

# The Race Foundation

## 2025 Impact Report

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### Summary

2025 marked a year of meaningful growth and impact for **The Race Foundation**. Through its charitable efforts and close collaboration with The Race and other aligned initiatives, the Foundation expanded its reach across community wellness, service, and economic support.

This report highlights the Foundation's impact across key areas, including the Charitable Impact Fund, Community Impact Service Day projects, volunteer engagement, partnerships with sponsors and small businesses, and youth-focused Vower Group activations. Together, these efforts demonstrate The Race Foundation's ongoing commitment to investing in communities, supporting mission-aligned organizations, and advancing health, equity, and collective empowerment.

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### Financial Overview

#### The Race Foundation

##### **The Race 2025 Contributions & Giving**

- \$5 from every participant registration, plus contributions from sponsors, partners, and racers - **Charitable Impact Fund Total: \$32,420**

##### **Run Social For Good Contributions & Giving**

- Vendor participation contributions plus contributions from sponsors, partners, and runners/walkers - **RSFG Fund Total: \$3,750**

##### **Additional Community Fundraising**

- **Tes's Boston Marathon Fundraiser: \$11,060**

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### Impact Pillar I: The Race

#### Overview

This section captures the full scope of impact generated through **The Race**, The Race Foundation's signature endurance event. All metrics, programs, partnerships, and financial outcomes below are directly tied to race weekend and its associated community initiatives.

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## Supported Beneficiaries (2025)

In 2025, The Race Foundation supported a diverse group of nonprofit and community organizations through charitable giving, fundraising, and service initiatives connected to The Race:

- Big Brothers Big Sisters of Metro Atlanta
- Black Girls Run Foundation
- Bridge of Light
- Back on My Feet Atlanta
- Castleberry Hill Neighborhood Association
- Girls Grow Gracefully
- Girls on the Run Atlanta
- Everybody Eats Together Inc.
- South Fulton Running Partners
- Atlanta BeltLine Partnership
- Sylvan Hills Neighborhood Association
- Not Just October
- Atlanta Track Club Foundation
- Feeding GA Families
- I Will Survive, Inc.
- HBCU STEM Education Run
- NSBE Atlanta
- 100 Black Men of Atlanta

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## Community Impact Service Day

The 2025 Community Impact Service Day activated volunteers across metro Atlanta in hands-on projects addressing food access, youth development, neighborhood revitalization, health equity, and community wellness.

### **Service Projects Included:**

- Spreading Love with the Bridge of Light Dignity Bus
- Neighborhood Clean-Up: Sylvan Hills
- Gardening with Everybody Eats Together
- Neighborhood Clean-Up: Castleberry Hill
- Supporting Kids with Big Brothers Big Sisters of Metro Atlanta
- Community Gardening with Girls Growing Gracefully
- Pantry Prep with Feeding GA Families
- Supporting Women in STEM with Atlanta NSBE Professionals

- Prep Care Packages with I Will Survive, Inc.
- Morehouse School of Medicine Community Engagement Day (Saturday Volunteers)

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## Vower Groups & Activations

### Overview

In 2025, The Race Foundation expanded its youth and community engagement efforts through strategic Vower Groups and course activations designed to enhance the race-day experience while providing meaningful service, leadership, and civic engagement opportunities for young people across metro Atlanta.

### Youth Volunteer Engagement & Impact

The Race Foundation successfully mobilized **246 youth volunteers** from **nine schools and organizations** across metro Atlanta to support race-day operations, cheer zones, and hydration stations.

### Participating Schools & Organizations

- KIPP Atlanta East and West - Creekside High School - Mays High School (Cross Country and FBLA) - South Atlanta High School - North Clayton High School - CAO Elite Cheer - Omega Psi Phi Fraternity – Delta Kappa Chapter

### Outcomes & Community Value

Youth volunteers enhanced the participant experience, earned meaningful service hours, and demonstrated how youth leadership and sports culture can support large-scale community wellness initiatives.

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## Volunteer Engagement

Volunteer support was essential to the success of The Race and its associated service initiatives.

- **Total Volunteers:** 215
- **Community Impact Service Day Volunteers:** 188
- **Total Service Projects:** 10
- **Total Volunteer & Service Hours:** 1,424+

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## Partnerships & Support

The Race Foundation partnered with corporations, small businesses, and community organizations to deliver a successful and inclusive race weekend.

- **Small Business Partners:** 50

- **Black-Owned Business Partners:** 60
- **RBG Sponsor Partners:** 9
- **Vibrantium Sponsor Partners:** 3

These partnerships supported race operations, community activation, and local economic circulation.

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## Economic Impact

- **Estimated \$500,000 circulated through the local economy during The Race 2025 weekend**, benefiting small businesses, vendors, hospitality partners, and local services.

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## Impact Pillar II: Run Social for Good

In 2025, Run Social for Good served as a city-wide movement centered on community, wellness, and purpose-driven connection. Across four events held throughout the year, more than **800 runners, walkers, volunteers, partners, and supporters** participated in experiences that blended movement, service, and local economic support.

Through these events, Run Social for Good raised **\$3,750** for **The Race Foundation** and **The 404 Fund**, supporting initiatives focused on youth, wellness, equity, and community empowerment across Atlanta.

The series also amplified cooperative community economics by engaging **23 small business vendors and community partners**, while volunteers and community collaborators helped cultivate inclusive, high-energy spaces for connection and impact.

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## Impact Pillar III: Tes's Boston Marathon Fundraising

Founder & Executive Director Tes Sobomehin Marshal's completion of the Boston Marathon became a defining moment for The Race Foundation this year—an opportunity to extend our mission onto one of the most visible stages in distance running. In its 129th year, Boston remains the oldest continuously run marathon in the world and a symbol of excellence in the sport. While the race is known for its competitive qualifying standards, its charity and community entry pathways create space for purpose-driven organizations like ours to share their work with a national audience.

For Tes, completing her 11th marathon—and her first Boston Marathon—was both a personal milestone and a strategic extension of the Foundation's reach. Running as a charity athlete on behalf of the organization she founded and leads, she carried our

mission from Atlanta to Boston, using every mile to elevate the stories, communities, and values at the heart of our work. The journey from Hopkinton to Boylston Street, through Heartbreak Hill and the roar of spectators, became a moving testament to the power of representation and the visibility of Black women, Black mothers, Black children, and Black communities.

The response from supporters was extraordinary. Through collective generosity, Tes raised \$11,060 in charitable contributions, each dollar directly fueling the impact of The Race 2025. Her 16-week training cycle with Atlanta's running community created additional touchpoints for engagement, expanding awareness of the Foundation's mission and modeling resilience, joy, and commitment for her daughter, her family, and the broader community.

On race day, over the course of 5 hours and 36 minutes, every step reflected gratitude and intention. The experience reinforced a core belief that movement is more than physical activity—it is a tool for visibility, investment, and community transformation. Tes's participation in Boston demonstrated how a single race can spark connection, mobilize resources, and generate impact that extends far beyond the finish line.