



2025 Columbus Meat Market Run Team



MAKE A DIFFERENCE

**8:30am • SUNDAY
SEPTEMBER 27, 2026**

CORDOVA ST & ABBOTT ST

(Near Woodward's Building)

HOUSING • HEALTHCARE • HARM REDUCTION • FOOD SECURITY

Table of Contents

CEO Micheal Vonn’s message	3
Why the Under Armour Eastside 10K?	3
PHS: Who we are and what we do	4
The Under Armour Eastside 10K	5
Event pictures	6
A step-by-step guide to success	7
A feast of fundraising ideas	8
Promo and publicity ideas	9
Sample fundraising email / letter	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

PHS Community Services (PHS) is once again a proud charity partner with the 2026 Under Armour Eastside 10K. This year, we are encouraging donations from runners and the broader community to support PHS's Vancouver Food Program, which provide over 3,900 meals daily, including the preparation of more than 2,000 hot meals to residents, shelter guests and program participants across our facilities in Vancouver.

Food programs aren't just about meals, they're also about providing essential nutrition that improves health, dignity, stability and social interaction. Many of the people we serve lack basic kitchen facilities, including ovens and cold storage, making access to fresh food especially challenging. By addressing food insecurity, our food programs make people healthier. Additionally, it helps people stay housed, while helping them rebuild routines and foster trust.

When people do not have to worry about where their next meal will come from, they are better able to focus on maintaining their housing, attending medical appointments, or engaging with PHS frontline staff to plan their recovery goals.

Please consider joining our PHS run team in this year's Under Armour Eastside 10K and help PHS raise funds to support our crucial food program.

Thanks for your support!



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). Use promo code: **26PHS** for **10% off** your registration fee. (Registration fees are not

donated to PHS.)

PHS Community Services Society, is one of several 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 between Sept 1-30.

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. Our supportive 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 2,100 supportive housing and sheltering spaces in Vancouver and Victoria.

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.

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

We also provide essential Food Programs in Vancouver and Victoria that supplies over 31,500 meals each week to our supportive housing, shelter residents and program participants, helping to provide the stability they need to maintain their wellness.

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 or have questions, please contact Kelly Nichol at 778-580-5472 or kelly.nichol@phs.ca





The Under Armour Eastside 10K

WHEN

Sunday, Sept. 27, 2026.

Race starts at 8:30am (please arrive at least 30 minutes prior)

WHERE

Start line is at Cordova St. & Abbott Street, near the Woodward's Building.

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 or virtually between September 1-30. This third-party event supports several Downtown Eastside charities, with PHS as one of the beneficiaries.

WHO

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

GOAL

Funds raised will support our Vancouver Food Program, which prepares and delivers over 3,900 meals every day to supportive housing/shelter residents and program participants.

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://bit.ly/4tHNx4J>
Register today and use promo code **26PHS** to receive **10% off** registration. **Please note:** Registration fees are not donated to PHS. Support comes from optional donations by runners and their supporters to PHS. Please help PHS with a donation today.
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!



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 & 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 who would be interested. Also, send out an email and post on your social networks asking co-workers, family and friends if they would like to join in.

STEP 4: Register your team

Team Captains can visit <https://bit.ly/4tHNx4J>

Use discount code **26PHS** to get **10% off** registration.

Note: Ensure all team members register under your team name. Companies paying runners' fees should email Kelly Nichol, Fund Development Manager: kelly.nichol@phs.ca

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!

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

Treat yourself to a great 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

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 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. . .

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.

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.

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!



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.

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.

Sample fundraising email / letter

[Date]

[First Name] [Last Name]

[Company]

[Address]

[City], [Province] [Postal Code]

Dear [Name],

On **Sunday, September 27, 2026**, I will be running in the **2026 Under Armour Eastside 10K** to support PHS Community Services Society's goal to raise \$30,000 for their Vancouver Food Program expansion.

I've set a goal to raise at least [\$ amount] to support PHS's food program, 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 personal Run fundraising page / 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 feed people and save lives!

PHS Community Services Society serves thousands of the most vulnerable under-served people in Vancouver and Victoria daily with supportive housing and shelters, healthcare and harm reduction.

In Vancouver, our essential food program serves approximately 3,900 meals every day.

Many PHS residents and program participants don't have access to kitchen facilities, cold storage, or even kitchenware. PHS's Food Program ensures consistent access to nutritious meals, improving health, stability and engagement with supportive housing and care. PHS helps people with the highest complex care needs and who are often challenged with profound addiction and mental health issues.

Since the overdose crisis became a public health emergency in 2016, there have been a total of 55,032 opioid toxicity deaths across Canada (Jan 2016 -Sept 2025) including more than 18,000 British Columbians.

Additionally, in the *2025 Metro Vancouver Homeless Count* a total of 5,232 people identified as experiencing homelessness. Representing a 12% increase compared to the previous count in 2023.

For the Greater Victoria Area, there were at least 1,749 people experiencing homelessness in 2025, a 5% increase from a 2023 count.

Food security remains the greatest challenge for people living with a mental illness and substance use disorders in our community.

Will you run with me and/or help raise funds for PHS Community Services Society's food program?

Together, we will be helping PHS serve marginalized people who experience poverty, hunger, homelessness, substance use disorders, 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://bit.ly/4tHNx4J>) to receive a tax receipt. If you have questions, please contact Kelly Nichol.





2025 PHS Team



*“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

WWW.PHS.CA/COMMUNITY-EVENTS
DONATIONS@PHS.CA