Information for you!
Art from Ashes, the LGBTQ community and Allies present the 9th Annual

RUNNING OF THE GAYS

A 3-block “marathon” to fund empowerment programs for LGBTQ+ youth

Thank you for supporting funding for youth empowerment programs by participating in the 9th Annual Running of the Gays on Saturday, Sept 8, 2018!

This fabulous event is the brainchild of Art from Ashes (AfA) and members of the gay community to raise funds for transformational creative programs for LGBTQIA+ youth who attend the AfA drop-in workshops every week. Your support makes it possible for AfA to provide expression, connection and transformation through creative workshops for young people struggling with identity and self-esteem challenges, encouraging a sense of value and power through their innate creative genius.

Thank you for registering!

• You pay: $40 (Your registration fee directly supports youth programs!)
• You get: To run in heels for a great cause; a free mimosa from Steuben’s; a feather boa; a goodie bag filled with… well, goodies; a free foot massage at the after party; and the ROTG “I Brought the Gay” T-shirt!

* Please fill out the attached Waiver and bring it to the Bull Pen at Ace when you arrive! *

Get your friends and family to sponsor your run!

• We are asking that you collect a minimum of $250 to sponsor your run.
• You can send your sponsors to the website below and bring any cash or checks (with contact information so we can thank your sponsors) to the event.
• We have enclosed a letter for you to send to friends and family to explain your involvement and enable them to sponsor you, as well as a “boilerplate” with blurbs for you to Tweet, post on Facebook, and put into emails.

Sponsors can donate:

• By cash or check made out to Art from Ashes
• Online through our fundraising page: www.coloradogives.org/ROTG2018 (Remind them to include your name in the comments!) OR make your own fundraising page (instructions included).
• Your sponsors will receive a letter to use as a tax deduction and a thank-you note.

Additional ways you can help

• Like our FB page at www.facebook.com/RunningOfTheGays
• Share the event www.facebook.com/events/682009088801354/ (9th Annual Running of the Gays! on Facebook, Twitter, and other social media forums.
• Help us spread the word by handing out flyers (included) and information about AfA to people and/or businesses who may want to get more involved in our work!

Please contact Delaney Coe with any questions or to become more involved:

• events@artfromashes.org • tel. 303.837.1550

* Lesbian/Gay/Bisexual/Transgender/Queer/Intersex/Asexual
“Running of the Gays” Participant Release & Waiver of Liability

1. Waiver and Release:
Participant does hereby release and forever discharge and hold harmless Art from Ashes, Inc. its officers, directors, employees, volunteers and other persons or entities acting in any capacity on its behalf (collectively “AfA”) from any and all liability, claims and demands of whatever nature, either in law or in equity, which relate to, arise or may hereafter arise from the Participant’s involvement in Art from Ashes event, “Running of the Gays.” Participant understands that this Release discharges AfA from any liability or claim that the Participant may have against AfA with respect to any bodily injury, personal injury, illness, death or property damage that may result from Participant’s involvement in AfA’s event, “Running of the Gays,” whether or not caused by the negligence of AfA or its employees, volunteers or other persons or entities acting in any capacity on their behalf. Participant also understands that AfA does not assume any responsibility for or obligation to provide financial assistance or other assistance, including but not limited to medical, health or disability insurance, in the event of injury or illness.

2. Medical Treatment:
Participant does hereby release and forever discharge AfA from any claim whatsoever which arises or may hereafter arise on account of any first aid, treatment, or service rendered in connection with the Participant’s involvement in AfA’s event, “Running of the Gays.”

3. Photographic Release:
Participant does hereby grant and convey unto AfA all right, title and interest in any and all photographic images and video or audio recordings made by AfA during the event, “Running of the Gays,” including but not limited to any royalties, proceeds or other benefits derived from such photographs or recordings.

By signing this document, I acknowledge that if I am hurt or property is damaged during my participation in this activity, I will be found by a court of law to have waived my right to maintain a lawsuit against AfA on the basis of any claim from which I have released them herein.

I HAVE HAD SUFFICIENT OPPORTUNITY TO READ THIS ENTIRE DOCUMENT. I HAVE READ AND UNDERSTOOD IT, AND I AGREE TO BE BOUND BY ITS TERMS.

Signature of Participant: ___________________________ Print Name: ___________________________
Address: ______________________________________
City: ___________________________________ State: ______________ Zip: ______________
Phone: ________________________________ Date: __________________

PARENT'S OR GUARDIAN'S ADDITIONAL INDEMNIFICATION (Must be completed for participants under the age of 18)

In consideration of ___________________________ (print minor's name) ("Minor") being permitted by AfA to participate in its activities, I agree to the foregoing release and waiver and further agree to indemnify and hold harmless AfA from any and all Claims which are brought by, or on behalf of Minor, and which are in any way connected with such use or participation by Minor.

Parent or Guardian: ________________________________
Print Name: ___________________________ Date: __________________
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RUNNING OF THE GAYS

A 3-block “marathon” to fund empowerment programs for LGBTQ+ youth

SATURDAY, SEPTEMBER 8, 2018

Brought to you by Art from Ashes and Denver’s LGBTQIA Community and Allies!

BUSINESS SPONSORS:

- Steuben’s Food Service
- Fleur Salon
- X Bar
- Ace Eat Serve
- Charlie’s Nightclub
- Pizzeria Locale
- Out Front Magazine
- The Bank of Denver

Runners are asked to donate $40 for the registration fee and are encouraged to raise $250 through sponsorships to run 3 blocks down 17th Avenue in heels.

ITINERARY:

Ace Eat Serve (registration opens at 10.30 am)

- Runners check in at the Bull Pen
- Free Mimosas and Voodoo donuts for runners, a ticket for a free foot massage after the marathon, a boa, a t-shirt and a goodie bag!
- MC Queen, keynote speaker, and performances by Bella Diva Dance, professional guest poets, and AfA’s youth poets!
- Gay stretches

- Trot, Stumble, Strut for three blocks! (ya did good, soldier 🍼)

Onward to X Bar (12-ish to 1.30-ish pm)

SILENT AUCTION; FOOT MASSAGES; DRINK SPECIALS; BURRITOS; POETS; CONTESTS; DJ, DRAG QUEEN PERFORMANCE AND AFA YOUTH POETS!

Guests under 21 from 12 to 2 pm only! (Anyone under 21 yrs. will have to wear a wristband.)

Everyone must have an ID to be served alcohol!
TRAIN YOUR FEET

DEVELOP ANKLE STRENGTH

WEEK 1: low broad heel
WEEK 2: kitten heel
WEEK 3: high boots
WEEK 4: high wedge heel
WEEK 5: stiletto heel
WEEK 6: RACE

SUNDAY: Stand on carpet for 10 minutes rest 2 minutes; 3 sets
MONDAY: Rest and soak in Epsom salt for 20 minutes
TUESDAY: Stand on hardwood floor for 10 minutes rest for 2 minutes; 3 sets
WEDNESDAY: Rest and soak in Epsom salt for 20 minutes
THURSDAY: Walk 30 feet, stop, pivot and return to starting position; 3 sets
FRIDAY: Rest and soak in Epsom salt for 20 minutes
SATURDAY: Go up and down 5 steps using the ball of your foot; repeat 3
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Saturday, Sept 8, 2018

BOILERPLATE LANGUAGE FOR THE RUNNING OF THE GAYS

Very short: for inclusion within a sentence
[Running of the Gays is] …an annual 3-block “marathon” in heels to fund Art from Ashes empowerment programs for LGBTQ+ youth.

Short: two sentences (to add to “Very short”)
On Saturday, September 8th at 11 am, the LGBTQ community and allies will run toward a better future for queer youth. Funds support Art from Ashes empowerment programs that encourage youth to access their creative genius through poetry and visual art.

Medium: a paragraph (to add to “Short”)
Grab those fabulous heels “out of the closet” and hoof it down 17th Avenue! Each year, runners are asked to raise money through sponsorships to support youth who identify as LGBTQ+ and who struggle with identity issues and self-worth.

While the event is cheeky the statistics are decidedly unfunny: according to the 2017 CDC 14.6% of youth identify as LGBTQ or questioning:

- Heterosexual-identifying youth report 17.1% bullying compared to 33% of LGBTQ;
- 22.2% experience sexual violence (compared to 7.9% of heterosexual youth);
- 40% of homeless youth identify as LGBTQ;
- 23% have attempted suicide.

Art from Ashes provides youth empowerment programs that support the creative genius of young people, allowing them the courage and self-determination to move through their challenges and discover hope and self-worth through the power of artistic expression and personal transformation.

The marathon begins at ACE on 17th with a drag queen MC and a guest speaker. Registered runners receive a free mimosa, a goody bag and a t-shirt, plus a professional foot massage at the after party at X Bar on Colfax and Washington. The family-friendly after party also will host spoken word poets, a drag show and prizes awarded for “Most Beef” (most money raised), “Udderly Delectable” (best dressed), “Hottest Hoofer” (best heels), and MVP (Most Vociferous Proponent).

Register to run for $40 or support a runner today!
Information: www.artfromashes.org/events/running-of-the-gays-2018
To Register: http://bit.ly/ROTG2018
To Donate: www.coloradogives.org/ROTG2018
How to create a fundraising page for Running of the Gays!

1. Go to our page on ColoradoGives: [www.coloradogives.org/ArtfromAshes](http://www.coloradogives.org/ArtfromAshes) and either login at the top of the page to your existing account or click Login to create an account.

2. Go back to our page and select START A FUNDRAISER

3. Scroll down to complete your details and upload your graphics, then select SUBMIT.

Art from Ashes staff will receive your submission and approve it before it goes live. Then share the page with everyone via email or social media!
Information to share with your sponsors!
Art from Ashes, the LGBTQ+ community and Allies present the 9th annual

RUNNING OF THE GAYS

I hope you'll consider supporting my three-block marathon in heels for the 9th annual Running of the Gays event on Saturday, Sept 8, 2018! This fundraising opportunity is the brainchild of Art from Ashes and members of the gay community to raise money that provides creative empowerment programs for LGBTQIA youth.

Sponsorships allow marginalized and vulnerable youth to find their creative genius through Art from Ashes programs that use poetry and visual art to facilitate health and hope through expression, connection and transformation. Not only do we want everyone in the community to join the fun, we hope you will support our efforts by becoming a sponsor.

Art from Ashes has encouraged more than 12,000 young people in the community to find their voice and recognize their creative genius. Youth who identify as LGBTQ face significantly more risk factors on their path to adulthood than most. The Phoenix Rising program uses guided prompts and proven writing techniques to offer young people opportunities for empowerment and self-discovery. Using strong, healthy words, young people learn to think and speak in ways that create a positive future for themselves and their communities.

The Running of the Gays event is not only quirky and fun, it is a great way for our community to support the efforts of Art from Ashes and the fantastic young people who participate!

The event starts at 11 am at Ace Eat Serve on 17th Avenue and ends with a family-friendly after-party at X Bar on Colfax. I hope you'll sponsor me with a tax-deductible donation!

› A one-time gift of $100 buys writing materials for two workshops.
› A monthly donation of $100 provides one year’s worth of supplies and writing materials!
› A one-time donation of $50 allows us to bring a guest poet/artist to one workshop to inspire and encourage the youth in our programs.
› A one-time gift of $2,000 will support a year’s worth of weekly 2-hour workshops for a young person struggling with poverty, abuse, abandonment and/or homelessness.
› ANY AMOUNT WOULD BE TOTALLY COOL!

You can donate online through the www.GivingFirst.org/ROTG2018 page or fee free through Paypal Gives, or mail a check to Art from Ashes at 1310 West 10th Ave, Denver, CO 80204. Be sure to put my name on your donation, because then I could win the MOST BEEF award to most funding raised!

Art from Ashes is a tax-exempt 501(c)(3) organization; your donation may be tax deductible. Please call the office at 303.837.1550 if you need additional information.

1 Lesbian/Gay/Bisexual/Transgender/Queer or Questioning/Intersex/Asexual

Art from Ashes inc.
Creative Programs for Youth • 1310 west 10th ave• Denver CO 80204 • 303.837.1550 • www.artfromashes.org
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LANGUAGE TO USE TO PROMOTE RUNNING OF THE GAYS

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Art from Ashes inc.
empowering youth through creative expression and personal transformation
1310 west 10th ave • denver co 80204 • 303.837.1550 • artfromashes.org • fb/artfromashes • twitter/artfromashes
The mission of Art from Ashes is to empower struggling youth by providing creative programs that facilitate health and hope through expression, connection and transformation.

Art from Ashes is a youth empowerment organization that provides poetry and visual art programs to empower youth through creative expression and personal transformation.

DATA

- Founder started working with youth almost 30 years ago; has been developing the curriculum since.
- AfA established in 2003: nonprofit AND tax-exempt 501(c)(3)
- Total 12,000+ youth served
- Worked with more than 180 community partners and schools
- Two programs: Phoenix Rising youth empowerment program using poetry and spoken word and Drawing on Air youth empowerment program using visual art

TALKING POINTS:

- Creativity is innate; everyone is born a creative genius.
- The subconscious right brain, not the cognitive left brain drives our choices/behaviors.
- Poetry is a dialogue with the subconscious using the language of metaphor.
- Art is powerful to change perception of self and to change reality.

EXPRESSİON, CONNECTION AND TRANSFORMATION

The Phoenix Rising and Drawing on Air programs use a 3-step process in every workshop:

EXPRESSİON facilitates a safe way for youth participants to tell their story through metaphor;

CONNECTION allows understanding and empathy to develop with peers and adults;

TRANSFORMATION uses guided writing and art prompts to help youth create poetry and art that speaks to their value and encourages their ability to choose a healthy and productive life.

In 2017, surveys demonstrated

- a 9.8% increase in youth who say they try hard in school
- a 12.5% increase in youth who say they are good at setting goals
- a 60% increase in youth who say they can express themselves through poetry
- a 54% increase in youth who affirm they have a strong connection with their community
- a 75% increase in youth who say they spend time doing poetry

“I have creative genius in me, and people want to hear it spoken.”

“Art from Ashes has helped me get into writing and finding the passion that had lay within.”

“I see a huge change. I didn’t know I could be the creative. In a way, I didn’t know how much I have in me.

“I will have more faith in myself when it comes to making important decisions in life.”
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RUNNING
OF THE
GAYS

SATURDAY
SEPTEMBER 8, 2018
11 AM

A 3-block “marathon” in heels to fund empowerment programs for LGBTQ+ youth.

Event begins at Ace/Steuben's on East 17th Avenue, featuring poets, dancers & Drag Queens followed by an all-ages party at X Bar.

Register to run: bitly.com/ROTG2018
or sponsor a runner at: coloradogives.org/ROTG2018
artfromashes.org • 303.837.1550

You. Your most fabulous heels.
Three painful blocks.
And it’s all for the youth.

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