

THE MASS HALF

Charity Bib Program - Adding Meaning to Miles

CHARITY PARTNER GUIDE

MORE THAN A RACE. A WAY TO BUILD COMMUNITY.

The Mass Half is more than a new half marathon for Worcester. It is an opportunity to bring people together around community, connection and impact.

United Way of Central Massachusetts brings people and resources together to advance *Youth Opportunity, Financial Security, Healthy Community* and *Community Resilience*, helping create communities where all can thrive. The Mass Half extends that work by bringing runners, volunteers, businesses, nonprofit organizations and community members together around a shared opportunity to show up, give back and make an impact.

Through the Charity Bib Program, nonprofit organizations can invite runners to participate in The Mass Half while raising funds and awareness for their missions.

Run for a cause. Rally for community. Give meaning to your miles.

We invite your organization to be part of this new community tradition.

SECTION 1: ADDING MEANING TO MILES

THE MASS HALF CHARITY BIB PROGRAM

The Mass Half Charity Bib Program gives nonprofit organizations an opportunity to bring their supporters together through running while raising funds and awareness for their mission.

Selected Charity Partners receive a guaranteed allocation of race bibs to assign to fundraising runners. Runners commit to raising funds on behalf of their designated Charity Partner, creating an opportunity for organizations to engage new and existing supporters through peer-to-peer fundraising. But the opportunity goes beyond fundraising.

Charity Partners can use The Mass Half to:

- Bring supporters, staff, volunteers and community members together around a shared cause
- Introduce new audiences to their mission
- Build peer-to-peer fundraising capacity
- Create meaningful volunteer and team experiences
- Increase awareness of their work
- Strengthen relationships with donors and community partners
- Celebrate the people and communities they serve

New to peer-to-peer fundraising? That's okay.

Prior endurance or peer-to-peer fundraising experience is not required. UWCM can provide tools, resources and guidance to help Charity Partners recruit and support their runners.

SECTION 2: WHY UNITED WAY + THE MASS HALF

UNITED IS THE WAY TO BRING PEOPLE TOGETHER

United Way of Central Massachusetts believes that meaningful, lasting change happens when people and resources come together around the needs and opportunities of our communities.

The Mass Half creates another way for people to participate in that work.

Every runner has a reason to run. Every organization has a reason to show up. And every mile can become an opportunity to support something that matters.

United is the Way to get involved.

Runners, volunteers, businesses and nonprofits all have a role to play in building stronger communities.

United is the Way to give back.

The Charity Bib Program turns participation into an opportunity to raise funds and awareness for nonprofit organizations.

United is the Way to make an impact.

Together, participants can help strengthen the people, organizations and communities that make Central Massachusetts thrive.

SECTION 3: WHO CAN APPLY

To be considered for the Charity Bib Program, organizations must meet all of the following baseline eligibility criteria at the time of application:

Requirement	Details
Charitable Status & Compliance	Organizations must be recognized as tax-exempt under Section 501(c)(3) of the Internal Revenue Code and be in good standing with applicable federal and state charitable registration and tax-exempt requirements. Organizations soliciting charitable contributions in Massachusetts must maintain any registration and/or solicitation certificates required by law.
Local Presence	Organizations must primarily serve residents within the United Way of Central Massachusetts service area or demonstrate significant community impact in Central Massachusetts. Organizations serving other Massachusetts communities may also be considered based on program capacity and availability.
Fundraising Capacity	Organizations must demonstrate a realistic plan and capacity to recruit and support fundraising runners.
Operational Capacity	Organizations must demonstrate sufficient staff and/or volunteer capacity to recruit, communicate with and

	support their fundraising runners and fulfill program requirements.
Charity Program Coordinator	Each organization must designate one staff member or senior volunteer to serve as its primary Charity Program Coordinator.
Operational Good Standing	Organizations must be in good standing with applicable federal and state charitable, tax-exempt and regulatory requirements. Organizations must have been operating as a registered nonprofit for at least two years at the time of application.

SECTION 4: WHAT CHARITY PARTNERS RECEIVE

An opportunity to bring your mission to the starting line.

Selected Charity Partners receive:

- 2–15 guaranteed race bibs, based on approved allocation
- Access to an online peer-to-peer fundraising platform
- A dedicated fundraising team page featuring the organization
- Organization name and logo on The Mass Half charity webpage
- Recognition in pre-race email communications to registered runners
- Social media recognition through UWCM/The Mass Half channels
- Resources and guidance to help recruit and support fundraising runners
- Priority consideration for bib allocation in future years

More than a bib

The Charity Bib Program is also an opportunity to build community around your mission.

Charity Partners can engage employees, board members, donors, volunteers, families and supporters as runners, fundraisers, volunteers and spectators.

SECTION 5: CHARITY BIB ALLOCATIONS

A place at the starting line.

For the inaugural 2027 Charity Bib Program, **250 charity bibs** will be available.

Preference will be given to eligible nonprofit organizations serving communities within the United Way of Central Massachusetts service area. Organizations serving other Massachusetts communities may also be considered based on availability.

Selected organizations will receive:

- **Minimum allocation:** 2 bibs
- **Maximum allocation:** 15 bibs
- **Cost of charity bib:** No charge to the Charity Partner

Each Charity Partner will commit to a minimum fundraising goal of **\$500 per allocated bib**.

Organizations may choose to establish a higher fundraising minimum for their participants.

Organizations should request only the number of bibs they reasonably believe they can successfully recruit, fill and manage. **Requested allocations are not guaranteed.**

Because The Mass Half is a community-powered event, Charity Partners play an important role in helping make race weekend possible. Each partner is asked to contribute a minimum number of volunteers based on its approved bib allocation.

How allocations are determined

UWCM will consider:

- Organizational capacity to recruit and support runners
- Strength and feasibility of the fundraising plan
- Ability to fulfill program requirements
- Connection to the communities served by The Mass Half
- Geographic service area
- Community impact and mission alignment
- Breadth of community needs and populations represented among selected Charity Partners

Prior endurance or peer-to-peer fundraising experience is not required.

The Mass Half is committed to creating an accessible Charity Bib Program that includes organizations of different sizes, missions and levels of fundraising experience.

SECTION 6: WHAT WE ASK OF CHARITY PARTNERS

A community-powered event takes all of us.

The Mass Half is designed to bring the community together. Charity Partners help make that possible by recruiting runners, supporting fundraising, engaging volunteers and helping build momentum around the event.

6.1 Fundraising

- Each Charity Partner commits to a minimum fundraising goal of **\$500 per allocated bib**. Organizations may choose to establish a higher fundraising minimum for their participants.
- Funds raised through the organization's designated fundraising page may continue to count toward the minimum for up to **30 days following the event**.
- UWCM will provide donors with a written acknowledgment of their contribution at the time the donation is made. The acknowledgment will include the information required for the donor's records and will confirm the amount and date of the contribution.
- The Charity Program Coordinator is responsible for monitoring and supporting the organization's runners throughout the fundraising period.
- Corporate matching gifts may count toward the minimum when appropriate documentation is provided to UWCM by the applicable deadline.

6.2 Volunteer Engagement

Volunteers are an essential part of a community-powered race. Charity Partners are asked to contribute a minimum number of race-weekend volunteers based on their approved bib allocation.

Volunteers may include organizational staff, Board members, donors, supporters or community members.

Each required volunteer must serve for a minimum of **four hours** during race weekend and register in advance through the volunteer portal by the applicable deadline.

Volunteer assignments may include:

- Water stations
- Finish-line support
- Wayfinding
- Athlete services
- Course operations
- Other race-support roles

Why volunteers matter

The Mass Half is a community event, and volunteers help create the experience that runners, families and spectators will remember.

6.3 Runner Participation

Charity Partners are responsible for recruiting runners and ensuring that each runner understands and completes the required steps.

Each runner must:

- Complete race registration through the UWCM Charity Bib registration link
- Use the Charity Bib-specific registration code provided to the organization
- Sign the UWCM Charity Runner Commitment Agreement
- Meet the applicable fundraising commitment
- Follow all race rules and participant requirements, including but not limited to, their own training, travel and race-day logistics.
- Complete their own training and make their own travel and race-day arrangements
- Organizations must fill all allocated bibs with confirmed runners by the Runner Registration Deadline.

6.4 Communication & Partnership

Each Charity Partner will designate a Charity Program Coordinator who will serve as the organization's primary point of contact with UWCM.

Charity Partners are expected to:

- Charity Bib Coordinator must meet with United Way of Central Massachusetts staff to review fundraising tools and expectations.

- Organizations must acknowledge all UWCM communications within 5 business days.
- Organizations are expected to promote The Mass Half to their social media audiences and community networks.

SECTION 7: KEY DATES & TIMELINE

Meeting each deadline will help ensure your organization, runners, and volunteers have everything they need leading up to race weekend.

Date / Deadline	
September 21, 2026	Charity Bib Program application opens
October 2, 2026	Application deadline – 11:59 PM ET
October 9, 2026	Acceptance notifications sent to all applicants
October 16, 2026	Charity Partner Agreement signatures due
March 1, 2027	Volunteer registration deadline

SECTION 8: BEFORE YOU APPLY

Make sure your organization is ready to run with us.

Before submitting an application, please make sure your organization understands:

- Each allocated bib carries a minimum fundraising commitment.
- Your organization is responsible for recruiting and supporting its runners.
- Your organization will have a volunteer commitment based on its bib allocation.
- Fundraising fees apply.
- Charity bibs are subject to The Mass Half race policies.

- Your organization will be asked to sign a Charity Partner Agreement.
- Individual runners will be required to sign a Charity Runner Commitment Agreement.
- Participation in the Charity Bib Program does not guarantee future-year participation or a specific future bib allocation.

SECTION 9: HOW TO APPLY

Ready to Add Meaning to Miles?

Applications are accepted on a rolling basis until the application deadline. UWCM will review all completed applications after the deadline closes and notify applicants of their status within the timeframe specified above.

Application Steps

1. **Review this guide in full.** Ensure your organization meets all eligibility requirements and understands the Charity Partner commitments before applying.
2. **Complete the online application.** Submit the application form by October 2, 2026 at 11:59PM ET.
3. **Tell us about your organization.** The application will ask about your mission, community impact, fundraising capacity, runner recruitment strategy and ability to participate in the program.
4. **UWCM reviews applications.** UWCM will review applications following the application deadline using the criteria outlined in this guide.
5. **Receive your decision.** Applicants will be notified of their application status by **October 9, 2026**.
6. **Become an official Charity Partner.** Selected organizations will receive a Charity Partner Agreement to review and execute by **October 16, 2026**.

SECTION 10: REQUIRED APPLICATION MATERIALS

Applicants should be prepared to provide:

- Completed online application
 - Current IRS 501(c)(3) determination letter
 - Information regarding organizational fundraising capacity and resources
 - Most recent operational budget
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SECTION 11: WHAT WE'LL LOOK FOR

We're looking for community partners, not just fundraising teams.

UWCM will review applications holistically considering:

Community Impact How the organization's work contributes to the well-being of individuals, families and communities.

Mission Alignment Connection to UWCM's broader commitment to Youth Opportunity, Financial Security, Healthy Community and Community Resilience.

Fundraising Plan A realistic strategy for recruiting runners and reaching the applicable fundraising minimum.

Organizational Capacity Ability to communicate with, support and manage participating runners and volunteers.

Community Connection Connection to the communities and populations represented by The Mass Half.

Geographic Reach Preference for organizations serving the United Way of Central Massachusetts service area, while maintaining the opportunity for other Massachusetts organizations to participate as capacity allows.

Breadth of Participating Causes UWCM may consider the overall breadth of causes, communities and populations represented among selected Charity Partners in creating a program that reflects the diverse needs of Central Massachusetts.

SECTION 12: FUNDRAISING & FINANCIAL INFORMATION

Clear expectations. Clear impact. The following financial information applies to participation in the Charity Bib Program.

Fundraising Minimum

Each Charity Partner commits to a minimum fundraising goal of \$500 per allocated bib, unless the organization has established a higher minimum for its participants.

Fundraising Fees

Funds raised through the Charity Bib Program are subject to:

- **5% UWCM administrative fee**
- **4% processing fee**

These fees will be deducted from funds raised before the applicable net proceeds are distributed to Charity Partners.

Post-Race Distribution

The United Way of Central Massachusetts will transfer the sum of funds raised by each Charity Partner, net of a 5% UWCM administrative fee and 4% processing fee, within 60 days of the final fundraising deadline.

SECTION 13: PROGRAM POLICIES

Fundraising Shortfall Policy

Runners who do not meet the minimum fundraising requirement by the Final Fundraising Deadline will be charged via credit card 31 days after the event.

Fundraiser Cancellation Policy

All donations received through the fundraising platform are non-refundable, subject to applicable law and platform terms. If a runner is unable to participate for any reason, funds already raised will remain for the selected Charity Partner unless otherwise required by law or applicable platform terms.

Bib Transfer Policy

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Charity bibs are assigned to specific runners and may not be transferred to another runner except as authorized, in writing, by UWCM.

Non-Performance Policy

Organizations that fail to meet material program requirements may be ineligible for participation in the following year's Charity Bib Program. UWCM may consider the circumstances surrounding a missed requirement when making future program participation decisions.

Code of Conduct

All Charity Partner organizations, staff, runners, and volunteers are expected to represent their organization and The Mass Half with professionalism and respect and to follow applicable race rules and program terms.

UWCM reserves the right to remove any individual or organization from the program when conduct is disruptive, harmful, or inconsistent with applicable program terms, race rules, or UWCM's mission and values.

Rare Policies

All Charity Partner organizations and runners are also subject to The Mass Half Participant Terms & Conditions, rare policies and applicable safety requirements.

SECTION 14: IMPORTANT PARTICIPATION INFORMATION

Participation in the Charity Bib Program is subject to the Charity Partner Agreement, Charity Runner Commitment Agreement and applicable The Mass Half race policies.

UWCM reserves the right to modify program procedures, deadlines or requirements as necessary to administer the program effectively, provided material changes will be communicated to participating Charity Partners.

Participation in the Charity Bib Program does not guarantee participation in future years or a specific future bib allocation.

SECTION 15: LET'S MAKE EVERY MILE MATTER

United is the Way.

The Mass Half is an opportunity to do more than cross the finish line.

It is an opportunity to bring people together around the causes that matter, support organizations creating impact in our communities, and celebrate what is possible when we show up for one another.

Whether you're running, fundraising, volunteering or cheering from the sidelines, you have a place in The Mass Half.

Run for a cause, rally community and give meaning to miles. We look forward to running alongside you.

For questions about the Charity Bib Program, eligibility, or the application process, please contact:

United Way of Central Massachusetts

The Mass Half Charity Bib Program

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