

2025 DICK'S Sporting Goods Pittsburgh Marathon

# Run For A Reason with 412 FOOD RESCUE

## WELCOME PACKET



Presented by  
KeyBank 



FIGHT HUNGER. FIGHT FOOD WASTE. RUN FOR A REASON

# WELCOME

On behalf of everyone at 412 Food Rescue, **THANK YOU** for adding purpose to your passion and choosing 412 Food Rescue as your Charity of Choice for this year's Pittsburgh Marathon! I am thrilled to welcome you to the **#MarathonHeroes** team and can't wait to cheer you on as you strive for your goals.

As a nonprofit organization, we are only able to ensure no food is wasted by redirecting it to those that need it most because of the generous support of people like you. **You are my hero!**

This packet contains some **helpful tips and tricks** to jumpstart fundraising and reach your goal. And, I'm here to lend a helping hand along the way, so don't hesitate to reach out if you need some assistance.

Thank you for being a **#MarathonHero** and good luck!

## Danielle DeWitt

*Vice President of Advancement  
& 2022 #MarathonHero*

**GOOD  
FOOD  
BELONGS  
TO  
PEOPLE,  
NOT  
LANDFILLS**

Since 2016,  
**#MarathonHeroes**  
have raised over

**\$140,000**

in support of feeding  
people, not landfills.



2025 **#MarathonHeroes** supported by:

**Gordon**<sup>®</sup>  
FOOD SERVICE

# ABOUT 412 FOOD RESCUE

412 Food Rescue's mission is to prevent perfectly good food from entering the waste stream by redirecting it to those who are experiencing food insecurity.

412 Food Rescue was founded in 2015 in direct response to the fact that in the U.S., up to 40% of all food produced is wasted while 1 in 5 people in Pittsburgh experience food insecurity. Food waste is also one of the leading causes of greenhouse gas emissions and is the single largest component in our landfills.

**We stop  
food waste.**

**35 MILLION**  
pounds of  
food rescued

**We fight  
hunger.**

**29 MILLION**  
meals  
provided

**We protect  
the environment.**

**69 MILLION**  
pounds of  
CO2 mitigated

## **We love our #FoodRescueHeroes.**

412 Food Rescue rescues perfectly good surplus food with the help of incredible volunteer Food Rescue Heroes who transport donations from food retailers to nonprofit distribution partners using the 412 Food Rescue mobile app. With step-by-step instructions and opportunities that fit all schedules, it's easy to make a difference!

**24,000+**  
registered  
volunteers

**217,000+**  
rescues  
completed



[Click to learn more about our impact →](#)

# STEPS TO SUCCESS

By using these strategies, you can increase your chances of successfully reaching your fundraising goal and making a positive impact.

## 1 / Set your goal

Before you start fundraising, it's important to set a clear goal for yourself and for others to see. This will help you stay motivated and inspire others to help you reach your goals. Be sure to reference the minimum amounts required to RUN FOR FREE!

## 2 / Personalize your page

Create a personalized profile that tells your story and explains why you're raising funds. Use photos and videos to make your profile more engaging and memorable. Be sure to include information about why supporting 412 Food Rescue is important to you. This will help potential donors understand the impact of their donation.

## 3 / Make the ask

Now that you have set your goal and personalized your profile, it's time to ask for donations. Start by making a list of potential donors, including friends, family members, co-workers, and acquaintances. You can also reach out to your social media followers, local businesses, and community organizations.

You can send personalized emails or messages, make phone calls, host fundraising events, or create social media posts. Be sure to explain why you're raising funds and how the money will be used. Review the samples on the next page to help craft your message.



## 4 / Thank and celebrate

Once you cross your fundraising finish line, be sure to thank your donors for their support. Send personalized messages to show your appreciation. Celebrate your success by sharing the total amount raised and how it will be used to make a difference.

## RUN FOR FREE

<b>Marathon</b>	\$500
<b>Half Marathon</b>	\$400
<b>Back Half Marathon</b>	\$800
<b>Marathon Relay Team</b>	\$1,000
<b>4-Mile Fitness Challenge</b>	\$200
<b>5K Run</b>	\$150
<b>Champions Mile</b>	\$50
<b>Kids Marathon</b>	\$50
<b>Toddler Trot</b>	\$50
<b>Pet Walk</b>	\$50

# FUNDRAISING SAMPLES

## Sample profile story

I'm running the Pittsburgh Marathon and raising money for 412 Food Rescue because no one should go hungry, especially when so much good food gets thrown out. 412 Food Rescue steps in to save that food and get it to people who really need it. Every day, they're out there rescuing fresh food and making sure it lands on the plates of families struggling with food insecurity. I'm inspired by what they do, and I'm excited to support them through this marathon. Every dollar helps make sure more people in our community get the healthy food they deserve. Let's do this together!

## Sample social media post

Hey friends! I'm pumped to be running in the 2025 Pittsburgh Marathon as part of the Run for a Reason program, raising money for 412 Food Rescue. They do amazing work rescuing good food that would otherwise go to waste and getting it to people who need it. I've set a fundraising goal to support them, and with your help, we can make a real impact—fighting hunger and reducing food waste that harms our environment. Every little bit counts, so if you can, please donate and help me hit my goal! Let's make sure everyone has access to fresh, healthy food and do some good for the planet, too. Thanks so much for your support!



Don't forget to tag us!  
**@412FoodRescue**  
**@PghMarathon**

## DID YOU KNOW?

The average gift for #MarathonHeroes is \$55. To reach a goal of \$500 you only need to ask 10 people to donate \$50. **Who can you ask?**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

## GET CREATIVE



Host a dinner: Gather friends and family and ask for donations in exchange for a delicious meal. Bonus points if the dishes highlight your efforts to reduce food waste at home!

Visit [stopfoodwasteday.com](http://stopfoodwasteday.com) for recipe ideas!



Promote your goal at your gym or workout studio, or share it with fellow runners.



Ask your colleagues to help you reach your goal or join your relay team if you're in need of teammates.

***Click here to see if your employer will match your donations!***



Share your skills: Host an online workshop or post a live video on social media, in which you lead a workshop, workout class, or display your musical talents. Don't forget to share your fundraising link and promote donations.



Host a trivia night and ask participants for an entrance donation.



If you're celebrating your birthday between now and Marathon Weekend, consider asking for donations in lieu of gifts.



## ***Other resources***

- Visit the official [Run For A Reason Charity Program](#) website for more helpful information
- Follow @pghmarathon, @P3RmovesPGH on social
- Read [Fundraising Tips from One of the Top Run for a Reason Program Fundraisers](#)
- Join the [#MarathonHeros Facebook Group](#) to ask your fellow runners questions, share ideas, and celebrate each other's accomplishments!

## ***Volunteer opportunities***

- We are looking for a few volunteers to help share the mission of 412 Food Rescue at the 2025 DICK'S Sporting Goods Pittsburgh Marathon Health and Fitness Expo on Friday & Saturday May 2-3.
- Have non-running friends or family that want to go the extra mile on race weekend? We're in need of race day help! May 4.

## ***Contact information***

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