

3 Easy Steps to Starting a Company or Group Participation Team for The Salvation Army Home Run

1

Set up your Online Team Page

- Go to www.active.com/donate/salvationarmyhomerun/
- Set up a team fundraising page by clicking "Become a Fundraiser," then clicking "Create a Fundraising Team."

2

Email all Company Employees or Group Members

- Educate employees or members about the cause your organization is choosing to support.
- Provide a link to the company or group team page, and explain how employees or members can get involved.
 - By signing up directly on the team campaign page by clicking "Join this Team."
 - By making a simple donation through the team campaign page.
 - By registering to participate in The Salvation Army Home Run as a runner, walker or volunteer.
- Give details about the ease and security of donating online.

3

Give Incentives to Top Fundraisers, Top Donors and Entire Company

- Offer personal time off days for top fundraisers or top donors; Offer company pizza party or BBQ if company reaches a certain goal.
- Inform employees or members of the free Columbia™ fleece sweatshirt available to each individual who raises \$500.



By uniting for a cause
Your company/group will
establish goodwill
in the community,
create team unity &
have fun along the way!



www.salvationarmyhomerun.org/teams

www.ActiveGiving.com

The Salvation Army Home Run

The Vision

To create an affordable, family-oriented, win-win community event that:

- Draws thousands of participants to Delta County for the Memorial Day weekend every year.
- Generates a predictable annual funding stream to provide shelter for the homeless and to help prevent our neighbors from losing their homes in the first place.
- Serves as the centerpiece for a local youth and family fitness movement.
- Allows talented Upper Peninsula runners to compete against world-class runners in our own backyard. (Imagine Kenyans running down Ludington Street in Escanaba!)
- Provides an easy and fun introduction to community service and the rewards of volunteerism.
- Advertises by example everything that is most wonderful about the people who reside in Delta County and what is unique and special about our environment.

Please Join Us!

www.salvationarmyhomerun.org

Dear Participants and Sponsors:

On any given day in sparsely populated Delta County Michigan, approximately 50 persons are homeless. They have no place to sleep as night approaches and no respite from foul weather. Most of the homeless are under-age teens hoping to find a chair or a couch where they might remain until daybreak – perhaps in the apartment of an acquaintance or maybe in the corner of an all-night business. Violence and abuse frequently trigger homelessness in Delta County, displacing both adults and their children. Homeless ex-offenders and single men with no dependents qualify for very few public assistance benefits - increasing the odds they will face eviction if unemployed. Substance abuse is a frequent underlying contributor across all of these homeless categories.

In the ten month period from January 1, 2007 to October 31, 2007, The Salvation Army Escanaba Community Center provided, without discrimination, over 2010 emergency shelter and transitional housing bed nights and prevented 560 persons from becoming homeless by giving assistance for rent, mortgages and utility shut-offs. During the same time period, The Salvation Army also served 6490 individual Friendship meals and issued 736 weekly food pantry boxes serving 1769 men, women and children. **An average of at least 1 out of every 30 persons in Delta County Michigan receives material assistance each year from The Salvation Army Escanaba Community Center.**

As a member of The Delta County Coalition Against Homelessness, The Salvation Army has partnered with several agencies in an effort to end the cycle of chronic homelessness in Delta County. Yet even combined, the current resources of these agencies cannot solve the problem and end the cycle. Requests for emergency homeless services far exceed available funding. Current available funding does not even come close to addressing the need for time-intensive self-sufficiency counseling and coordinated life and job skills programs which help individuals and families reach independence so they may remain in their homes once transitional or permanent housing has been found for them.

You can help Delta County move toward a profound and lasting solution that will bring incidences of homelessness to a minimum. Your donation will make a difference in the overall health of our entire community. An average of 83 cents out of every dollar donated to The Salvation Army goes directly to the people with the greatest human services needs.

Please help The Salvation Army's charge to change the social and economic circumstances that result in homelessness in Delta County Michigan. Sponsor a participant and/or register yourself for The Salvation Army Home Run on Saturday, May 24, 2008.

Thank you.

Bobbie Stacey
Race Director

The Salvation Army Home Run Participation Team FAQs

Q: If I join a team, do I have to run?

A: No. Participants may also register with a team as 5k walkers, as volunteers, or as fundraisers.

Q: Do I have to join a team?

A: No. Joining a team is optional, but perhaps more fun. Runners, walkers, volunteers and/or fundraisers may register as individuals without joining a team.

Q: Am I required to fundraise or collect pledges?

A: No. Certainly we hope that many people will set a fundraising goal and choose to use our easy online fundraising service - but this is optional. When you register for the race/walk online at Active.com, a fundraising web page will be created for you automatically. Whether or not you choose to forward this web page to friends, family, co-workers, etc...is totally up to you.

Q: I don't have a credit card. Can I register by mail?

A: Yes. Mail-in registrations can be downloaded from the registration page of the race website at: www.salvationarmyhomerun.org. Mail in registrations must be post-marked by May 11, 2008. Make certain you include your Team Name on the registration form in order to be counted as a Participation Team member.

Q: I will be out of town on race day. May I still join a team?

A: Yes. You may register with a participation team as a fundraiser (on the fundraising web page), or as a volunteer (if you can contribute at least 2 hours of volunteer time toward race preparations prior to race day).

Q: Can I register both as a runner (or walker) AND as a fundraiser?

A: Certainly. Both the event registration site and the fundraising site are linked through Active.com. Active.com provides this online registration service for more sports events than any other company in the world and they encourage fundraising in connection with all events.

Q: Will my registration information be secure?

A: Yes. See the information on Data Security from Active.com.

Data Security Information from Active.com

Security of Data & Funds

At The Active Network, ensuring the privacy and security of customers' data and funds is a priority. Our **financial, data privacy** and **technology security** policies and safeguards ensure that all data stored in our system is protected and also guarantees that all funds processed through our system are delivered to customers on time.

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Financial Integrity

Active is one of the few registration providers that maintains a separate account for all customer funds, ensuring all funds are intact, stored safely and securely, and can be delivered to customers at any time. Our formalized accounting and financial policies ensure a consistent, dependable process and this process is also regularly audited by one of the top four largest international public accounting firms.

Data Privacy

We consider all of the registrant information we collect for our customers to be private and have established security and privacy policies to control and safeguard this data at all times. Any financial information that is collected is used only to bill participants for products and services they have specifically requested. Unlike many registration providers, we never sell this data to third parties.

Technology Security

Our investment in state-of-the art infrastructure and reliable technology ensures transactions are processed securely and efficiently. All data and payment information collected are stored in a secure operating environment that is not available to the public. As part of this tight security process, all credit card information supplied by participants is transmitted via Secure Socket Layer (SSL) technology. Strict security begins at the point of data transmission where SSL encryption scrambles all payment information and credit card numbers so information cannot be intercepted.

We are also compliant with security standards for the Payment Card Industry (PCI) Data Security Standard, an internationally-recognized, best practices standard for credit cardholder data security. For service providers like Active, who store, process and transmit cardholder data, compliance certification with the PCI Data Security Standard represents a significant commitment to industry security standards, supported by all major credit card associations. To achieve compliance for the PCI Data Security Standard, Active enrolled in Ambion Trust Wave's TrustKeeper™ remote Compliance Program. Through the program, our policies, procedures and technical systems were evaluated, security levels were assessed, and monthly scans are conducted to ensure consistent protection.