

Applicant Information

Project Title

Sole Sisters Half Marathon, 10K, and 5k

Applicant Name

Jessy Lee - sHERo running

Registered Tax Exempt Number (if applicable)

Contact (Name)

Jessy Lee

Title

Race Director

Project Duration: Start Date

05/31/2025

Estimated Completion Date

05/31/2025

Project Budget

Total Project Budget

\$ 37,120.00

Applicant Cash Match (a)

\$ 26,500.00

In-Kind Resources (b)

\$ 0.00

Total Applicant Match (a+b)

\$ 26,500.00

Grant Request

\$ 10,620.00

Project Narrative Questions

Provide a project description

The Sole Sisters Half Marathon, 10K, and 5K is a women-focused running event held annually in Wilsonville, Oregon. For the past 18 years, this event has been a labor of love, organized and executed by a dedicated group of Wilsonville residents. What began as a small, grassroots gathering has blossomed into a significant regional race, attracting hundreds of women from across the country. Last year alone, we welcomed participants from states as far-flung as Texas, California, Utah, and Georgia, demonstrating the growing appeal and reach of this unique event.

The Sole Sisters races are more than just athletic competitions; they are celebrations of female empowerment, camaraderie, and healthy living. We strive to create a supportive and encouraging environment where women of all ages and abilities feel welcome and inspired to challenge themselves. The event promotes physical fitness, fosters a sense of community, and provides a platform for women to connect and support one another. Beyond the personal benefits for participants, the race also contributes to the local economy, bringing visitors to Wilsonville and showcasing the beauty of our city.

The courses for all three races wind through scenic areas of Wilsonville, highlighting the natural beauty of the region. We work closely with local authorities to ensure the safety of our participants and volunteers, and we are committed to minimizing our environmental impact. The event is heavily reliant on the support of numerous volunteers from the Wilsonville community, who dedicate their time and energy to making the race a success. Their contributions are invaluable, and their passion is what fuels the spirit of Sole Sisters.

Over the past 18 years, the Sole Sisters event has grown exponentially, exceeding our initial expectations. This growth, while exciting, has also presented significant challenges. The increasing number of participants requires greater resources to ensure a safe, well-organized, and enjoyable experience for everyone involved. We have reached a point where our current funding is insufficient to sustain the event at its current scale and trajectory. To continue providing this valuable community event and to further enhance the experience for our participants, we are seeking financial assistance.

The funds we secure will be used to cover a range of essential expenses, including:

Course Management and Safety: This includes permits, traffic control, medical personnel, and course marking to ensure the safety of all participants and volunteers.

Participant Amenities: We aim to provide high-quality race shirts, finisher medals, and post-race refreshments to enhance the participant experience.

Marketing and Outreach: To continue attracting participants from across the region and beyond, we need to invest in marketing and promotional efforts.

Operational Costs: These include venue rental, equipment rental, insurance, and other logistical expenses necessary to run a large-scale event.

We believe that the Sole Sisters Half Marathon, 10K, and 5K is a valuable asset to the Wilsonville community and a powerful platform for promoting women's health and empowerment. With your financial support, we can ensure the continued success of this event, allowing us to inspire and celebrate women for many years to come. We invite you to partner with us in making the Sole Sisters races a continued triumph.

How does your project promote education, diversity, arts, civic engagement and/or provide entertainment and strengthen the community?

The Sole Sisters Half Marathon, 10K, and 5K is more than a race; it's a celebration of women, community, and empowerment. This unique event distinguishes itself by welcoming both runners and walkers to participate in the half marathon distance, fostering an inclusive and supportive environment for women of all fitness levels. This commitment to inclusivity, combined with its impact on civic engagement and community strengthening, makes Sole Sisters a truly special event.

One of the most remarkable aspects of Sole Sisters is its open invitation to both runners and walkers in the half marathon. This decision sets it apart from many other races and underscores its commitment to accessibility. By removing the pressure of solely running, Sole Sisters encourages women who might otherwise feel intimidated to participate in this challenging distance. This inclusivity empowers women to push their personal boundaries at their own pace, fostering a sense of accomplishment and camaraderie regardless of finishing time.

Sole Sisters actively promotes civic engagement by relying heavily on the support of local volunteers. From managing water stations to assisting with registration, volunteers become integral to the event's success, building social capital and strengthening community bonds. This shared experience fosters a sense of ownership and pride in Wilsonville. Furthermore, the event often partners with local charities, raising awareness and funds for important causes, further amplifying its positive impact.

The event's commitment to diversity is evident in its broad appeal to women of all backgrounds, abilities, and ages, ranging from 11 to 80+. This intergenerational connection fosters mentorship and support, creating a powerful bond among participants. By celebrating the diversity of its participants, Sole Sisters cultivates a welcoming and enriching experience for everyone involved. Beyond individual participation, Sole Sisters strengthens the community by creating a shared experience that fosters connection and belonging. The supportive atmosphere empowers women to challenge themselves, building self-confidence and resilience. The post-race celebration provides a space for participants to connect, share their experiences, and celebrate their accomplishments, further solidifying the bonds forged during the event.

Sole Sisters promotes healthy lifestyles, encouraging women to prioritize their physical and mental well-being. This focus contributes to a stronger, healthier community. The event also showcases Wilsonville, attracting visitors and boosting the local economy. In short, Sole Sisters is a testament to the power of community-driven events, empowering women and strengthening the fabric of Wilsonville.

What are your organization's goals for this project? And, what population are you aiming to serve? (youth, seniors, families, underprivileged, persons with disabilities, etc..) Using measurable amounts whenever possible, consider the question: How will you know that you succeeded in your goals?

Over the past 18 years, Sole Sisters has grown significantly, becoming a beloved local event. However, we've reached a critical juncture where further growth requires additional funding. Last year, we tragically had to turn away participants due to limited resources, prioritizing the safety of our runners and walkers. This highlighted the urgent need for increased funding to ensure a safe and well-managed event for all.

Our vision for Sole Sisters is to establish it as a premier regional event, attracting women from across the Pacific Northwest and beyond. We believe this race has the potential to showcase Wilsonville, boosting the local economy and solidifying its reputation as a welcoming and vibrant community. We want to create an event that demonstrates that racing is for everyone, regardless of athletic background. Sole Sisters aims to inspire women to embrace an active lifestyle, fostering self-confidence and a sense of belonging.

We will know we have reached our goals through several key indicators. Increased registration numbers, particularly from outside Wilsonville, will demonstrate our growing regional appeal. Positive participant feedback, including surveys and social media engagement, will confirm we are providing a high-quality and empowering experience. Securing sponsorships from local and regional businesses will signify growing recognition and support for our mission. Finally, media coverage and community recognition will validate our position as a respected and valued event in the region. With adequate funding, we can ensure the safety of all participants, enhance the race experience, and achieve our goal of becoming a recognized and respected event, ultimately inspiring more women to embrace the joy of running and walking.

How are you/your organization suited to produce this project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.)

Our proven track record demonstrates our ability to manage all aspects of the race, from course planning and safety to participant registration and post-race festivities. We have a strong understanding of the local landscape, established relationships with key stakeholders, and a deep commitment to the Wilsonville community.

Our team comprises experienced event planners, passionate runners, and dedicated volunteers with a history of successful collaborations. We leverage our collective expertise in logistics, marketing, and community outreach to create a well-organized and impactful event. We are adept at recruiting and managing volunteers, a crucial resource for the success of Sole Sisters.

Signature and Certification Letter:

I hereby certify that all the facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my board of directors, which is attached to this application.

I agree that all publicity, press releases, publications, materials and /or media advertising produced as a part of this proposed project will acknowledge the Grant Program as follows: "This project is made possible in part by a grant from the City of Wilsonville."

I agree to carry out this project as outlined within this application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Community Opportunity Grant monies to the City of Wilsonville.

Signature

Jessy Lee

Date Signed Tue 2/4/25

I Accept

Yes

Project Budget

This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Income Sources	Amount
Registration income - Paid by participants	\$25,000.00
Sponsorships - Donations by local businesses attending event	\$1,500.00
Total Project Income	\$26,500.00

Expenses - Must be specifically itemized	Amount
<i>Wilsonville Permits - River shelter and special use</i>	\$715.00
Forest Shelter	\$200.00
Ballfield rental	\$160.00
Metro City Parks - Graham Oaks Fee	\$30.00
Digital Adverstising - Social Media and Google	\$500.00
Print Advertising (Wilsonville & Surrounding Areas) Local Magazines	\$1,500.00
Race Bibs - Warn by each participant	\$400.00
Printing - Posters	\$200.00
Packet Pickup - Safety Pins and bags	\$70.00
Medals - Given to each finisher	\$3,000.00
Place Awards - Awards given to top three finishers for each event and cagedorized by age.	\$175.00
Aid Station - Water, cups, clean up items, signage, first aid. and electrolytes for longer distances	\$500.00
Race Food - Bagels, Bananas, healthy snacks for participants	\$2,500.00
Live Music, post race entertainment	\$2,000.00
J-Team Meals -	\$150.00
Mailing virtual - virtual race participants swag items mailed week of the race	\$70.00
Community Building - pre race events featuring local fitness experts to help with training.	\$350.00
Sponsor Appreciation - thank you cards and small gifts after race day.	\$150.00
Signage - directional signage along route and lawn signs to advertise event.	\$400.00
Coach Appreciation - thank you cards and small personalized gifts to volunteer coaches	\$450.00
Website Fees* and email marketing ability. (Go Daddy)	\$400.00

RRCA (\$2 mil per participant) - race insurance as required by the city.	\$500.00
Race Timer - Huber Timing. Chip times each participant and provides certificate of completion with time stamp.	\$2,800.00
Photography - Starting line, individual photos of participants along course and at the finish line. All free for participants	\$500.00
Route Marking - Signage and route arrows.	\$250.00
Cone rental - required by flaggin company for coning off streets and sidewalks.	\$850.00
Flaggers - long streets for traffic control	\$2,000.00
Shuttle Bus - First Student for use of remote lot for additional parking.	\$1,000.00
Volunteer Supplies - noise makers, safety vests, and thank you cards for after	\$300.00
Salaries - 5 month compensation for race planning	\$7,500.00
Contracted work compensation - for non employees working to plan and execute race.	\$7,500.00
Total Project Expense	\$37,120.00

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