponsorship requests, and marketing with local media. All efforts and responsibilities of promoting good health and wellness are done by student members of AMCP and volunteer student pharmacists and faculty advisors from PCSP. The goal of the March on Health 5K and Children's Fun-Run is for this to be an ongoing, long-term event with the theme of "Reaching for a Healthier You."

Purpose of the Project

The purpose for this event is to promote the spirit of caring for our community and healthy living by encouraging running, jogging, and walking. No matter the participant's level of running ability, we encourage the community to be out there, be healthy, and have fun. The pharmacy school recognizes that regular exercise and healthy food choices early in life helps to prevent adulthood diseases such as diabetes mellitus, hypertension, and hyperlipidemia. For these reasons, all profits are 100% donated to the YMCA- Clinton to sponsor as many children as possible to participate in youth summer programs. Members of AMCP accomplished fundraising and sponsorships by going into the community, raising health-awareness at local elementary schools and developing relationships with local business owners.

Project Budget: Expenses and Revenues

- Printing cost associated with advertising, cost of medals for participants and goodie bags for participants. AMCP was responsible for printing coloring sheets for children's registration the cost of this was approximately \$360 dollars which was paid for by the office of professional and student affairs. The cost of medals be approximately 100 dollars but depends on the amount of participants and this will be paid for by the office of professional and student affairs as well as the goodie bags.
- Yes, sponsorship came from: Greenville Hospital System- Laurens County, Adair Apothecary, Prosperity Pharmacy, Printer's Associates, Sodexo Foods, TD Bank, Panera Bread Co., Run In, Ingles Supermarket, and more.
- Last year's event raised \$1500 which was donated to the YMCA- Clinton to decrease the cost of summer camp for children.
- AMCP was not responsible for obtaining sponsorship only the fun run portion of the race.
- Total amount of sponsorship money is to be determined still awaiting response from various sponsors. Last year approximately \$1500 was donated.

Who and How Many Chapter Members are Involved?

The entire AMCP student chapter was involved with this activity and had approximately twenty student pharmacists that helped execute the fun run and organize the activities for the children.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The March on Health 5K was targeted to all members of the community while the fun run was targeted toward elementary age school children only. The event was advertised in the local newspapers, with local businesses, social media sites, as well as the school website.

Participants could sign up via website or registration forms could be mailed into the School of Pharmacy. The cost of registration was \$20 for early registration and \$25 for late registration and this price included the cost of t-shirts. The cost for registration for the fun run was \$10 for early registration and \$15 for late registration and this price also included the t-shirt.

What Materials are Needed? Outside Resources, Ordering, etc?

- Jump ropes
- Hula hoops
- Spoons
- Eggs
- Medals
- Water
- Various items to stuff goodie bags
- Basketballs
- All materials were either donated by AMCP members or chapter advisor.

Timeline for Implementation and Execution

- Planning started in late November
- January started to put event together and target potential sponsors, reserve venue, finalized the date of 5k/Fun Run, put advertising material together
- February got flyers approved and printed, distributed flyers to local schools and business, sign up participants and promote race, confirm t-shirts for race
- March made sure everything was confirmed and continued to promote race

Follow-up with Faculty Members/Volunteers/Participants

- Thank you letters
- Volunteers received service learning hours through the pharmacy school based on number of hours they volunteer.
- Volunteers received tokens to dress down or trade in for a gift like coffee cup, pen, cups, etc.
- Acknowledgement at chapter meeting

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

This was the second annual March on Health 5k/Fun Run at put on by Presbyterian College and it was very successful for the first time. Advertising could have been better and started earlier. More time could have went into getting sponsorships and potential donors. Event was not well advertised to local elementary schools. Bring awareness of the event to children and their parents to increase participation in the fun run. Overall the event went well more time should go into making the event bigger and better for next year.

Project Checklist:

- Date and time of event
- Elicit Sponsors
- Advertising Material
- Reach out to local elementary schools
- Obstacle course activities for children
- T-Shirts
- Medals for all participants
- Water Station
- Goodie bags for all participants

Name: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Phone: (____) _____

Email: _____

Emergency Contact: _____ Phone: _____

Sex: M F Age on Race Day: _____ Date of Birth: ____/____/____

Please send me more information on the next event.



In consideration of acceptance of this entry, I waive any and all claims for myself and my heirs against the sponsors, organizers, officials and volunteers of the above March on Health 5K and Children's Fun Run for injury that may result directly or indirectly from my participation in this event. I also give consent for photographs, audio, video, electronic images of me; or my written material or personal quotes to be used by Presbyterian College, PC School of Pharmacy or the YMCA for publications, publicity materials, advertising, news media stories, video, audio, or other electronic media such as the internet, television, CCTV, CD-ROM, or DVD. I understand that I consent that my full name may be used. I also understand that PCSP or the YMCA may use these materials indefinitely without compensation to me. I further state that I am in proper physical condition to participate.

When: March 15, 2014

- 5K run starts at 8:30 a.m.
- 5K walk starts at 8:35 a.m.
- Children's Fun Run starts at 9:15 a.m.

March on Health 5K Run

Registration between:

Jan 27 - Feb 28: \$20 March 1 - March 15: \$25

March on Health 5K Walk

Registration between:

Jan 27 - Feb 28: \$10 March 1 - March 15: \$15

March on Health Children's Fun Run

Registration between:

Jan 27 - March 15: \$10

Where: Presbyterian College - Bailey Stadium
105 Ashland Avenue, Clinton, S.C.

Packet pick up: At Bailey Stadium
between 7:30 a.m. - 8:15 a.m.

Awards: Overall male/female/masters and age categories (top 3 for each)

Shirts: Short-sleeved cotton shirt for all participants. Please choose color:
 Grey Royal Blue Pink

Please choose one: Male Female
Circle the size below:

Adult	XS	S	M	L	XL	2X	3X
Child	XS	S	M	L	XL	2X	3X

* Please note that women's shirts run small

There are 2 ways to register for the event:

1. Active.com online registration:

<http://www.active.com/clinton-sc/running/distance-running-races/march-on-health-5k-2014>

**Online registration available until March 10, 2014.

2. Mail-in registration: Check Made Out To:

Presbyterian College School of Pharmacy (please write "March on Health 5K" in Memo section)

Attn: March on Health 5K

307 North Broad Street, Clinton, SC 29325

** Mail-in registration must be in no later than March 1, 2014 to assure T-Shirt availability.

Signature: _____ Date: _____

Printed Name: _____ Date: _____

Signature (parent) if entrant is under 18 _____ Date: _____

<http://pharmacy.presby.edu/march-on-health-5k/>

REACHING FOR A HEALTHIER YOU



2nd Annual

HEALTH FAIR

5K RUN & CHILDREN'S
WALK & FUN RUN

PRESBYTERIAN COLLEGE
SCHOOL of PHARMACY



5K Run/Walk

& Children's Fun Run

Saturday, March 15, 2014
Presbyterian College - Bailey Stadium

To Register:
www.active.com
Keyword: March on Health
or complete physical
registration form and
please return to
PC School of Pharmacy

Packet pick-up: 7:30-8:15 a.m.
Run/Walk starts: 8:30 a.m.
Children's Run: 9:15 a.m.

Contact for information: Michael Cohen
macohen@presby.edu

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Proceeds go to the
Clinton YMCA
to support children's scholarships.

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PRESBYTERIAN COLLEGE SCHOOL *of* PHARMACY

**Health
Fair**

Saturday, March 15, 2014
100 YMCA Drive, Clinton, S.C.
10 a.m.-2 p.m.

Free Health Information & Screenings

Blood Pressure, Blood Sugar and more

Contact for information: Lizzy Holden
peholden@presby.edu

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peholden@presby.edu

Sarah Wagner
Michael Cohen
March on Health Race Co-Coordinator
307 North Broad Street
Clinton, SC 29325
January 30, 2014



«Recipient_Name»
«Company_Name»
«Street_Address»
«City_ST__ZIP_Code»

Dear «Company_Name»:

I am very excited to tell you about the 2nd annual March on Health that will be held locally in Clinton, S.C. on **March 15, 2014**. This event will involve a 5K race, run or walk, and a children's fun run at Bailey Stadium located on the campus of Presbyterian College. Shortly following the race, an extensive health fair focusing on health and wellness—with the theme of “Reaching for a Healthier You”—will be held at the YMCA- Clinton, from 10 a.m.-2 p.m.

The CDC reports that 28% of children in the state of South Carolina are overweight or obese. That is why more than ever we need to make a commitment to our children and dedicate ourselves to fostering healthy lifestyles early in life. For these reasons we have chosen to donate **100%** of the profits from this event to Clinton YMCA in order to sponsor as many children as possible to participate in summer youth programs.

We are asking for your support in making this endeavor a continued success. Last year, we raised \$1,500 and we hope to surpass that goal. Enclosed you will find a form that describes the different levels of sponsorship. Any donation will be graciously accepted and will help us in achieving a healthier community.

We thank you in advance for you time, consideration, and support.

Sincerely,

March on Health Race Co-Coordinator

Enclosure

The following sponsorship levels are available with donation of cash or product of equal value:

Kind Sponsor \$100

Company name on race website and race related materials

Bronze Sponsor \$250 –
All benefits as prior, plus:

Name and logo on t-shirts

Platinum Sponsor \$2500 –
All benefits as prior, plus:

Special introduction during awards ceremony with speaking time

Silver Sponsor \$500 – All benefits as prior, plus:

Large name and logo on t-shirt

Gold Sponsor \$1000 – All benefits as prior, plus:

Logo and company name present in all advertisements and radio announcement

Post-race table for product/service promotion and sample give away

You can make tax-deductible donations by check made payable to **Presbyterian College School of Pharmacy**. Please note in the memo section: “March on Health 5K.”

Or, mail to: Sarah H. Wagner, Race Co-Director
Presbyterian College School of Pharmacy
307 North Broad Street
Clinton, SC 29325

Donations will be accepted until the date of the race; however, to have your business logo on the shirt, donations must be received no later than March 7, 2014.

With your strong support, our pharmacy school can show how much we care for our neighbors and how strongly we believe in promoting good health in the community. Thank you for your consideration and time. For questions or additional information, please contact Michael Cohen at 813- 298-9359 or email at macohen@presby.edu.