



August 9, 2011

The Cellcom Green Bay Marathon charity partners and their volunteers play a vital role in the planning and execution of this exciting community event. It is the intent of the Marathon's Board of Directors to have three charity partners each year with staggered three-year terms. This structure allows one new charity to join the event each year. The Cellcom Green Bay Marathon is currently accepting applications for the 2012-2014 charity slot.

The charity partners benefit financially from the net proceeds of the Cellcom Green Bay Marathon. In 2011, the event generated contributions of more than \$129,000 for the marathon's three charity partners, bringing the total contributions to approximately \$539,000 during the last 12 years. The charities also benefit from the community exposure provided by the event. In 2011, the event attracted over 10,000 participants.

There are three requirements for being a charity partner:

- **A VOLUNTEER BASE** of more than 100 local adults and teenagers (age 14 and over), willing to contribute a minimum of four hours per person. Over half of the volunteer hours will occur during marathon weekend. In addition, the charity is expected to provide 4-6 volunteers for six Saturday morning training runs from January through May.
- **A CHARITY REPRESENTATIVE** who will facilitate communication between the charity and the marathon's volunteer coordinator. To help prepare for the event, the representative must be present at seven monthly planning meetings from December through May at the marathon office in Green Bay.
- **A WRITTEN POST-EVENT REPORT** from the charity summarizing their contributions in total volunteer hours, equipment, and materials must be submitted by June 30, 2012 to the marathon office.

### General Guidelines

In selecting a charitable recipient, Cellcom will give priority to those organizations and groups that operate within the Cellcom service area, have a proven track record in positively impacting the community, promote volunteerism, and cooperate rather than compete with similar organizations. The key areas of Cellcom's contribution guidelines are health and wellness, children and education.

### Selection Questions and Criteria

Please answer and elaborate on the following questions in your proposal:

- Does the charity meet the general guidelines?
- Does the charity meet the volunteer requirements?
- Who will your charity representative be?
- Describe the charity's service area. Does the charity provide services to areas outside Brown County that are within the Cellcom footprint of Northeast and North Central Wisconsin?
- Does the charity support one of the key areas of Cellcom's contribution guidelines?
- Does the charity offer additional resources that the marathon can utilize? Examples of this are facilities for volunteer projects, storage space, box trucks, etc.

If your organization is interested in applying to be a charity partner, please send a proposal to [sean@netnet.net](mailto:sean@netnet.net) on or before **September 30, 2011**. Late applicants will be disqualified. The proposal is limited to two pages and should provide an overview of the charity and its mission, along with answering the selection questions. Cellcom will select the charity partner by October 31<sup>st</sup>. Those not selected will be notified by mail or e-mail. If you have questions, you may e-mail me or call me at (920) 606-2458. Thank you for your interest.

Sincerely,

Sean Ryan  
Race Director