

## »»» THE POWER OF SPORT TO MOVE THE WORLD

**NIKE'S FOCUS:** Nike believes in two primary things – equality should have no boundaries and kids aren't made to sit still, they're made to play.



Their Made to Play initiative put that core belief front and center. With the help of over 60 worldwide partners they're getting 16 million kids active.

Nike leverages the brain power of their Global Community Impact team and brand power of their products and athletes to shine a spotlight on the global inactivity epidemic.

### HOW WE WORK TOGETHER.

Marathon Kids and Nike joined forces in 2015 as Marathon Kids simultaneously launched internal programming changes. Nike saw potential to expand Marathon Kids' evidence-based programming, coach centered philosophy, and best in class resources nationwide. Nike proposed making Marathon Kids their Global Running Partner and collaborated on the re-branding, website development, incentive concept and design, and technology updates. The 2015 National Kickoff Event in Austin announced the partnership and introduced Marathon Kids historical participants to the new and improved four marathon model. Several Nike and Marathon Kids branded events continue to invite participants and their families to celebrate their season kickoff or conclusion.

#### EMPLOYEE VOLUNTEERS

Nike encourages employees across the country to find their local Marathon Kids club and plug in as regular volunteers. Several employees have even introduced their local school to Marathon Kids and helped facilitate bringing the program there.



#### PRESS

Promoting our shared work is another goal of the partnerships. Nike's media connections allow a wide reach to share the inspiring stories of clubs, kids, and coaches. Stories in Good Housekeeping, Upworthy, and local outlets generate goodwill for Nike and awareness for MK.

#### GIFT CARD GIVEBACK

Nike generously donates 1% of their total gift card sales each year to Marathon Kids. That investment funds running clubs, research and development initiatives, and technology investments allowing the program to reach more of the kids who need it most.



#### EVENTS

One of the pillars of the program is celebrating success and Nike helps us do that by hosting events across the country. Runs at the Dodgers Stadium in LA, Nike HQ Campus in Oregon, and road races like the Nike Choose Go Events in NYC and LA highlight and support MK's work.

#### CAUSE MARKETING

Nike's belief in Marathon Kids' mission led them to introduce the "At Home" program for purchase in factory stores all across the country. The in-store and point of sale displays helped bring more awareness to Nike & Marathon Kids shared goals and solution to the inactivity epidemic.



#### EMPLOYEE GIVING

Nike rewards community service and donates \$20 for every hour an employee spends volunteering. They've established specific giving opportunities on their internal donation portal allowing staff to fund the MK initiatives they feel most passionate about.

## »»» COMMUNITY IMPACT :: WIN WIN WIN

“If you have a body, you’re an athlete. The biggest takeaway we want the kids to get from this partnership with Marathon Kids is that they’re athletes, too. By helping kids fall in love with sport, we’re helping break the cycle of inactivity.”

Jorge Casimiro :: VP of Nike Global Community Impact



Nike understands their influence as the world’s largest seller and manufacturer of athletic shoes/apparel but they know the best change comes from within a community. That is why they prioritize supporting grassroots initiatives, rewarding local heroes, and helping communities secure the equipment and/or capital they need.

For Marathon Kids this means connecting us with partner organizations for brainstorming and collaborative projects, funding research and development initiatives, and lots of

conversations about wins, losses, and lessons learned.

This creates an obvious win for kids through increased access to sport and development programs, it’s a win for Marathon Kids in new awareness and trial and the ability to brainstorm and network for further program improvements, and ultimately NIKE wins by fulfilling the priorities ingrained in their brand, allowing employees a meaningful connection to their community and proving the brand’s authenticity.