

2007 RUN WALK RIDE THIRTY™

Study conducted by the Run Walk Ride Fundraising Council based on a combination of supplied and public data

Name	Event	2007 Revenue*	2006 Revenue*	Change	% Change	Event Type	Group/Ind	2007 Events	Participants	Notes
1 American Cancer Society	Relay for Life	\$ 406,000,000	\$ 375,000,000	\$ 31,000,000	8.27%	Walk	Group	4,700	3,500,000	Net Revenue
2 The Leukemia & Lymphoma Society	Team in Training	\$ 125,000,000	\$ 114,000,000	\$ 11,000,000	9.65%	Run/Walk/Ride	Individual	60	39,000	
3 March of Dimes	March for Babies (Formerly WalkAmerica)	\$ 116,000,000	\$ 110,000,000	\$ 6,000,000	5.45%	Walk	Group	1,000	1,000,000	
4 American Heart Association	Start! Heart Walk	\$ 106,300,000	\$ 90,000,000	\$ 16,300,000	18.11%	Walk	Group	450	750,000	Net Revenue
5 Juvenile Diabetes Research Foundation	JDRF Walk to Cure Diabetes	\$ 95,000,000	\$ 75,100,000	\$ 19,900,000	26.50%	Walk	Group	225	500,000	
6 Susan G. Komen for the Cure	Komen Race for the Cure	\$ 94,500,000	\$ 74,358,874	\$ 20,141,126	27.09%	Run/Walk	Group	115	1,450,000	
7 National Philanthropic Trust	Breast Cancer 3-Day	\$ 86,800,000	\$ 86,300,000	\$ 500,000	0.58%	Walk	Group	12	28,502	Unaudited figures for 2007
8 National MS Society	Bike MS	\$ 77,000,000	\$ 67,441,320	\$ 9,558,680	14.17%	Ride	Group	97	68,676	
9 American Heart Association	Jump Rope for Heart	\$ 74,700,000	\$ 70,400,000	\$ 4,300,000	6.11%	School	Group	28,000	2,200,000	
10 National MS Society	Walk MS	\$ 55,000,000	\$ 53,237,302	\$ 1,762,698	3.31%	Walk	Group	540	178,979	
11 American Cancer Society	Making Strides Against Breast Cancer	\$ 50,000,000	\$ 40,000,000	\$ 10,000,000	25.00%	Walk	Group	130	500,000	2007 ACS estimate
12 Avon Foundation	Avon 3-Day	\$ 47,000,000	\$ 48,000,000	\$ (1,000,000)	-2.08%	Walk	Group	8	20,000	Public information
13 Cystic Fibrosis Foundation	Great Strides, Taking Steps to Cure Cystic Fibrosis	\$ 35,555,300	\$ 31,000,000	\$ 4,555,300	14.69%	Walk	Group	562	85,020	
14 Alzheimer's Association	Memory Walk	\$ 35,300,000	\$ 30,500,000	\$ 4,800,000	15.74%	Walk	Group	572	186,000	
15 The Leukemia & Lymphoma Society	Light the Night	\$ 35,000,000	\$ 26,000,000	\$ 9,000,000	34.62%	Walk	Group	240	200,000	
16 Pan-Massachusetts Challenge	Pan-Massachusetts Challenge	\$ 33,000,000	\$ 28,000,000	\$ 5,000,000	17.86%	Ride	Group	1	5,100	
17 Autism Speaks	Walk Now for Autism (formerly Walk Now and Walk for Autism Research)	\$ 27,000,000	\$ 18,100,000	\$ 8,900,000	49.17%	Walk	Group	65	275,000	
18 American Diabetes Association	Step Out to Fight Diabetes (formerly America's Walk for Diabetes)	\$ 21,000,000	\$ 20,000,000	\$ 1,000,000	5.00%	Walk	Group	290	Not provided	06 vs 05 figures from annual reports
19 Church World Service	CROP Hunger Walk	\$ 15,082,000	\$ 14,950,000	\$ 132,000	0.88%	Walk	Group	1,675	188,000	7/1 to 6/30 fiscal years
20 The ALS Association	Walk to Defeat ALS	\$ 14,500,000	\$ 12,000,000	\$ 2,500,000	20.83%	Walk	Group	150	100,000	
21 American Diabetes Association	Tour de Cure	\$ 12,500,000	\$ 10,000,000	\$ 2,500,000	25.00%	Ride	Group	78	32,000	Public information
22 American Heart Association	Hoops for Heart	\$ 11,000,000	\$ 9,600,000	\$ 1,400,000	14.58%	School	Group	10,000	350,000	
23 AIDS LifeCycle	AIDS LifeCycle	\$ 10,756,631	\$ 8,000,000	\$ 2,756,631	34.46%	Ride	Group	1	4,000	
24 Arthritis Foundation	Arthritis Walk	\$ 9,700,000	\$ 8,300,000	\$ 1,400,000	16.87%	Walk	Group	325	60,439	
25 National Down Syndrome Society	Buddy Walk	\$ 9,500,000	\$ 6,500,000	\$ 3,000,000	46.15%	Walk	Group	260	235,000	
26 Lance Armstrong Foundation	Livestrong Challenge	\$ 8,900,000	\$ 10,000,000	\$ (1,100,000)	-11.00%	Run/Walk/Ride	Group	3	10,597	
27 American Lung Association	Asthma Walk	\$ 7,500,000	\$ 8,000,000	\$ (500,000)	-6.25%	Walk	Group	100	40,000	
28 Y-ME National Breast Cancer Organization	Y-ME's Mother's Day Events	\$ 7,230,000	\$ 6,000,000	\$ 1,230,000	20.50%	Run/Walk	Group	12	43,000	
29 National MS Society	MS Challenge Walk	\$ 7,000,000	\$ 6,169,823	\$ 830,177	13.46%	Walk	Group	9	2,000	
30 MZA Events	AIDS Walk NY	\$ 6,812,527	\$ 6,744,143	\$ 68,384	1.01%	Walk	Group	1	45,000	
TOTAL		\$ 1,640,636,458	\$ 1,463,701,462	\$ 176,934,996	12.09%					

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Study results may be quoted, but should be attributed to the Run Walk Ride Fundraising Council
* Revenue figures are gross unless otherwise noted