Servus Charity Challenge Overview & Onboarding

There are numerous benefits to becoming an official charity for the Servus Calgary Marathon. This is your chance to be featured as an Official Charity Partner on the Servus Calgary Marathon website. We are here to help you reach your fundraising goals, while our participants reach theirs. The mission of Run Calgary is to be the fabric of the running community, enriching lives through diverse, fun and exceptional fitness experiences. We do this through our extraordinary race experiences, including our premier race weekend, The Servus Calgary Marathon.

As an official charity of the Servus Calgary Marathon, you will be given the opportunity to raise funds through our event and the Race Roster platform. There is no cost associated with being an official charity. Let us plan your event so you can focus on what's most important to your organization - your supporters and fundraising. Any registered Canadian Charity can register to be one of our official charities.

During registration, each registrant is asked if they would like to make a one-time donation to one of our official charities and, once registered, every participant has the opportunity to customize their own fundraising page through their Race Roster account. Anyone can submit a donation at any time to an individual, a team, or make a general donation to one of our official charities. This is a great way to raise those much needed funds for your clients, add contacts to your supporter list and create more awareness about the causes your charity believes in.

Fundraising Incentives

We offer additional incentive prizing to the top nine charities in three different categories (calculated post event and only includes online donations).

1. **Charity with the largest total dollars raised online**
   - 1st place - $2500
   - 2nd place - $1500
   - 3rd place - $1000
2. **Charity with the largest number of fundraisers**
   - 1st place - $2500
   - 2nd place - $1500
   - 3rd place $1000
3. **Charity with the largest average dollars raised per fundraiser online (min $50 raised)**
   - 1st place - $2500
   - 2nd place - $1500
   - 3rd place $1000

***Please note that offline donations do not count towards total fundraising amounts for prizing.

Charity Challenge Block Party

On Saturday, May 23, 2026 (subject to change) we have an entire street blocked off for the Charity Challenge Block Party (6th St. SE between 6th and 9th Ave). This is an opportunity for your charity to come out and cheer on your supporters, while also raising awareness about your charity. You can come with your branded tent and chairs, or just bring yourselves and some cheer signs and your loud cheering voice. We provide porta potties, noise makers, a DJ and the best cheering section on course! It's a day filled with 'good feels'.

If you have any questions about the charity program at Run Calgary, please contact community@calgarymarathon.com.