

Run for Community

phs
COMMUNITY SERVICES SOCIETY



Under Armour Eastside 10K

SEPTEMBER 2025



Table of contents

CEO's introduction	3
About PHS	4
Event profile	5
Event pictures	6
Guide to success	7
How to raise donations	8
How to promote your run	9
Sample email	10
Frequently asked questions	11

Got questions?

Call Kelly!

Kelly Nichol, Fund Development Manager

Mobile: 778-580-5472

Kelly.Nichol@phs.ca

CEO Micheal Vonn: Run with us to make a difference

For three decades, PHS staff and community champions have supported the most marginalized members of our society.

PHS are North American leaders in low-barrier housing and harm reduction. We operate more than 1,900 units of supportive housing and sheltering, along with programs and clinical services for marginalized communities.

We provide safe consumption sites for people who use drugs, and community programming that includes a medical clinic, affordable dentistry and a credit union branch.

PHS was founded in 1993 as an immediate response to street homelessness, serving people who are frequently barred from other services due to their behaviour. Attending to their most urgent needs is hard and gritty work.

Our frontline staff find every way possible to maintain housing for people who would be evicted to street homelessness in any other situation.

It can't be said often enough that we're incredibly grateful to the people who make what we do possible.

So thank you to everyone considering raising funds by entering the Under Armour Eastside 10K. Your efforts will make a significant difference in the lives of marginalized people.



CEO Micheal Vonn



Why the Under Armour Eastside 10K?

The Under Armour Eastside 10K is a classic event hosted by Canada Running Series.

The iconic community run is a race through Vancouver's historic East Side. Register early to get the best entry fees (these are not a donation to PHS). Early bird discounts apply.

PHS Community Services Society, is one of five Downtown Eastside official charities benefiting from the fundraising element of this event.

Participants can choose to run in-person on the day or take part in their own virtual 10K run. Or run both for additional bonus swag.

PHS: Who we are and what we do



PHS was founded in 1993 by a small group of visionaries with a new approach to tackling homelessness in Vancouver.

Thirty years on our philosophy remains: meet people where they are at. Housing and services are low-barrier in order to serve those with the greatest need, and we prioritize harm reduction to reach those at the most risk of death or avoidable disease.

This approach is now a recognized best-practice in Canada as an emergency response to homelessness.

After three decades of growth, we now operate more than 1,900 units of supportive housing and sheltering spaces in Vancouver and Victoria. We supply more than 2,500 meals daily to residents.

PHS manages Insite, North America's first legal supervised injection site which operates side-by-side with our Onsite supportive recovery program, which has recently expanded to help people transition into independent living, via Onsite.

Our low-barrier community services include medical clinics, supportive recovery programs, affordable dentistry, a credit union branch and a managed alcohol program.

As a registered charity, we use donations to be able to bring new, innovative approaches to communities battling the triple interrelated crises of housing, drugs and mental health.

That's why we ask people for their support. If you can help, contact Kelly Nichol at 778-580-5472 or Kelly.Nichol@phs.ca.



The Under Armour Eastside 10K

WHEN

Sunday, September 21, 2025

WHERE

Start line is at Cordova St. & Abbott St.

WHAT

The Under Armour Eastside 10K was established in 2013 and is a 10 km race through the historic east side of Vancouver (Gastown, Chinatown, and East Vancouver). Runners can expect a heritage/industrial feel on the day of the event. Take part in-person on race day, virtually, or both. This third-party event supports four Downtown Eastside charities, with PHS as one of the beneficiaries.

WHO

Individuals, families, employee/corporate teams and social group teams.

GOAL

To raise significant funds to help PHS serve some of the most vulnerable under-served people in Vancouver and Victoria with supportive housing, healthcare and harm reduction services. This is our first year inviting corporations to help PHS raise funds!

HOW DOES IT WORK?

1. Identify a Team Captain for your company or group of runners.
2. Contact Kelly Nichol, Fund Development Manager: Kelly.Nichol@phs.ca or call 778-580-5472.
3. PHS will follow up with each Team Captain.
4. The Team Captains will recruit runners and will lead their team.
5. If you want, PHS can come to your office to make a presentation about our work and the Under Armour Eastside 10K.

WHAT'S NEXT FOR TEAM CAPTAINS?

1. Register your team at <https://raceroster.com/events/2025/95708/2025-under-armour-eastside-10k/fundraising-organization/63687>. Register early to get the best entry fees (entry fees are not a donation to PHS). Early bird discounts: use code 25PHS.
2. Set goals and challenges: Set a team goal and then challenge other teams and companies to see who can raise the most online donations.
3. Collecting donations: Ask family, friends, business contacts, suppliers, etc to support your run. Donating to yourself is a great way to start.
4. RUN: Come run in-person on the day of the event with your team, or virtually between September 1-30, or participate in both!



A step-by-step guide to success

Step 1: Pick a Team Captain and a team name

The Team Captain will be responsible for leading and motivating your run team.

Step 2: Make a fundraising plan and set a goal

Ask yourself how much money you want to raise? How many dollars do I want each team member to collect? Write your plan and goals down and make sure you let your team know what they are.

Step 3: Recruit your team

Start by making phone calls to those you know would be interested. Also, send out an email and post on your social networkss asking co-workers, family and friends if they would like to join in.

Step 4: Register your team

Team Captains can visit <https://raceroster.com/events/2025/95708/2025-under-armour-eastside-10k/fundraising-organization/63687>. to register, and then send runners to your team page. Use discount code **25PHS** to get 10% off registration. Note: Ensure all team members register under your team name. Companies paying runners' fees should email Rachel Habermehl at Charitywest@canadarunningseries.com

Step 5: Motivate your team

Have a planning party to introduce your team members to each other, to the event, and to discuss fundraising ideas. Train with your team to prepare for a 10 km run! An eight-week training plan is included with your race entry.



Step 6: FUNDRAISE!!

Use the online fundraising tool to collect donations. We're providing fundraising and promotional ideas (see Pages 8 & 9). And don't forget to ask your company if they have a matching gift program for employees. This could double your dollars!

Step 7: Recognize your team members

Make sure you regularly highlight the progress of your team and individual team members' fundraising accomplishments.

Step 8: Get your team ready

Confirm how many runners will be participating and make sure all have registered. Building up to the 10K, send emails or social media posts reminding everyone that you're running and asking for donations for PHS. Get Creative! Have t-shirts made for your team or create a theme and wear costumes to run in.

Step 9: Run day

Start your day off with a morning breakfast. Drop anything you're not running with at the baggage check at the race. Pick a meeting place for your team. BE PROUD & HAVE FUN!!

Step 10: Last but not least...

Send a thank you email to your team members and donors and include your fundraising total and a team picture.



A feast of fundraising ideas

Jeans/casual day

For a donation of \$5, employees dress casual on a designated day. Or, sell a year's worth of *Jeans Day* privileges for \$100, or one month for \$25.

Team spirit day

For a donation of \$10, employees wear a jersey, t-shirt, sweatshirt or cap of their favourite sports team.

Clean out the corporate closet

Offer employees the opportunity to purchase excess inventory items such as coffee mugs, t-shirts, laptop computer bags, etc., with sales benefiting PHS.



Collection of 'extra change' at your workplace

Food/beverage sales

Cookies, doughnuts, bagels, popcorn, muffins, hot dogs, pizza, ice cream, smoothies, etc.

Recognition day

Sell balloons, cupcakes, flowers, cards, etc. to be given to a co-worker on a designated day as a show of thanks or appreciation.

Button drawing

Each employee receives a button after participating in a PHS fundraising activity with a printed number. Weekly, a number is selected for a prize.

Cook off

Charge an entry fee or donation to PHS to cast your vote.

Personal email campaign

Meeting or workshop etiquette rules

Fine co-workers a \$1 or \$5 donation to PHS for arriving late, not turning off cell phones, having side conversations, etc.

Challenge trophy

Create a challenge trophy and issue a challenge between departments or offices.

Special event

If you have a birthday or anniversary approaching, host a party and ask that guests provide you with a donation to PHS in lieu of gifts.

Office bingo

For a donation of \$5 per bingo card, employees get to participate in bingo. Numbers are emailed out every hour.

Ugly sweater day

For a donation of \$5 or \$10 employees get to wear their ugliest sweater to work.



Loonie toss

Employees toss a toonie at a bottle of wine or other item. The one that gets closest wins the bottle.

Lunch box auction

Ask co-workers to bring in decorated boxed lunches filled with favourite treats. Label each lunch box with ingredients (especially important for allergy sensitive bidders!) Recruit an auctioneer to auction off lunch boxes.

Guess the number of beans

For a donation of \$2-\$5 employees can guess the number of Jelly Beans in the jar. The winner gets the beans!



Live, silent or online auction

Hold an auction during coffee break and auction off items that appeal to as many people as possible!

Host a trivia night at a pub

Charge a door fee, staff create teams!

Host a karaoke night

Charge a fee to sing (and possibly one to stay away). Have a judging panel to choose the winner.

Lunch for four

Obtain a donation from a business that employees frequent such as a restaurant and have a draw!

Other ideas

Used book sale, car wash or raffle (temporary) rights to a prime office parking spot. . .

Your Under Armour Eastside 10K run promo and publicity ideas

Posters

Display posters about your Under Armour Eastside 10K team's fundraising campaign progress throughout your office that explains why your company is running.

Newsletter drop-ins and articles

Add a one-pager to internal mailings (provided by PHS).

Company t-shirts

Design and have printed corporate t-shirts that you provide to your runners and supporters.

Event banner

Create a banner with your company name and run team name that can be used on event day to gather and lead your team.



Website links

At the bottom of your email signatures, have a website link that goes directly towards your run team's fundraising page on the Under Armour Eastside 10K website. Also, your company homepage could link to the team's page.

Social media posts

Promote your run team on your company's social media (tag posts with @runcrswest and #UAeastside10K) making weekly asks for donations and updates on your team's fundraising goals, activities, efforts and total.



On-hold messaging

While your clients are waiting on hold you can have a recorded message telling them about raising funds for PHS through the Under Armour Eastside 10K and how they can get involved.

Envelope stuffers

Place a small flyer in all envelopes being mailed out by your company. Contact Kelly at PHS if you're looking for information to customize one for you to print!

Bag stuffers

If you provide retail services, place a small flyer in with shoppers purchases from your store. Contact Kelly at PHS if you're looking for information to customize one for you to print!

Calendar

Post a calendar of events at your workplace as well as employee meeting places so everyone is aware of what fundraising events are happening.

Event logos on company vehicles

Have vinyl overlays produced and place them on your company vehicles.

A percentage of sales are donated to PHS

For example, advertise that 1% of sales will be donated to PHS during September.



A 'Day for PHS' promoted to your customers/clients

For example, sell a dessert with proceeds going to PHS.

Fundraising thermometer

Create a fundraising thermometer on a main wall in your office!

Call Kelly if you require any further details or inspiration

Kelly.Nichol@phs.ca
778.580.5472

Sample fundraising email / letter

[Date]

[First Name] [Last Name]

[Company]

[Address]

[City], [Province] [Postal Code]

Dear [Name],

On Sunday September 21, 2025, I will be running with the [*Company Name*] Team in the Under Armour Eastside 10K in support of PHS Community Services Society. [*Company Name*] has set a goal to raise at least [*\$ amount*], and I'm hoping you will join us by doing one of the following:

Make a Contribution: Support our team by contributing an online donation at [*hyperlink to your Run Team fundraising page*]. You will receive tax receipts for donations of \$20 or more.

Run with Me on My Team: Train with me, collect donations, share the camaraderie, and feel great knowing that you're helping to save lives!

PHS Community Services Society serves thousands of the most vulnerable under-served people in Vancouver and Victoria daily with housing, healthcare and harm reduction. PHS helps people with the highest acuity and who are often challenged with profound addiction and mental health issues.

Since the overdose crisis became a public health emergency in 2016, more than 50,000 Canadians that have died of toxic drug overdoses, including more than 16,000 British Columbians.

Additionally, homelessness has increased across Canada in recent years. A study of 11 Canadian communities found that chronic homelessness had increased 40 per cent between 2020 and October 2023. In Metro Vancouver there are over 5,000 people homeless and over 35,000 Canadians homeless on any given night.

Will you run with me and/or help raise funds for [PHS Community Services Society](#)? Together, we will be helping PHS serve marginalized people who are grappling with poverty, homelessness, addictions, and mental health challenges every day.

If you would like to form your own team, please contact Kelly Nichol, PHS Fund Development Manager at 778-580-5472.

Thank you in advance for your time, consideration, and generosity.

Kind regards,

[Name]



Frequently asked questions

Q *Are funds raised through third-party events eligible for tax receipts?*

A No – Revenue Canada Guidelines do not allow charities to issue receipts when the purchaser receives value for their donation (i.e., proceeds from a hot dog sale, bake sale, auction, etc.).

Q *How do I account for the funds my team raises through other fundraising events?*

A Please contact Kelly Nichol at PHS (778-580-5472 or Kelly.Nichol@phs.ca) for help adding money raised through fundraising events and activities to your team’s fundraising total. Please note, funds from events/activities are not eligible for tax receipts.

Q *Can PHS assist with any of the costs associated with administering any of the fundraising ideas?*

A As we are an organization committed to providing the most money possible to serving some of the most vulnerable marginalized people in Vancouver and Victoria, we rely on individuals to underwrite their own costs to organize their fundraising initiatives. This way we can maximize our fundraising dollars. In most cases, cost should be zero or negligible.

Q *We want to raise money by holding a 50/50 draw at our workplace. Do we need a license?*

A Regulations vary depending on the type of raffle and amount of money intended to be raised. For info see BC Gaming Policy and Enforcement Branch at <https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising>.

Q *Can we use the PHS logo and the Under Armour Eastside 10K logo to promote our event?*

A In order to protect our charitable registration status and branding, the use of our name and logo requires prior approval from our office for the PHS logo and the approval from the Canadian Running Series for the use of the Under Armour Eastside 10K logo.

Q *Can a person who collects donations from their family and friends receive a tax receipt for donations collected?*

A Make a personal donation through the online Race Roster fundraising system (<https://raceroster.com/events/2025/95708/2025-under-armour-eastside-10k/fundraising-organization/63687>.) to receive a tax receipt. If you have questions, please contact Kelly Nichol.



Want to know more?

“We hope we’ve inspired you to make a difference in your city by running with and for PHS in this year’s Under Armour Eastside 10K. If you have any questions whatsoever, just call me!”



Kelly Nichol, Fund Development Manager

Mobile: 778-580-5472

Kelly.Nichol@phs.ca

Run with PHS at this year’s Under Armour Eastside 10K