



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 Aide 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



Arizona <ul style="list-style-type: none"> • Chandler • Flagstaff • Maricopa • Queen Creek 	Illinois <ul style="list-style-type: none"> • Arlington Heights • Buffalo • Carterville • Geneva • Glenview • Homer Glen • LaGrange • Lake & McHenry Co • Naperville • Oak Brook • Plainfield • Princeville • Schaumburg • Springfield • Taylorville • Williamsville 	Minnesota Continued <ul style="list-style-type: none"> • Cottage Grove • Deephaven • Stillwater 	Ohio <ul style="list-style-type: none"> • Akron • Cleveland • Columbus • Greenville • Kent • Mayfield Hgts. • Medina • Twinsburg • Youngstown 	PA Continued <ul style="list-style-type: none"> • 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
Arkansas <ul style="list-style-type: none"> • Hot Springs 		Missouri <ul style="list-style-type: none"> • St. Louis 		
California <ul style="list-style-type: none"> • Laguna Niguel • Oakland • Rocklin • Ventura 		New Hampshire <ul style="list-style-type: none"> • Concord • Dover • Nashua • Plaistow • Hampton • Windham 		Oregon <ul style="list-style-type: none"> • Klamath Falls • Newberg
Colorado <ul style="list-style-type: none"> • Aurora • Denver • Littleton 		New Jersey <ul style="list-style-type: none"> • Atlantic City • Cape May • Cresskill • Edison • Glen Rock • Hackettstown • Haddonfield • Jersey City • Marlton • McGuire AFB • Mullica Hill • Newton • Oakland • Paramus • Pitman • Wayne • Woodstown 	Pennsylvania <ul style="list-style-type: none"> • 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 	
Connecticut <ul style="list-style-type: none"> • Bethel • New Haven County 	Kansas <ul style="list-style-type: none"> • Wichita 			
Delaware <ul style="list-style-type: none"> • Glasgow/Bear • Middletown • Hockessin • Wilmington 	Kentucky <ul style="list-style-type: none"> • Shelbyville 			
Florida <ul style="list-style-type: none"> • Baldwin Park • Clermont • Davie • Debary • Emerald Coast • Hunter's Creek • Jacksonville • Key Biscayne • Key West • Lake Nona • Miami • Orange Park • Sarasota • Seminole County • Weston 	Louisiana <ul style="list-style-type: none"> • Lincoln Parish • St. Charles Parish 			
Georgia <ul style="list-style-type: none"> • Cherokee County • Pooler 	Maryland <ul style="list-style-type: none"> • Cabin John • Clarksburg • Perry Hall • Rockville • Greater Annapolis • Towson 	New York <ul style="list-style-type: none"> • Bronx • East Northport • Greater Binghamton Area • Poughkeepsie • Rockville Centre 		Tennessee <ul style="list-style-type: none"> • Chattanooga • Mt. Juliet
	Massachusetts <ul style="list-style-type: none"> • Hampden • Jamaica Plain • N. Andover • Northborough • Tewksbury • Topsfield • Townsend 	North Carolina <ul style="list-style-type: none"> • Apex • Ashville • Chapel Hill • Charlotte • Morehead • Jacksonville • Pinehurst • Raleigh 	Texas <ul style="list-style-type: none"> • Allen • Belton • Bridgelands/Cypress • Burkburnett • Cedar Park • Dallas • Frisco • Lampasas • New Braunfels • Richardson • Round Rock • San Antonio • Sienna Plantation • Sugar Land • Wichita Falls 	
	Michigan <ul style="list-style-type: none"> • Hartland • Portage 			
	Minnesota <ul style="list-style-type: none"> • Albert Lea 			

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

CONTACT INFORMATION



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

Director

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www.HealthyKidsRunningSeries.org



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