



National
Kidney
Foundation®

Triathlon & Cook-Off

Family-Friendly | Healthy Living

2021

Executive Summary

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Today, over 100,000 people are waiting to receive a kidney transplant. In 2018, less than 7,000 people on that list received a kidney from a donor. The listed size increases each day and the average waiting period has been extended to as long as seven years for some. These years of waiting are spent with constant dialysis treatments. The list will only continue to grow bigger, due to the number of demands for kidneys increasing the average number of deceased-donors. With continued encouragement and promotion of the need for the live donor program, our symbiotic efforts will diminish the long waiting list. This pressing issue needs universally more attention along with our best efforts invested in the National Kidney Foundation.

We will be coming together as a community to help promote the National Kidney Foundation's mission to educate, help patients and prevent kidney disease, as well as educating the public on the risks that they face and the ability they have to prevent it.

Our chapter of the National Kidney Foundation in New Jersey will be hosting a Triathlon and Cook-Off event on June 13th, 2021 at Round Valley Reservoir. We will be bringing awareness to Kidney Disease and its prevention through the promotion of exercise with the use of our mini-Triathlon. This triathlon is shortened to allow participation of anyone from a child to a Kidney Disease survivor but provides a variety of fun exercises and creates a fun environment to exercise in.

Following the triathlon will be a Cook-Off event. This event will teach the importance and fun possibilities of a healthy kidney-conscious diet. We begin this contest with a social-media Healthy Recipe Contest with the hashtag #KidneyCookOff and the actual Cook-Off event following the Triathlon. Everyone attending the event is allowed to bring home their copy of the contestants' and others' recipes in our Healthy Kidney Cookbook.

Currently, with the mass population staying indoors due to coronavirus, we can use this time to promote the great opportunity for people to submit their recipes for the cookbook. They can share videos of themselves on Instagram with the hashtag #KidneyCookOff to show how they are staying positive and using their time in a fun way for a good cause.

We would then be launching a social media campaign through the help of our sponsors for the event such as CocaCola and celebrities who have kidney ailments and have generously agreed to match the funds of all donations such as Sarah Hyland from Modern Family and Selena Gomez. They will use their own social media channels to reach their millions of followers to spread the word for the event. They would also spread the hashtag #kidneycookoff and share the importance of coming together and being able to show that despite how far we are from each other at the moment, we can still come together for a greater good. The social distancing and quarantines in effect due to the coronavirus provide us with the opportunity to push the cook-off aspect of the event even further since most people are at home and looking for fun activities to do.

Celebrity chef Aaron McCargo Jr. (who will be competing in the event), Katie Lee Joel (author of "Kidney Friendly Comfort Foods and one of our judges), and Joe Koeing (local Pennsylvania chef who needed a kidney transplant in 2017 and is our second judge) will also be using their social media channels to advertise the event. Selena Gomez, Sarah Hyland, and Aaron McCargo Jr. will also be signing 50 cookbooks each will be auctioned off, and each of the three contestants in the cook-off will receive cookbooks signed by all three.

Fundraising

Each participant will be required to donate a minimum of \$15 to enter the event. Smaller donations are rewarded with small National Kidney Foundation souvenirs. Attendees can also receive their own personal copy of the healthy kidney cookbook for an additional \$20 donation. Costco is generously catering, while Coca-cola and PepsiCo are all agreeing to match donations. Along with these sponsors, both Selena Gomez and Sarah Hyland have agreed to donate \$25,000 each because of their own personal experience with kidney disease. In our past experience of similar events, our team has found great success including our last event Kidney Walk 2019 where we raised over a gross profit of over \$1,000,000. With these generous sponsors, and a goal from our team and community of an additional \$105,500, we plan to raise more than \$422,400 to donate to the National Kidney Foundation.

Finance

Item	Cost	Revenue	Notes
Location	-465	0	The SUP base application fee is \$150. \$25 for a daily vendor's license. Initial registration for a nonprofit is \$250 and contract filing and financial reporting totals \$40.
Food	0	0	Food is covered via donations of gift cards from Costco, which we used to buy healthy snacks and food for all the attendees.
Staff (Lifeguards/EMT/Security)	-1595	0	\$400 flat fee for lifeguards. \$50 per hour for lifeguards, \$60 per hour for SPP, \$129 per hour for medical staff.
Advertising	-12764.8	0	TV: CPM for TV is \$27.16. 40000 people as a target. 15 ads. Web: CPM for Web is \$2.40. 50000 people as a target. 30 ads. Radio: CPM for Radio is \$12. 40000 people as a target. 15 ads.
Paid Guests	-3000	0	For travel/stay expenses and for ingredients for the cookoff.
Awards	-245	0	\$20 for medals and ribbons. \$100 + \$10 for free book + \$20 for free shirt for first place. \$50 + \$10 for free book for second. \$25 + \$10 for free book for third.
Souvenirs	-8300	14500	Cost of manufacturing 1k stress balls (\$0.30 per), 1k custom keychains (\$0.50 per) and 500 shirts (\$15 per) on left. Gross revenue from selling stress balls (\$1 per), keychains (\$1 per) and shirts (\$25 per) on right.
Cookbooks	-11283.5	48000	Cost of printing the cookbooks is around ~2.69 per book. Selling the book for \$15 bucks and auctioning off the signed copies (with estimated values of \$80 per Selena Gomez book, \$60 per Sarah Hyland, and \$40 per Aaron McCargo Jr).
Renting Equipment (Bikes/Other)	-5495	0	bike racks \$3000, \$235 per outdoor overstore, total ~\$40 https://www.amazon.com/Camp-Chef-Outdoor-Overstore/dp/B0019LLS20?ref_=fscfp_pl_dp_2_7 porta potties, \$175 each, 1 dumpster \$330
Entry Fees	0	33000	the people pay the entry fees which will then be donated to us, we should do weekend so \$10 for NJ resident and \$20 for non resident per car, walk ins/bike are \$2 for both
Raffle	-950	4000	Cost is \$300 per raffle prize and \$50 for all 6000 tickets, \$2 per ticket with a maximum of 3 tickets purchased. Assuming 2000 raffle purchases.
Donations	0	311000	Donations from big organizations with a local presence. Namely, Coca-Cola and Pepsi both match donations.
Triathlon Participants	0	5000	\$10 per person to compete in the triathlon, estimated 500 people
Selena Gomez and Sarah Hyland	0	50000	\$k from each of them
Total		422401.7	
Total Cost and Revenue	-44098.3	466500	
Percentage of Cost vs Revenue		-0.0945301179	