



SUMMER KIDS TRAIL RUNNING CAMP
DEVNER, CO
501C3 STATUS - PENDING

JUNE 2 - AUGUST 26
TUESDAYS AND THURSDAYS
3PM TO 5PM

LOCATIONS:
CAPRIO SANGUINETTE PARK
SWANSEA PARK
MATTHEW/WINTERS PARK

CONTACT: RUNWILDTRAILCAMP@GMAIL.COM

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MISSION

Run Wild Trail Camp (RWTC) aims to empower the campers and their families to get excited about the environment, staying active, and investing in lasting change. Through working with the local community and resources, we hope to provide the campers with sustainable resources and valuable experiences they can hold with them and apply to their daily lives once camp is over.

VISION

RWTC brings together community organizations as well as environmental and running experts to provide quality education and support for our campers and their families. We will provide the appropriate representation, resources and additional support to ensure their needs are met.

VALUES

Community

Centering community voices, always.

Adventure

Provide access to the outdoors in a sustainable manner to encourage continued outdoor recreation, even after camp.

Belonging

Creating a space where Black, Indigenous, POC, Asian, Muslim, non-binary, disabled, LGBTQIA+, and other marginalized youth can feel comfortable being who they are.



OUR WHY

Denver, Colorado, like many large cities has a disproportionate number of children of color living in poverty. The Denver Children's Affairs 2019 report states that about 55,000 children, or 41% of Denver's children, live in families with an income below

200% of the Federal Poverty Level. Based on this report, 11% of Denver's children are living in areas of concentrated poverty which places them at higher risk of experiencing stress, unmet basic needs, exposure to violence, a lack of positive role models, and low school completion rates.

- Meredith Merkely, RWTC Founder

RWTC aims to empower the campers and their families to get excited about the environment, trail running, and investing in lasting change. As an organization, we will work to collaborate with community organizations and environmental and running experts in order to provide quality education and support for our campers and their families in a sustainable way to encourage long-term participation.

Within the trail and outdoor community, there is a strong need for increased BIPOC (Black, Indigenous, and People of Color) representation as well as access at a young age to confidently get involved in the outdoors. By centering these things to align with our core values of **Community, Adventure and Belonging**, we plan to build a strong, consistent foundation for the campers.

RWTC provides a FREE opportunity the campers to get active within their community in a way they can sustainably maintain. We cannot support this effort on our own and need your support. Please consider making a donation of time, money, materials, or expertise to this exciting cause.



DAILY CURRICULUM

RUNNING BASICS

Sessions 1-4

SESSION 1

Introduction to Trail Running

SESSION 2

Trail Etiquette

SESSION 3

Trail Safety / First Aid

SESSION 4

Shoes, Gear, Nutrition

COMMUNITY

Sessions 9-12

SESSION 9

Ways to get involved outdoors

SESSION 10

Running in School

SESSION 11

Emotional Health & Wellness

SESSION 12

Year-round outdoor involvement

THE LAND

Sessions 5-8

SESSION 5

Wildlife / Wildflowers

SESSION 6

Land Conservation & Trail Work:
How to help maintain the trails

SESSION 7

Environmental & cultural awareness

SESSION 8

Rocks & Fossils (Red Rocks)



TRAIL RACE

Info to come

Please let us know if you'd like to be kept up to date!



BUDGET BREAKDOWN

A transparent look into where the funds are going, how we are funding the campers, how we are funding translators, how we are compensating ourselves:

- 1 camper for 12 weeks = \$120
 - $\$120 \times 30$ (total campers) = \$3,060
 - Includes: t-shirts, shoes, buff/masks
- Activity extras: Notebook, pencil x 30 = \$100
- Incentives for presenters: shirt, buff/mask = \$250
- Transportation for campers = \$2,592
- Director 1 & 2 compensation = \$12,000
- Translators = \$700
- Marketing = \$270
- 501c3 application = \$300
- American Trail Running Association Membership = \$95
- Liability Insurance = \$519
- Anti-Racism and Anti-Bias Training = \$500

RWTC Total = \$20,330

American Academy of Pediatrics CATCH Grant = \$9996

Remaining = \$10,334



CORPORATE SPONSOR INFO

What defines a corporate sponsor

Corporate sponsors are companies and/or brands that will commit to donating one of the price points (page 7).

This financial contribution will help finance the above needs and access for the campers as well as provide anti-racism and anti-bias training for all of the volunteers.

Additional ways outside of monetary contributions can include product donation that amounts to the package monetary amount.

Other resources we are accepting include:

- Youth shoes
- Youth running clothes
- Additional supplies as needed

Corporate sponsors will receive:

- Weekly/bi-weekly championing on social media - first post within a week of contract agreements, follow-ups at the start of camp
- Placement on camper shirts and gear (as available)
- Placement on website
- Bi-weekly write-ups about camp progress



SPONSOR PACKAGES

Donation Levels

- Platinum (3 spots available) - \$2,000
 - Receives: Top placement on camp shirts and additional camp gear as applicable, premium placement on website, weekly social media support
 - Additional option of sponsoring a particular session
OR
 - Gear/Product donation amounting to \$2,000
- Gold (4 spots available) - \$1,000
 - Secondary placement on camp shirts, additional branding on one extra piece of camper gear, callout on website, bi-weekly social media support
 - Additional option of co-sponsoring a specific session
OR
 - Gear/Product donation amounting to \$1,000
- Bronze - \$500
 - Tertiary placement on camp shirt, callout on website, social media thank you and support as applicable
OR
 - Gear/Product donation amounting to \$500

Any additional or remaining funds will be used to help provide a more enriching experience for the campers and/or be used for the following camp/community activities.



PLATINUM

Platinum (3 spots available) - \$2,000

- Receives: Top placement on camp shirts and additional camp gear as applicable
- Weekly championing on social media - first post within a week of contract agreements, follow-ups at the start of camp
- Premium placement on website
- Bi-weekly write-ups about camp progress
- Additional option of sponsoring a particular session

Program: Run Wild Trail Camp

Name:

Email:

Date:

Type: Platinum

Level: Platinum

Contribution Total: \$

Method of Payment:



GOLD

Gold (4 spots available) - \$1,000:

- Secondary placement on camp shirts, additional branding on one extra piece of camper gear as applicable
- Callout on website
- Bi-weekly social media support - first post within a week of contract agreements, follow-ups at the start of camp
- Bi-weekly camp progress report
- Additional option of co-sponsoring a specific session

Program: Run Wild Trail Camp

Name:

Email:

Date:

Type: Gold

Level: Gold

Contribution Total: \$

Method of Payment:



BRONZE

Bronze - \$500

- Tertiary placement on camp shirt
- Callout on website
- Social media thank you - within 1 week after signing contract and additional support as applicable once camp begins
- Bi-weekly camp progress report

Program: Run Wild Trail Camp

Name:

Email:

Date:

Type: Bronze

Level: Bronze

Contribution Total: \$

Method of Payment:



AGREEMENT SHEET

Program: **Run Wild Trail Camp**

Date:

I _____ acknowledge that we/I will be a sponsor at the (please circle) Individual or Corporate level for the Run Wild Trail Camp. We/I will be contributing \$_____ in monetary donations and/or the product and/or gear agreed upon and listed on the following page.

Run Wild Trail Camp acknowledges that they will fulfill sponsorship promises based on packages.

This partnership will start on [date above] and end on August 26, 2021 - the final day of the Run Wild Trail Camp.

The total amount we/I, _____ will be paying is \$_____ through payment method: _____/ the product and/or gear I will be donating is listed on the following page.



AGREEMENT SHEET

Product and/or gear list and amount:



AGREEMENT SHEET

Program: **Run Wild Trail Camp**

Date:

I _____ acknowledge that Run Wild Trail Camp is a program being designed to create an inclusive space for Black, Indigenous, POC, Asian, Muslim, non-binary, disabled, LGBTQIA+, and other marginalized campers to experience the outdoors, work to bridge gaps, and to decrease the racial outdoor recreation gap by providing access to spaces, resources, mentors and time. RWTC firmly backs Black Lives Matter and stands in solidarity with additional movements that work to center dismantling systemic oppression. We are committed to actively growing and learning from communities about how to better serve them by providing resources and solutions where needed. By signing on as a corporate sponsor, I _____ understand this mission and support the work and experiences of the participants and staff.

Signature



AGREEMENT SHEET

SIGNATURES

(Sponsor)

(Date)

(Meredith Merkley, RWTC Co-Founder)

(Date)

(Laura Cortez, RWTC Co-Founder)

(Date)