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Canada

16.32.

Dear Sir/ Madam,

Ref: NON-PROFIT COMMUNITY GROUP Application to the City of Burnaby Executive Committee of Council for grant to start parkrun events in Deer Lake.

Amount Requested: \$4,000 for 1 year.

parkrun is a non-profit community group that organizes free, weekly, 5km times around the world. Each week we host runs to over 120,000 runners globally, and have over 1.2million runners in our database. We plan to launch in Canada in late spring/ early summer 2016 and we would love Burnaby to be one of the first host cities.

I am writing to you today to invite you to join us to set one up locally in Calgary. A parkrun event brings proven benefits to the surrounding area. Communities are borne, local health and fitness levels rise, more people discover running, and city parks are reinvigorated through use.

parkruns (always one word in lower case) are not considered races. parkrun events are free, weekly, timed 5km runs on Saturdays. Open to all, the nicest definition we've heard is 'those runs where you make friends'.

We believe Burnaby is the perfect place to start parkrun in Canada due to it's beautiful parks and accessibility. parkrun will provide a valuable service to it's local residents as well as draw in participants from nearby neighbourhoods. From experience from other parkruns, general activity levels among local residents will increase as well as usage of parks. Also as parkrun is internationally recognized, a percentage of participants will be tourists coming from around the world.

Research^[1] has shown the full benefits of having a parkrun to the local community:

- Increased participation in running from non-runners
- Increased activity in volunteering
- Increased fitness of local community
- Greater self-esteem in participants^[2]
- Increased use of city parks
- Designed to be super easy to access – just turn up and run, only need for a once-in-a-lifetime registration
- Likely to be cost-effective community-based intervention for improving public health.



Volunteering Opportunities

parkrun presents a fantastic and easy to access opportunity for local residents to volunteer. Volunteers are required every week and there are huge varieties of roles on offer:

- Timer operators and Course Marshalls
- Photographers
- Registration
- Event Directing
- Course Marking
- Public Speaking (announcing to the runners)
- Website and social media management.

Volunteers are free to choose whichever role they like, and will not be forced to do anything that they do not want to do. It is very rewarding for a volunteer to start with simple roles familiarising themselves with the event before working their way towards roles that require more responsibility.

For youth volunteers in particular, it encourages a sense of responsibility. Where else can a youth experience more leadership than organising a running event?

Communities

parkrun believes in building communities and despite parkrun's growth around the world, it is still regarded as those runs 'where you make friends'. Each community gets behind their parkrun and welcome new runners and foster on-going friendship. At the end of each parkrun, runners and volunteers are encouraged to go to a local coffee spot to share stories and discuss their experiences.



Locations

parkrun has identified the following route in Deer Lake that would be suitable for a parkrun event:



Funding Breakdown

At this stage we are looking for start-up and operational assistance for the first year. This amount of \$4,000 is broken down as follows:

• Registration Equipment	\$800
• Timing equipment	\$300
• Course Marking	\$100
• Funnel Equipment	\$100
• parkrun feather Flag	\$400
• Online Promotion	\$200
• Event Permits	\$500
• Course Certification	\$500
• Website and IT services	\$800
• Public Liability Insurance	\$300
Total:	\$4000





We hope that you share our passion for what we are working to achieve and will consider our request for grant assistance. Should you have any queries then please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink, appearing to be "Euan Bowman". The signature is fluid and cursive, with the first letter "E" being particularly large and stylized.

Euan Bowman
parkrun Canada Country Activator
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euan.bowman@parkrun.com

References

[1]: "Exploring the public health potential of a mass community participation event" Journal of Public Health, Vol 36. No.2 pp-268-274

<http://jpubhealth.oxfordjournals.org/content/36/2/268.full.pdf?keytype=ref&ijkey=SNORR9uZcgUPWXg>

[2]: "Health Benefits of parkrun stretch well beyond the physical" Reuters, September 2014,

<http://uk.reuters.com/article/2014/09/26/uk-parkrun-health-idUKKCN0HL06M20140926>

