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| **VININGS DOWNHILL 5K RUN FOR THE KIDS** | |
| **CRITERIA FOCUS AREAS FOR JUDGING PROJECTS** | |
| **Rotarians participating/volunteer hours** | **Over 60 members of our club supported race day. About 50 family members, former members and even members on leave of absence helped out on race day. Any members not able to attend on race day help in some other way throughout the year. A race committee of 10 meets throughout the year and invests many hours individually working on their area of responsibilities.**  **Prior to race day 15-25 members worked hours stuffing the 1500 runners’ bags. We also prepare for and hold a grant presentation luncheon in January.**  **What with planning meetings and committee work throughout the year the total number of volunteer hours conservatively comes to 750 hours.** |
| **Project cost: dollars and in-kind** | **Total expenses were ~$40,000 for the race. Income or registrations fees and sponsorships totaled $115,050.00. $85K was handed out as grant money to organizations.** |
| **Breadth of impact on community** | **This club impacts our community in two ways. It is a signature event for our club as well as Vinings. It is a Rotary Day for our club. People from all over the Atlanta area participate in the run. This year there were over 1700 runners in the 5K; 100 runners/walkers in the 1K; and 40 dogs had a great time in the Doggy Trot. There is also the impact that our annual grants has on the 12 organizations that received funds.** |
| **Depth of impact on affected individuals** | **The Run for the Kids is a huge unifying effort for our club. All members, who attend wearing the Vinings Rotarians at Work t-shirts, are ambassadors for the club on race day. Businesses in the Vinings area sponsor this run and set up tables that promote their local businesses. Finally, the $85K grant funds impact the lives of those charities/organizations that receive the funds. When reviewing and approving the grants, we consider the direct impact on children.** |
| **Public Relations: level of effort and impact** | **Again, the Vinings Rotarians wear our yellow “Vinings Rotarian at Work” shirts proudly on that day. To promote the race, signs were posted in yards, posters were in store windows, ads on the Internet, Facebook and club website. There is a Rotary Club of Vinings table prominently placed in the Jubilee to share information about our club and Rotary. Following the race there was extensive coverage on Facebook and our website. A CD with pictures from the race was created and played at our meeting. We received excellent publicity with a full page article in neighborhood newspapers. Dictionaries were handed out to young runners.** |
| **Innovativeness** | **The success of this project is based on the committee always seeking ways to make the race more enjoyable, professional, and efficient. Each year changes and improvements are made. Over the years a DJ has been added; sponsorship tables have been sold; it is certified as a Peachtree Road Race qualifier; and dictionaries are handed out to young runners. One final example, is the addition of the Doggy Trot this year.** |
| **Sustainability** | **The Race Committee is a well-run machine. They work diligently throughout the year to review the success of the race and to make adjustments based on how the race ran in August. Their committee reports lay out a game plan that is easily replicated. Membership of club strongly supports this event.** |