St. Jude Memphis to Peoria Run
Money Procedures
Updated October 2026

Purpose of the Run
A fundraising event for St. Jude Children's Research Hospital.

Methods of Raising Money
Send letters to family, friends, and business associates with self-addressed stamped return envelopes. Put up posters at work, church, and businesses in your area. Pass around a folder to your co-workers. Visit neighbors door-to-door or host a fundraising side event with prior approval (see ***Special Events*** section). Online fundraising with a customized link is available after registration at stjuderuns.org.

Fundraising Requirement
Each runner must raise a minimum of $3,000 to participate in the run ($2,500 each for multiple immediate family members). Runners who raise less than the minimum are encouraged to participate in any of our great satellite runs. This guideline is in place due to the multi-day experience offered and limited runner capacity for this event.

Runners are encouraged to collect and deposit all their donations **before** we leave for Memphis, however donations can be deposited until **October 31st, which finalizes our event and corporate fiscal year. Donations made after this date will be credited to the following year's event fundraising total.** Donations deposited and raised online must apply to the fiscal year in which they are dated, an auditor requirement working with the IL Attorney General's filings and the IRS returns. Requests for a prior year's donation(s) to be applied to the next year's event are NOT permitted.

Donations
- **Online Donations – Easiest for donor and runner/participant!** Memphis will send receipt for donation (participants do NOT need to submit $250+ form.)

- **Mobile Check Deposits** – runner/participants can now use the mobile check deposit feature of the Fundraising Center to scan/deposit checks, via your mobile device. *Mobile Check Deposit Instructions* and FAQ document can be found at stjuderuns.org/resources, Financial & Tax Documents. **Very easy and eliminates a trip to the bank!**

- **Runners/Participants Deposit Cash & Checks @ PNC Bank (Do not take money to the ALSAC/St. Jude Office!)** Deposits are made by runners/participants at any PNC Bank location. Memphis Run deposit slips must be used because there are multiple run accounts at PNC Bank. Deposit slips are available at the St. Jude Office, at all meetings, and will be mailed if requested. Make deposits frequently so checks clear in a timely manner. Endorse checks on

the backside writing "For Deposit Only". **Write: the name of runner/participant on the FRONT OF THE DEPOSIT SLIP to get credit.**

> ***IMPORTANT:** If you forget to write the name of runner/participant on the deposit slip, it is YOUR responsibility to contact Jen Swanson at jennifer.swanson.contractor@alsac.stjude.org with the runner/participant name, deposit date & deposit amount, so she can record it on your behalf. Keep your own record of deposits for future reference if needed. It is not necessary to report donations because reports are available at year-end with everyone's total.

- **Mail Donations (if you are not close to a PNC Bank branch) to:**
  ALSAC/St. Jude Office
  Attn: St. Jude Runs
  1320 W. Commerce Dr.
  Peoria, IL 61615

Checks should be made payable to **St. Jude Runs** or **St. Jude**. Stock can be donated - contact Jen Swanson or Spencer Swearingen.

Receipts

Receipts for donations are available to print at stjuderuns.org/resources.

$250+Donations

The IRS requires specific procedures for donations of $250 or greater. A tax letter of acknowledgment will be sent out to these donors during the month of January for the prior year donations. Go to stjuderuns.org/resources, Financial & Tax Documents, Record of Donations over $250, and enter the donation information online. It is NOT necessary to report online donations or mobile check deposits of $250+, as tax acknowledgements are automatically sent out.

Facebook Fundraising

St. Jude has launched an integrated Facebook fundraising feature that you can start from your participant Dashboard (in your participant center). This is the only official way to fundraise on Facebook and have it link to your fundraising page for the St. Jude Runs.

It's quick and easy to set up. The next time you log into your participant dashboard, you will receive a pop-up message asking if you want to create a Facebook fundraiser. If you are on a computer where you've accessed your own Facebook page, click continue and you'll be directed to Facebook. From there you can edit the context that will be shared on your Facebook wall. Once you do that, hit finish and you're all set!

Your Facebook friends who donate via your Facebook fundraiser will be able to easily donate from within the Facebook app or website and will receive a donation confirmation within seconds via the website and in an email. Tax letters will come from SJCRH, same as online donations.

Special Events

Mike McCoy and the St. Jude Board must pre-approve all events which raise money for St. Jude well in advance. Go to stjuderuns.org/resources, St. Jude Runs Event Proposal and enter the event information.

Electronic Fund Payment Tool Guidance (Venmo, Pay Pal, ect)

Especially during the execution of a special event, it's common to utilize an Electronic Fund Payment application such as Venmo or Pay Pal to collect and process purchases and donations. Collecting funds via check or cash is also commonly used.

If Electronic Fund Payment Tools are used for a special event, it is imperative the event organizer clearly understands the collection process to ensure event revenue is not perceived as earned revenue by the IRS.

If individuals would like to set up a personal Venmo account, they are welcome to, however, they will need to understand that starting in the 2022 tax year, the IRS will require reporting of payment transactions for goods and services sold that meets or exceeds $600 in a calendar year. Anyone who receives at least $600 in payments for goods and services through Venmo, or any other payment app, can expect to receive a Form 1099-K. While Venmo is required to send this form to qualifying users, it's worth noting that certain amounts included on the form (like refunds) may not be subject to income tax. They will need to maintain good records, so they are not held responsible for this money on a personal level.

Since only one Venmo business account can be linked to an EIN number, the St. Jude Runner's Association EIN cannot be used to support an individual's Electronic Fund Payment Application. Further, the Association will not assume liability of any individual tax requirements that result from the Special Event.

Corporate Matching Gifts Programs

Let your donors know their employer may offer a matching gifts program. (A lot of them do!) Each company has their own process for matching gifts. Direct your donors to their company intranet/portal or Human Resources department for further details or contact Jen Swanson at jennifer.swanson.contractor@alsac.stjude.org for assistance.

Caterpillar Foundation Matching Gifts

Caterpillar Foundation matches charitable gifts up to $10,000 per year per employee/retiree. To submit a request to have your donation matched by the company, please follow these simple instructions at stjuderuns.org/resources.

********Important:** Please select the **St. Jude Runners Association** rather than the hospital directly. This makes the paperwork much easier for us to assure the participant receives credit.*

Outstanding Fundraising Award Recognition

The St. Jude Runner's Association greatly appreciates the selfless and humble efforts of all participants raising funds to support St. Jude Children's Research Hospital. It is our pleasure to recognize those participants who achieve over $10,000 or $25,000 in realized donations during a Run calendar year.

Criteria:

- Individual Participants that deliver >$10,000/$25,000 in realized donations during a Runs calendar year.
- Families with multiple participants not organized as a Team are considered individual participants
- All participants organized as a team, if the realized donation amount exceeds $10,000/$25,000 (per person) when divided equally by the number of team participants
- Alternatively, individual Team members are eligible if >$10,000/$25,000 of realized donations are allocated to that individual and each team member claims at least the minimum target (at discretion of the Team).

Recognition:

- Listed on the St. Jude Runs Wall of Fame page of the website (if desired)
- St. Jude Runner's Association Registration fee waiver code for next year's event
- Various additional recognition as defined by the St. Jude Runner's Association Board

Questions?

ALASC/St. Jude Office - (309) 566-3500
Jen Swanson - jennifer.Swanson.contractor@alsac.stjude.org
Danielle Easton - Lead Staff M2P danielle.easton@alsac.stjude.org
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Web Site: www.stjuderuns.org