

LA
MARATHON



CHARITY PROGRAM

3 EVENTS

Use the ASICS
Los Angeles Marathon, Charity
Half Marathon and/or LA 5K as a
platform to raise funds for your
organization



**OVER
\$78M**

**RAISED BY PARTNERS
IN THE HISTORY OF THE
PROGRAM**

MAKE EVERY MILE MATTER—TURN MOVEMENT INTO MEANINGFUL FUNDRAISING.

WHY BECOME A CHARITY PARTNER?

- Access a fundraising opportunity without the cost/complexity of hosting your own event.
- Promote health and wellness while strengthening connections with supporters.
- Create meaningful experiences that deepen participants' connection to your mission.
- Join a network of nonprofits working together to make a real impact.

HOW IT WORKS

- Be a registered 501(c)(3) nonprofit.
- Prepay for 10 Marathon or 40 LA 5K spots (no additional program fees).
- Launch fundraising through Haku. Registration and peer-to-peer fundraising are built in, and donations go directly to your organization.
- Recruit runners from your community. Minimum fundraising goals are \$650/person for Marathon/Half Marathon and \$150/person for the 5K.



CREATE IMPACT WITH US: [GILLIAN@MCCOURTFOUNDATION.ORG](mailto:gillian@mccourtfoundation.org)