



The Healthy Kids Running Series

BECOME A COMMUNITY COORDINATOR

Healthy Kids Running Series
The Mill, 381 Brinton Lake Road
Thornton, PA 19373



WHAT IS HEALTHY KIDS RUNNING SERIES?

Healthy Kids Running Series ("HKRS") is a non-profit youth running program for children ages 2 - 14 years old. HKRS was created to provide kids with a positive, educational, and fun experience in the world of running.

Mission: to combat the increasing rates of childhood obesity in America with a running program that motivate kids to live a healthy and active lifestyle, while providing a fun environment to improve their self esteem.

HKRS encourages kids to adopt a "Get Up and Go!" attitude.



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HEALTHY KIDS BACKGROUND



Since HKRS' inception in West Chester, PA in 2009, the positive feedback has been overwhelming.

In 2010, HKRS launched it's second program in Concord Township, PA. Immediately following another successful launch, HKRS designed a franchise concept which provides interested parents, individuals and businesses with the resources and tools they need to start a HKRS program in their own town.



In January of 2012, HKRS registered as a nonprofit in the Commonwealth of Pennsylvania. On April 24, 2013 HKRS Received it's Tax Exempt status under section 501(c)(3) of the Internal Revenue Code retroactive to January 17, 2012.

As a truly grass-roots community program, we expect to host over 50,000 runners across 32 states in 2018!

ABOUT HKRS



- Five (5) week running program for kids Pre-K to 8th grade
 - Spring Dates: mid April to mid May
 - Fall Dates: mid September to mid October
- Kids compete each week of the Series to earn points
- Top boy and girl with the most points in their age division win trophies
- All participants will receive a medal for their achievements!



RACE DISTANCES & POINT SYSTEM



- Pre-K (2 & 3) - 50 yard dash
- Pre-K (4 & 5) - 75 yard dash
- K & 1st Grade - Quarter Mile
- 2nd & 3rd Grade - Half Mile
- 4th & 5th Grade - 1 mile
- 6th-8th Grade - 1 mile
- Parent Mile - week 5 only

- 1st Place - 10 points
- 2nd Place - 9 points
- 3rd Place - 8 points
- 4th Place - 7 points
- 5th Place - 6 points
- 6th Place - 5 points
- 7th Place - 4 points
- 8th Place - 3 points
- 9th Place - 2 points
- All others - 1 point



HKRS WILL PROVIDE COORDINATORS WITH...

- 50/50 Split of net profit from the Spring & Fall Series
- Provide detailed 'How To' Manual
- Handle all online registration
- Personalized HKRS Town Webpage & Email Address
- Provide super easy Event Flyer Design Portal to create your own flyers
- Order all HKRS T-Shirts, Medals, Trophies
- Car Magnets or Other HKRS Gifts
- Provide insurance
- Map out Race Distances on-site
- Create Volunteer Assignments
- Post all weekly race results
- Secure regional and national sponsorships
- Provide Race Day Supply Kit (Items below)



- | | | | | |
|----------------|--------------------|---------------------|---|---------------------------------------|
| • Cones | • Pens | • HKRS Flyers | • First Aid Kit | • HKRS Branded Finish Line Tape |
| • Horns | • Rope | • Pins | • NB Race Bags | • Bull Horn batteries |
| • Stop Watches | • Field Paint | • Rings | • Order Form for HKRS Branded Materials | • HKRS Branded Individual Group Signs |
| • Clip Boards | • Stakes for chute | • Zip Ties | | • Parent & Child Waivers |
| • Money Sleeve | • Scissors | • Coordinator Shirt | | • Measuring Wheel |

COORDINATOR'S RESPONSIBILITIES INCLUDE:

Three Main Responsibilities:

1. Identify & Secure a race location
 - Open flat park or Area School

2. Market and Promote the Series within the community
 - Flyer your community (stores, library, etc)
 - E-blast your database (friends, teams, etc)
 - Get into the elementary schools!

3. Secure volunteers for race day
 - HS Track/Cross Country Team
 - National Honor Society
 - Registration Table (2)
 - Starter (1)
 - Results Keeper (2)
 - Group Mentors (5)





COORDINATOR COMPENSATION PLAN

- Below is the projected compensation for our Community Coordinators for the first three seasons of their town's program based on historical data

HKRS PARTICIPATION & REVENUE GOALS						
	<u>First Season</u>		<u>Second Season</u>		<u>Third Season</u>	
Registrations	75	\$ 2,625	150	\$ 5,250	200	\$ 7,000
Sponsors	4 @ 250	\$ 1,000	6 @ 250	\$ 1,500	10 @ 250	\$ 2,500
Total Revenue		\$ 3,625		\$ 6,750		\$ 9,500
Total Estimated Expenses		\$ 800		\$ 1,500		\$ 2,000
Net Income		<u>\$ 2,825</u>		<u>\$ 5,250</u>		<u>\$ 7,500</u>
YOUR CUT OF PROFIT		\$ 1,412.5		\$ 2,625		\$ 3,750



Utah

- South Weber

Virginia

- Chesapeake
- Culpeper
- Locust Grove
- Lynchburg
- Mechanicsville
- Richmond
- Virginia Beach
- Warsaw

Washington

- Mill Creek
- Vancouver

Washington, DC

Wisconsin

- Eau Claire
- Milwaukee
- River Falls

Cut off dates to
Start a Series:

Spring Fall

Dec. 1 June 1

PA Continued

- Media
- McKeesport (2018)
- Mon Valley
- New Cumberland
- Newtown
- North Philadelphia
- Northern Dauphin
- Northern Lebanon
- Oil City
- Phoenixville
- Pittsburgh
- Quakertown
- Reading
- Roxborough
- Salisbury
- Somerset
- South Philadelphia
- Springfield (Delco)
- State College
- Upper Dublin
- Wayne
- West Chester
- West Oak Lane
- West Philadelphia
- Williamsport

Tennessee

- Chattanooga
- Mt. Juliet

Texas

- Allen
- Belton
- Bridgelands/Cypress
- Burkburnett
- Cedar Park
- Dallas
- Frisco
- Lampasas
- New Braunfels
- Richardson
- Round Rock
- San Antonio
- Sienna Plantation
- Sugar Land
- Wichita Falls

Ohio

- Akron
- Cleveland
- Columbus
- Greenville
- Kent
- Mayfield Hgts.
- Medina
- Twinsburg
- Youngstown

Oregon

- Klamath Falls
- Newberg

Pennsylvania

- Altoona
- Aston
- Audubon/Oaks
- Bedford
- Bensalem
- Boyertown
- Carlisle
- Carrolltown
- Central Dauphin
- Clarion
- Coal Twp.
- Concord Twp.
- Conshohocken
- Downingtown
- Doylestown
- East Goshen
- Eastern Lebanon
- Elverson
- Enola
- Flinton
- Havertown
- Hershey
- Huntingdon Valley
- Indiana
- Jefferson Hills
- Johnstown
- Lancaster
- Landenberg
- Langhorne
- Lebanon
- Lititz
- Lower Merion
- Mechanicsburg

Minnesota Continued

- Cottage Grove
- Deephaven
- Stillwater

Missouri

- St. Louis

New Hampshire

- Concord
- Dover
- Nashua
- Plaistow
- Hampton
- Windham

New Jersey

- Atlantic City
- Cape May
- Cresskill
- Edison
- Glen Rock
- Hackettstown
- Haddonfield
- Jersey City
- Marlton
- McGuire AFB
- Mullica Hill
- Newton
- Oakland
- Paramus
- Pitman
- Wayne
- Woodstown

New York

- Bronx
- East Northport
- Greater Binghamton Area
- Poughkeepsie
- Rockville Centre

North Carolina

- Apex
- Ashville
- Chapel Hill
- Charlotte
- Morehead
- Jacksonville
- Pinehurst
- Raleigh

Illinois

- Arlington Heights
- Buffalo
- Carterville
- Geneva
- Glenview
- Homer Glen
- LaGrange
- Lake & McHenry Co
- Naperville
- Oak Brook
- Plainfield
- Princeville
- Schaumburg
- Springfield
- Taylorville
- Williamsville

Kansas

- Wichita

Kentucky

- Shelbyville

Louisiana

- Lincoln Parish
- St. Charles Parish

Maryland

- Cabin John
- Clarksburg
- Perry Hall
- Rockville
- Greater Annapolis
- Towson

Massachusetts

- Hampden
- Jamaica Plain
- N. Andover
- Northborough
- Tewksbury
- Topsfield
- Townsend

Michigan

- Hartland
- Portage

Minnesota

- Albert Lea

Arizona

- Chandler
- Flagstaff
- Maricopa
- Queen Creek

Arkansas

- Hot Springs

California

- Laguna Niguel
- Oakland
- Rocklin
- Ventura

Colorado

- Aurora
- Denver
- Littleton

Connecticut

- Bethel
- New Haven County

Delaware

- Glasgow/Bear
- Middletown
- Hockessin
- Wilmington

Florida

- Baldwin Park
- Clermont
- Davie
- Debary
- Emerald Coast
- Hunter's Creek
- Jacksonville
- Key Biscayne
- Key West
- Lake Nona
- Miami
- Orange Park
- Sarasota
- Seminole County
- Weston

Georgia

- Cherokee County
- Pooler

CONTACT INFORMATION



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**Contact Point for Community
Coordinators and NEW Series start up.*

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www.HealthyKidsRunningSeries.org



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