



# Welcome to Team Children in Conflict

**Welcome Toolkit**

**Fundraising Guide**

**Race-Day Tips**







# Welcome Runners!

Welcome to Team CIC, a small but incredibly mighty team of runners making a difference in the world! On behalf of the children and families we serve at Children in Conflict we extend our heartfelt gratitude for joining us. As a nonprofit organization, we are thankful for individuals like you who selflessly contribute their time and resources in support of our mission.

Children in Conflict provides unwavering support to children and their families living in extreme conflict situations. We are one of the first NGOs to arrive on scene and we are always the last to leave. Your participation and fundraising efforts make a life-changing difference for children who have lost everything through no fault of their own. We provide safe shelter, help them process their trauma, offer mental health support, food, hygiene kits, education and more so that they can have hope for a better future. Your help enables us to reach millions of children in need.

As you prepare for this exciting journey, get ready for an experience with the potential to be one of the most rewarding experiences of your life. Within the coming pages, you'll uncover valuable insights to kickstart your fundraising efforts and create positive change. We're here to provide guidance, support, and a helping hand whenever you need assistance.

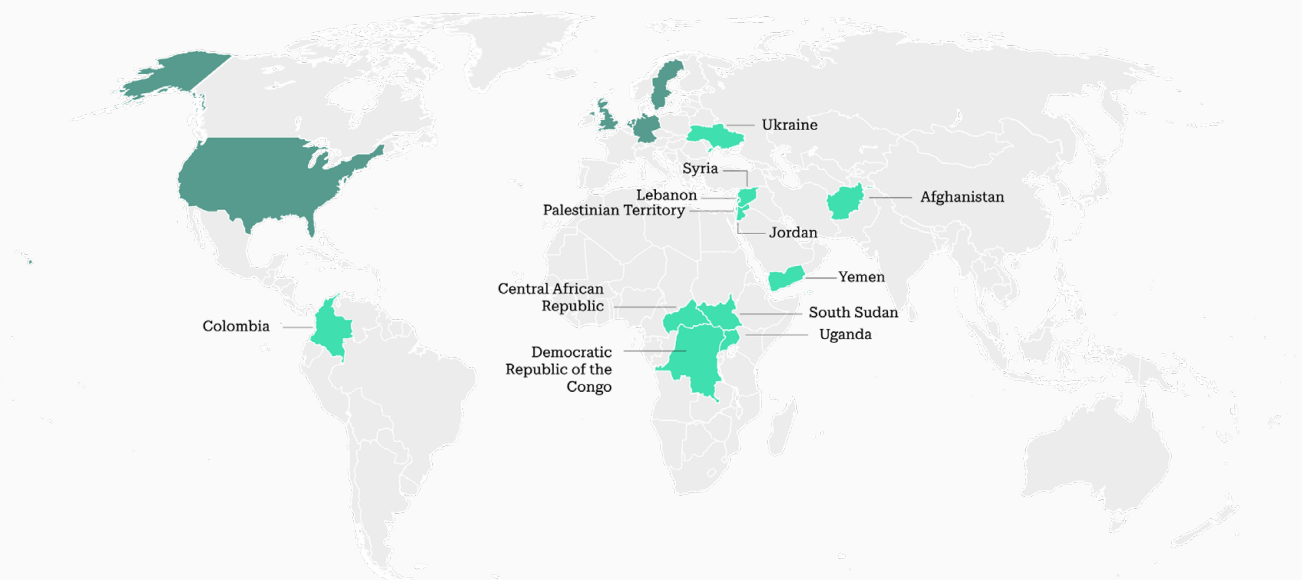
With gratitude,

A handwritten signature in black ink, appearing to read 'Kim McCall', followed by a long horizontal flourish.

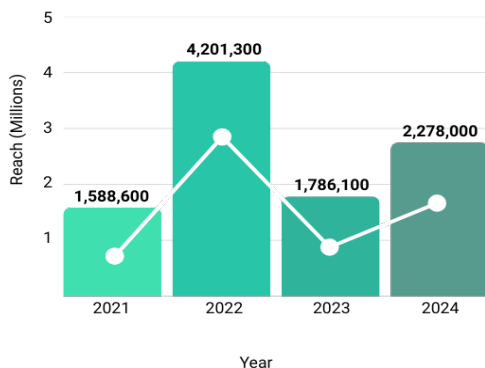
Kimberly McCall, PhD  
Executive Director

# About Us

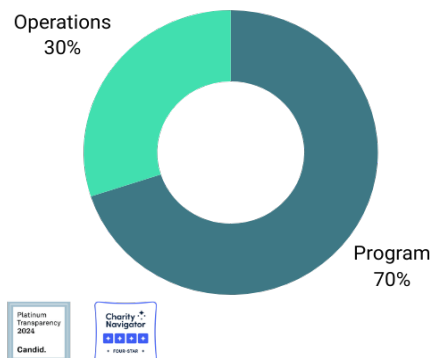
Since the fall of 2017, when ambassador Marcus Mumford and his band, Mumford and Sons, launched Children in Conflict at New York City's Global Citizen Festival, we've continued to create impactful fundraising and awareness events in NYC and beyond with one goal: change lives. The funds we raise help to transform the lives of the children living through crisis, conflict, and war across the world by providing emergency protection, education, mental health support, and community advocacy.



### Our Reach by Year



### How We Spend Your Donations



# What Your Funds Do

Your commitment to fundraising is just as important as your training. Every dollar you raise helps provide support to children in areas of conflict in 12 regions. You can use these dollar amounts to guide your suggested donation amounts, and display the impact of your fundraising efforts on our work with children around the world.

**\$7** could provide a child with an essential schoolbook

**\$10** could provide 8 children with a nutritious meal at our center

**\$16** could provide four children toys such as teddy bears and blocks

**\$22** could cover the cost of reuniting a child with their family

**\$45** could provide a class of 35 with hygiene kits

**\$80** could provide a family with their basic needs for two months

**Looking for specific dollar-to-impact numbers?** Feel free to reach out to us on any program you're interested in, and we can help!

# Guide Your Fundraising

## Set Up Your Page

Add a photo and personal story to connect with supporters.

Highlight your motivation for running, and what Children in Conflict means to you.

Respond to donors and update your page regularly with training progress, and fundraising milestones to keep your supporters engaged and inspired.

## Host Your Own Event

You can make a huge impact while having a blast by hosting your own event! Rally your friends, family, and community for a fun-filled fundraiser like a:

**Bake Sale Bonanza:** Whip up your favorite treats and sell them for a sweet cause.

**Happy Hour for a Hero:** Raise a glass with friends and make every sip count.

**Yard Sale for a Purpose:** Turn clutter into cash and give your old treasures a new mission.

## Host a Virtual Challenge

Create a fun activity that friends and family can join from anywhere, with an entry donation going toward your fundraising goal.

Samples of challenges:

**Mileage Match:** Participants match your training miles for a week.

**Push-Up Pledge:** Complete a set number of push-ups for every donation.

**Virtual Bake/Cook-Off:** Everyone bakes or cooks at home, joins a group call, and votes for a winner.

The challenge possibilities are endless. The key is people participate remotely, have fun, and donate to be part of it.



## Email Your Network

Email your contacts explaining why you're running and how donations make an impact. Include a link to your page!

## Matching Gift Drives

Ask your employer if they offer matching gifts. Promote this opportunity to your network so their impact can double.

## Tips for Reaching Your Fundraising Goals

Keep your network updated frequently.

Be proactive in asking. Don't hesitate to reach out directly to friends, family, and colleagues.

Say Thank you promptly and publicly when people donate as it encourages others to give.

Share your fundraising journey and why you're running, and link on social media and let your friends and family cheer you on!

Combine online and offline efforts to maximize your reach.



## Fundraising Milestones and Incentives

As you fundraise, you'll earn exclusive CIC swag to celebrate every milestone.

As a thank you for being a part of Team CIC, we host a team meal before each race!

# Plan Your Training

**20 Week Beginner Marathon Training Plan**

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	Rest	3 miles	Rest	3 miles	Rest	3 miles (easy)	4 miles
2	Rest	3 miles	Rest	3 miles	Rest	3 miles (easy)	5 miles
3	Rest	3 miles	Rest	4 miles	Rest	3 miles (easy)	6 miles
4	Rest	3 miles	Rest	4 miles	Rest	3 miles (easy)	7 miles
5	Rest	4 miles	Rest	4 miles	Rest	3 miles (easy)	8 miles
6	Rest	4 miles	Rest	5 miles	Rest	3 miles (easy)	9 miles
7	Rest	4 miles	Rest	5 miles	Rest	4 miles (easy)	10 miles
8	Rest	4 miles	Rest	5 miles	Rest	4 miles (easy)	11 miles
9	Rest	4 miles	Rest	6 miles	Rest	4 miles (easy)	12 miles
10	Rest	4 miles	Rest	6 miles	Rest	4 miles (easy)	13 miles
11	Rest	5 miles	Rest	6 miles	Rest	4 miles (easy)	14 miles
12	Rest	5 miles	Rest	7 miles	Rest	5 miles (easy)	15 miles
13	Rest	5 miles	Rest	7 miles	Rest	5 miles (easy)	16 miles
14	Rest	5 miles	Rest	8 miles	Rest	5 miles (easy)	17 miles
15	Rest	6 miles	Rest	8 miles	Rest	6 miles (easy)	18 miles
16	Rest	6 miles	Rest	9 miles	Rest	6 miles (easy)	19 miles
17	Rest	6 miles	Rest	9 miles	Rest	6 miles (easy)	20 miles
18	Rest	4 miles (easy)	Rest	5 miles (easy)	Rest	3 miles (easy)	12 miles
19	Rest	3 miles (easy)	Rest	4 miles (easy)	Rest	2 miles (easy)	8 miles
20	Rest	2 miles (easy)	Rest	Rest	Rest	2 miles (shakeout)	RACE DAY!

**20 Week Intermediate Marathon Training Plan**

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	Rest	5 miles	Rest	7 miles	Rest	7 miles	9 miles
2	Rest	5 miles	Rest	7 miles	Rest	7 miles	9 miles
3	Rest	5 miles	Rest	7 miles	Rest	7 miles	9 miles
4	Rest	5 miles	Rest	7 miles	Rest	7 miles	9 miles
5	Rest	7 miles	Rest	6 miles	Rest	8 miles	13 miles
6	Rest	7 miles	Rest	6 miles	Rest	8 miles	13 miles
7	Rest	7 miles	Rest	6 miles	Rest	8 miles	13 miles
8	Rest	7 miles	Rest	6 miles	Rest	5 miles	14 miles
9	Rest	7 miles	Rest	6 miles	Rest	5 miles	14 miles
10	Rest	8 miles	Rest	6 miles	Rest	5 miles	15 miles
11	Rest	8 miles	Rest	6 miles	Rest	5 miles	15 miles
12	Rest	8 miles	Rest	6 miles	Rest	5 miles	15 miles
13	Rest	8 miles	Rest	6 miles	Rest	5 miles	14 miles
14	Rest	3 miles	Rest	7 miles	Rest	4 miles	18 miles
15	Rest	3 miles	Rest	7 miles	Rest	4 miles	18 miles
16	Rest	4 miles	Rest	10 miles	Rest	4 miles	13 miles
17	Rest	4 miles	Rest	10 miles	Rest	4 miles	13 miles
18	Rest	7 miles	Rest	5 miles	Rest	2 miles	8 miles
19	Rest	7 miles	Rest	4 miles	Rest	6 miles	8 miles
20	Rest	2 miles	Rest	3 miles	Rest	2 miles (shakeout)	RACE DAY!



# We're here for you every *step* of the way!

**Have questions about fundraising, milestones, training,  
race day, or earning CIC swag? We've got you covered!**

**Reach Out:**

Director of Development  
Jodi Murphy  
[jmurphy@childreninconflict.org](mailto:jmurphy@childreninconflict.org)

**Learn More:**

Discover our work & explore programs  
by visiting our website at  
[www.childreninconflict.org](http://www.childreninconflict.org)

**Follow Us**

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**Every step you take makes a difference.**

Need help hitting a milestone?  
Wondering how to motivate your friends and family to donate?  
**Ask us, we're here to support you!**