



Run for Education Fact Sheet
Sunday, October 20, 2019, SCHEELS/Outlets at Legends
4K Timed Run/Walk, Sparks Marina March, and Kids Fun Run

- Purpose – A fun, family community event to raise funds for the Kids in Motion program for students in the Washoe County School District – this is its 14th year.
- Goal - \$150,000
- **100% of sponsorship proceeds go back to schools and students** through the Education Alliance, a non-profit 501(c)3 charitable entity, IRS Tax Exempt #94-3177739.
- Audience – more than 8,500 attendees.
- 4,000 runners (3,000 students from 90+ schools).
- More than 500 volunteers support the Run.
- **Fitness Fair** with fun activities for children and families, like a rock wall, bike rodeo, archery and more.
- **Facts:**
 - Schools have limited, if any, funds in their budgets for physical education (PE) or fitness activities.
 - Proceeds fund the ***Kids in Motion Program*** for elementary schools with at least 20 students participating at the Run for Education for their physical education and nutrition initiatives.
 - To date, proceeds have exceeded \$1.8 million to schools in Washoe County School District.
 - WCSD donates bus transportation for District schools (up to two per school).
 - Champion prizes for 1st, 2nd, and 3rd place finishers in the 4K Run for age divisions for both male and female runners. All runners get a t-shirt and youth under 18 receive a medal.
 - Join these generous partners who donate funding or in-kind support: SCHEELS, Renown Health, NV Energy, KTVN 2 News, TMCC, UNR, Washoe County, Bonanza Produce, Q&D Construction, Model Dairy, Washoe Education Association, JamPro Music Factory, Outlets at Legends, Transforming Youth Recovery, among many others.
 - Research supports that not only does exercise fight obesity and improve body function, but it also **promotes learning** through increased brain function and nourishment, higher energy and concentration levels (**ability to pay attention**), increased self-esteem and **better behavior** which may all support cognitive learning.¹
 - The Run for Education **connects families to schools**, and **bonds school mates** as teammates **which unify them** through the development of new friendships and the promotion of **important life lessons** such as practice, patience and persistence.

For more information, email EducationAlliance@washoeschools.net, call Kendall or Brittani at (775) 353-6950, or visit our website, ed-alliance.org.

¹ Cocke, 2002; Tremblay, Inman, & Williams, 2000; Dwyer, Coonan, Leitch, Hetzel, & Baghurst, 1983; Shephard, 1997.

Kids in Motion Program



The Kids in Motion (KIM) program was created by the Education Alliance Board thirteen years ago in response to the elimination of funding for physical education (PE), sports, wellness, and nutrition activities within Washoe County School District (WCSD) elementary schools. To date, \$2 million has been raised!

High energy students in kindergarten to 6th grade need an outlet to expend their energy so they can focus in the classroom. In addition to equal access for all elementary schools, anticipated results are backed by research: not only does exercise fight obesity and improve body function, but it also promotes learning through increased brain function and nourishment, higher energy and concentration levels (ability to pay attention), increased self-esteem, and better behavior, which may all support cognitive learning (Cocke, 2002; Tremblay, et al, 2000; Shephard, 1997).

Three-quarters (38) of our 65 elementary schools have 45% or more of their students who receive free/reduced lunch, an indicator of poverty. In most cases, these young children do not have access to PE, sports, or wellness education outside of school. The Kids in Motion program directly impacts students who might not otherwise have access to PE as part of their curriculum, or have access to sports or nutrition programs. Donations to the KIM program support elementary school health and wellness initiatives such as, equipment for athletic games, PE lessons, or nutrition education, so students can be more active, experience new sports, and interact and bond with each other on the field!

Our annual goal is to provide 64 elementary schools with \$2,000 each. Grants, combined with donations and sponsor proceeds generated at our annual Run for Education, fund the **Kids in Motion Program**. The Run connects students and educators, parents, families, businesses and community leaders -- more than 8,500 attend this annual fundraiser in October and we invite you to join us.

Education Alliance is seeking funding to support the Kids in Motion program to provide targeted financial support to elementary schools meeting a desperate need in our community to promote health, wellness, and nutrition.

Support Our Efforts

Your support is vital to our children's health and wellness! Learn more about donating to the Kids in Motion Program by e-mailing Kendall or Brittani at EducationAlliance@washoeschools.net, call (775) 353-6950 or visit our website, www.ed-alliance.org. Thank you!

About the Education Alliance

Education Alliance builds community partnerships to help Washoe County students succeed, which in turn promotes a skilled workforce and thriving community.

