

Dear Mini Marathon/Marathon Participant,

We are so excited to have our 3rd annual Hopeful Hearts Team participating in the Kentucky Derby Festival Mini Marathon or Marathon! We would like thank you for running the race to benefit Hopeful Hearts Foundation. Whether you are a professional racer or a first time runner, you belong on this team! Our team consist of both experienced and first time runners and walkers, with abilities all over the speed spectrum. It is each member's ultimate goal of glorifying God that brings us together. God is doing incredible things through this organization and we are so glad that you could be a part of it!



Hopeful Hearts is a Christ-centered organization that provides basic living and medical necessities to orphan and abandoned children. The funds you raise will support our various orphan ministries in Sri Lanka, Haiti, Myanmar, Indonesia, Cuba, and India. Your commitment to run for the children will help us meet these goals!

In order to join our team, please **complete the enclosed runner information sheet** and return it by mail or email. We will provide each Hopeful Hearts Race Team Member that raises at least \$50 with a running shirt to wear on race day so don't forget to include your shirt size. For each team member that raises \$500+, we will reimburse your race entry fee! Here are some quick tips to help you get started with your fundraising efforts:

Complete a fundraising letter - A sample is provided for reference but feel free to modify and get creative. Share it with friends and family, and include a return envelop so your supporters can mail their donation back to you. Social Media is also a great tool to raise awareness. We encourage you to keep your sponsors and followers updated on your training progress through your Twitter, Facebook, Instagram, etc. It is a great way to keep in touch between now and race day and raise awareness for Hopeful Hearts. If you send us periodic updates, we will be posting team progress on our Facebook Page. For those of you that prefer to leverage technology, consider creating a fundraising page at: www.youcaring.com or www.gofundme.com.

Collect donations - You will be the point of contact to collect donations. Please have donors make checks payable to "Hopeful Hearts Foundation" or donate online at www.hopefulheartsfoundation.org with your name in the "Comment" box. Donations can be submitted by mail to PO Box 437015, Louisville, KY 40253. Once you submit your donations to Hopeful Hearts, we will mail donation letters for tax purposes to your sponsors. The more information we have on your donors, the more we can personalize their letter thanking them for sponsoring you. At a minimum, please provide name and address if it is not on their check.

Thank you for your support and looking forward to racing with you!

Ryan Hubbs, Junior Board Chairman
Ryan.hubbs25@gmail.com

Hopeful Hearts Team Member Runner Information Sheet

(Please return by mail to: Hopeful Hearts Foundation
P.O. Box 437015, Louisville, Kentucky 40253
or by email to: ryan.hubbs25@gmail.com)

NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

SHIRT SIZE: S_____ M_____ L_____ XL_____ OTHER_____

Please share an interesting fact about yourself. We would like to introduce our team on our Facebook Page. Ex. *Why are you running? What motivates you? What verse do you turn to for inspiration? What type of music do you run to? Why is Hopeful Hearts important to you?*

About Hopeful Hearts Foundation

Serving orphans and vulnerable children in Ukraine, Myanmar, Haiti, Sri Lanka, India, Cuba and Indonesia.

Description

Hopeful Hearts Foundation was established in 2002 with a goal of providing medical and nutritional aid along with basic living necessities for orphan children.

Initially, Ukraine was the primary focus, however, God has since closed the doors to our work there completely and has provided fresh opportunities. Hopeful Hearts is now able to deliver long-term care and support in India, Sri Lanka, Myanmar, Haiti, Cuba and Indonesia.

Today, the Foundation has grown far beyond providing only life's basic necessities. With the opening of a Christian village in Myanmar, Hopeful Hearts is breaking the cycle of despair for the fatherless.

Your support literally reaches around the world to improve the lives of countless children and teenagers who have no hope.

In Luke 9:48, Jesus said, "Whoever welcomes this little child in my name welcomes me; and whoever welcomes me welcomes the one who sent me. For he who is least among you all – he is the greatest."

Basic Info

Founded 2002

Location [P.O. Box 437015, Louisville, Kentucky 40253](mailto:info@hopefulheartsfoundation.org)

Contact Info

EMAIL info@hopefulheartsfoundation.org

WEBSITE <http://hopefulheartsfoundation.org>

FACEBOOK

<https://www.facebook.com/pages/Hopeful-Hearts-Foundation/194863797234429>

VIDEOS

<http://vimeo.com/59461063>

<http://vimeo.com/113765342>

<http://vimeo.com/57728432>

2017 Training Runs

This year, we will be offering our own team training runs to help encourage you in your training and connect you with other team members. We hope that you will join us for as many of these runs as possible:

-Saturday, January 21st 09:00 am – 3 mi run

Beckley Creek Park, PNC Achievement Center,
1411 N. Beckley Station Rd, Louisville, KY

-Saturday, February 18th 09:00 am – 5 mi run

Beckley Creek Park, PNC Achievement Center,
1411 N. Beckley Station Rd, Louisville, KY

-Saturday, March 4th 07:30 am – 3.1 mi run

Anthem 5k, Louisville, KY
Meet at Jimmy Johns, 301 East Market Street

-Saturday, March 18th 07:30 am – 6.2 mi run

Rode's 10k, Louisville, KY
Meet at McDonald's, 207 W Broadway, Louisville, KY, 7:30 am

-Saturday, April 1st 07:30 am – 10 mi run

Papa John's 10 miler, Louisville, KY
Meet at Baseball Bat Fountain, Jim Patterson Stadium, 3015 S 3rd St

-Saturday, April 27th 07:00 am – RACE DAY!

Kentucky Derby Festival Mini-Marathon, Louisville, KY
Meet at Jimmy Johns, 301 East Market Street

Other Running Resources

Southeast Training Program

Stephanie Smith
502-253-8607
sesmith@secc.org

Norton Healthcare Training Program

Info available at
www.derbyfestivalmarathon.com

If you prefer to train on your own, here are a few references and links to programs:

<http://issuu.com/trainingstudio/docs/2013manual>

<http://www.halfmarathons.net/half-marathon-training-schedule-for-beginning-runners/>

Sample Fund Raising Letter

Dear Family, Friends and Colleagues,

As I write this letter, I've got my legs up and my knees wrapped in ice packs. After each 6,8, or 10 mile run on the weekends, I find myself wondering why I am doing this. Yes, the mini-marathon training is taking its toll on my body, yet every Monday, Wednesday, Thursday and Saturday I strap on my running shoes to continue my training.

Why continue inflicting such punishment on myself? Because the rewards are infinitely better. This year I am running for Team Hopeful Hearts to raise money for orphaned and abandoned children who desperately need our help.

Hopeful Hearts Foundation was established in 2002 with a goal of providing medical and nutritional aid along with basic living necessities for orphan children.

Initially, Ukraine was the primary focus. However, the past few years, God has opened new doors and provided fresh opportunities, allowing Hopeful Hearts to deliver long-term care and support not only to children in Ukraine, but in India, Sri Lanka, Myanmar, Haiti, and Indonesia. Today, the Foundation has grown far beyond life's basic necessities. With the opening of three transitional living homes, Hopeful Hearts is breaking the cycle of despair for teenagers.

I am asking that you join me in supporting these children. Your support literally reaches around the world to improve the lives of countless children and teenagers who have no hope.

In Luke 9:48, Jesus said, "Whoever welcomes this little child in my name welcomes me; and whoever welcomes me welcomes the one who sent me. For he who is least among you all – he is the greatest."

Thank you for your consideration. You can sponsor me by making check payable Hopeful Hearts Foundation. Please mail your check to:

<<Insert your address>>

Sincerely,

<<insert your name here>>

Other Strategies for Fundraising:

Whether you choose to walk or run, there are several strategies that you can use to raise money as you race. Listed below are strategies that have been used by team members in the past:

-Penny Per Pass: This strategy involves you asking for donors to pledge one penny for every race participant that you pass. You then start at the very back of the race, and try to pass as many runners as you can along your way to the finish line. The more runners you pass the more money you will raise. Because the results are tracked online, you can easily see how many people you passed based upon how you finished. Think you might pass too many people? Ask for a penny for every two or three people you pass instead.

-Racing Against the Clock: This method involves you soliciting donations to run at a certain pace. For example, you might get a person to pledge five dollars for every mile you complete under 9:00 minutes. This encourages the racer to try their hardest to not fall behind their goal pace.

-General Donations: Asking for donations in general to run is also a good method to raise money. Often times people will give you \$50 -\$100 just for explaining the cause to them and why you are running.

-Carrying Your Burden: This method involves you carrying weight as you do the race (for example – weights in a backpack). You can solicit donations and pledge to carry one pound per every \$100 raised. This method can be a very symbolic way for you to complete the race.

-Set a Goal: Often times you can convince people to give you more if you set a donation goal such as \$500 or \$2,000. The closer you get, the easier it is to convince people to give a little more to help you on your way.

-Match Donations: If you are feeling extra charitable it's not a bad idea to let your donors know that you will match their funds donated with your own money. This also works if you can get a corporate sponsor, who is in turn willing to match any funds that you raise.