

Heart and Sole Proposal for Year 7 Plan

Planning is underway for the 29th annual **Chelsea Heart & Sole Race scheduled for May 12, 2018** at Chelsea High School. Through community support for this event, SJMC's Heart and Sole Race was able to donate a much-appreciated \$8,973.90 to the Behavioral Health Services at SJMC. This year's donation will go towards BHS Inpatient transformation project. We will have a more detailed on what the funds will be used for in the next month.

We plan to continue to search for additional sponsors to help cover the cost of the race so that we can donate 100% of the registrations back to BHS.

Anticipated changes:

Although we are very early in our planning stages, here are a few things we have already planned on updating.

- We have been able to update the online registration to accept multiple registration at one time vs individual registration in the past.
- We have also adjusted the sponsorship request form to hopefully increase the level of giving from some of our top donors. We will be sending out the sponsor letter the beginning of December.
- We plan on requesting an in kind donation of services from some of our local printers and media outlets to help save on cost.

Below is a budget for the 2018 race.

Class (Category)	Expense	Budget
Marketing	Marketing	\$ 8,000.00
Business Mileage	Business Mileage	\$ 150.00
Food & Catering	Food Service	\$ 1,500.00
Personnel	Salary/ Fringe Benefits	\$ 8,500.00 In Kind
Purchased Services	Shirts	\$ 5,000.00
Purchased Services	Rentals, Contracts, Permits,	\$ 4,400.00
Purchased Services	Photography	\$ 1,200.00
Purchased Services	Awards/ Medals	\$ 2,700.00
	TOTAL	\$ 27,250.00