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For Immediate Release

**DELAWARE CHARITY CHALLENGE TEAMS HAVE RAISED MORE THAN \$100,000  
(AND COUNTING) FOR 50 AREA NONPROFITS**

*Teams have "Raced to Raise" in Five Athletic Competitions since Spring 2015*

Wilmington, DE, April 26, 2017 – Innovincent is pleased to announce that teams in the Delaware Charity Challenge have combined to raise more than \$100,000 for 50 nonprofits since the competition started in Spring 2015. This money has been raised in conjunction with five events: three Spring 5K and Adventure Challenge Relay competitions (including the one scheduled for Saturday, May 6, at Lums Pond State Park) and the two Winter Indoor Triathlons. The vast majority of donations to the nonprofits chosen by the teams have been individual donations for \$50 or less.

"Our initial vision for the Delaware Charity Challenge was to make it a fun way to help reduce the staff time and financial resources nonprofits spend on one-off events that often lose money," says Charlie Vincent, president of Innovincent LLC, a Delaware consulting firm that helps organize and manage the Delaware Charity Challenge. "In less than two years, we have built the Delaware Charity Challenge into the state's fastest-growing fundraising and athletic competition, and the only one that gives all organizations, families and individuals a fun way to raise money for and awareness of their favorite causes."

To raise money, teams "race to raise" by promoting their team fundraising pages, and then "race to win" at the athletic competition, which currently ranges from a 5K to running, rowing, and biking on machines in the indoor triathlon. The top fundraising teams and the winning athletic teams and competitors win additional money and other prizes for the nonprofit they select. All online donations raised through the team fundraising are processed through Network for Good or the nonprofits themselves and pass directly to the nonprofit selected by the team captain.

Since the Delaware Charity Challenge started in 2015, many area families and organizations have raised significant funds for nonprofits they support, including the Ministry of Caring (\$20,975), Meals On Wheels Delaware (\$9,655), University of Delaware Men's Crew program (\$9,080), Muscular Dystrophy Association (\$8,627), Team Sanfilippo Foundation (\$8,315), Combined Campaign for Justice (\$6,330), and OperaDelaware (\$6,058).

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Veritext, a national court reporting agency with offices in Wilmington, has participated in all three of the Delaware Charity Challenge 5K races, each time choosing the Ministry of Caring as its team beneficiary. Team captain Ellie Corbett Hannum says she has been "thrilled to have raised over \$20,000 for the Ministry of Caring" and notes how easy the Delaware Charity Challenge makes it to help raise money for her favorite cause. "When you live and work in a community, we believe it is your privilege and responsibility to support the people in your area. In my opinion, the Ministry of Caring is the best place to start because they offer people the basics that we all need to survive—food, shelter, clothing, and more—in a loving and nurturing way."

The next Delaware Charity Challenge is the Spring 5K run/walk and Adventure Challenge Relay competitions, the latter of which consists of a series of races for pairs and larger teams, including a canoe race, a pedal boat race, a mountain bike race, a run, and other team puzzle challenges. The Spring Delaware Charity Challenge will take place at Lums Pond State Park on Saturday, May 6.

The final two Delaware Charity Challenge competitions of 2017 take place on June 24 at Killens Pond State Park in Felton and July 15 at Bellevue State Park in Wilmington. Teams and individuals can run in the Race Across Killens Pond 5K. Fans of trail biking and running can race individually or with relay teams in the First State Duathlon, an 11 mile trail duathlon at Bellevue State Park. The First State Duathlon will be the official Summer Competition for the Delaware Charity Challenge.

The 2018 Delaware Charity Challenge kicks off on Saturday, January 6, with the 3rd Annual Winter Run, Row, Bike Indoor Triathlon at the Chase Center on the Riverfront in Wilmington.

For more information about the Delaware Charity Challenge, visit [delawarecharitychallenge.com](http://delawarecharitychallenge.com). To see all of the teams and nonprofits represented and what the participating teams have raised in the Spring Race to Raise competition, visit [crowdrise.com/challengeDE](http://crowdrise.com/challengeDE). To sign up for the May 6 Lums Pond races as an individual or to create or join a team, register on [runsignup.com/challengeDE](http://runsignup.com/challengeDE).

#### About Innovincent LLC

[Innovincent LLC](#) is a Wilmington, DE based consulting company that specializes in helping nonprofits and small businesses with strategic planning, marketing, and fundraising and is the presenting sponsor of the Delaware Charity Challenge.

#### About the Delaware Charity Challenge

The [Delaware Charity Challenge](#) fundraising and athletic competition is designed to give organizations, families, and individuals a fun way to raise money and awareness for their favorite causes. Since 2015, participants in the Delaware Charity Challenge have combined to raise more than \$100,000 for area nonprofits.