



Racing for Sustainability

Annual Report
2025



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From Our Founder



And just like that, Racing for Sustainability is a year old. Sometimes I find myself wanting to rush us through this stage, to push forward into an illusion of being established, but the reality is that we are a new nonprofit; we do still have a lot to learn. And yet, we feel confident about what we can build from the work we began in 2025. We are going into 2026 feeling grounded, and are refining how we can have the biggest impact in the running world. We are going into the year with hope and big dreams for what the next decade can bring.

We are grateful for the events and organizations that joined us in 2025, for the runners and advocates who spoke up about their desire to be part of making our goals a reality, and for those who have supported us as we grow. In 2026, we have many more fundraising opportunities at races, interest from new areas within the industry, and a strategy that will lead to more excitement ahead.

Let's get going.



We envision a world where sustainability is as integral to a race as the start and finish lines.



Racing for Sustainability empowers races and runners to protect the planet and uplift local communities. We provide practical, affordable, and equitable resources that support environmental stewardship and positive social impact within the running community.



Highlights In 2025



We were an official
Bank of America
Chicago Marathon
charity partner



We became a 1%
for the Planet
Environmental
Partner





Membership Program Impact

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earned RFS Certification

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“The Racing for Sustainability materials provided a template for how we at the Eau Claire Marathon can grow our sustainability initiative, with clear, actionable goals and ways we can achieve them.”

Kayse Elmquist, Eau Claire Marathon

Innovation



With our encouragement, Boulderthon became the first 10K in the US to use hemp bibs.

That's over 1900 bibs that didn't wind up in a landfill.



Industrial hemp is one of the most sustainable materials on earth. Hemp plants are beneficial for the environment, and hemp material is not only recyclable, it's biodegradable.

Giving Back

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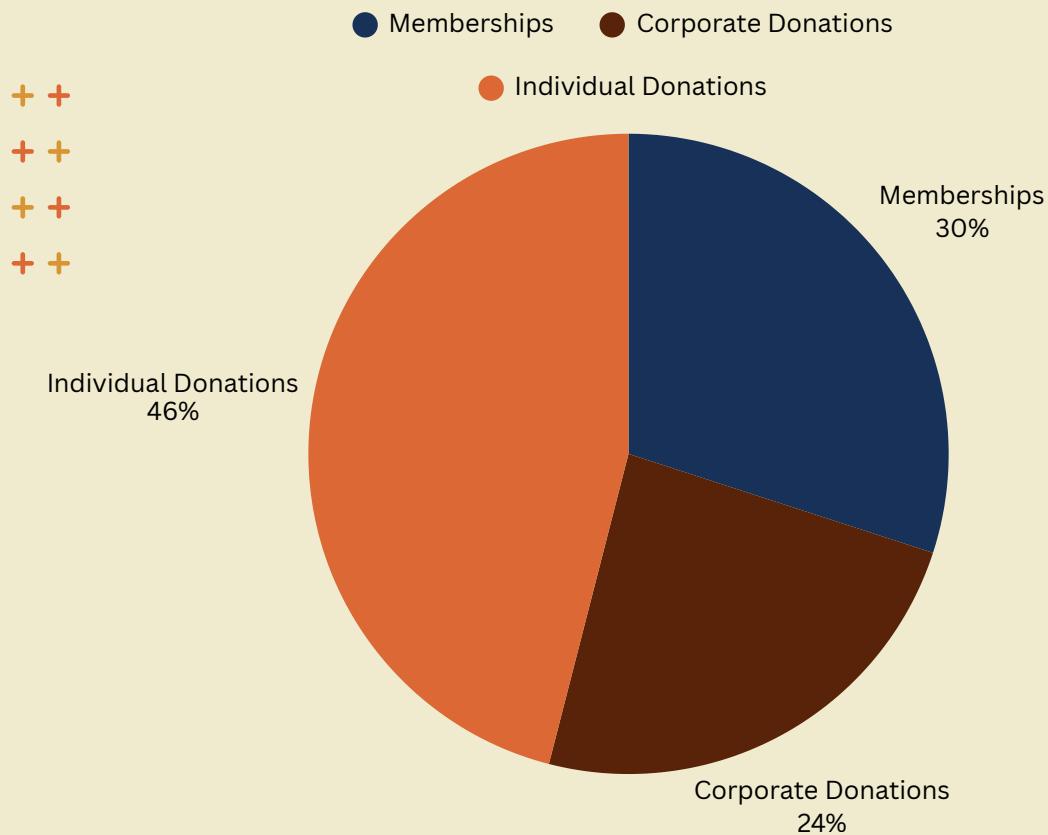
Team Racing for Sustainability raised awareness and funds at the Bank of America Chicago Marathon and participated in a plog the following day to give back to the community that hosted the iconic race.



"I have raced for a handful of charities now and RFS is by far the best I've worked with. Arguably the only one that was hands on and made me feel like I was actually part of a team rather than just an excuse to snag a race bib."

Adam Kovach, Team RFS Member

Financial Snapshot



Income Sources

Racing for Sustainability is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the U.S. Internal Revenue Code (Tax ID #99-3225229).

Donations and membership dues are 100% tax deductible as allowed by law.

Looking Ahead

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In 2026, we plan to launch two new programs - one to provide direct financial support that will enable races to implement sustainable practices, and the other to increase grass roots participation in raising funds and awareness.



Together we'll keep proving that running can lead the way to a more sustainable future.