

“Why I run?”

I run because the beer after tastes a lot better.

I run because I love the feel of crisp air on my skin!

I run to outrun illiteracy.

I run to feel the runner’s high!

I run because I ran out of excuses.

What will your reason be?



Register at <http://sf.team-asha.org/register>
Email: run@sf.team-asha.org



Team Asha - Train. Run. Educate



Let's give her hope

Half Marathon Training Program 2011
Program Launch and Information Session
Register at <http://sf.team-asha.org/register>

Train. Run. Educate.

To run hard and long is a pleasure unmatched.

To run for a noble cause makes it even better.

Train with us and help support educational initiatives for underprivileged children in India.



We look forward to seeing your smiling faces this season!

Thank You

Sports 
Basement

Companies that have matched marathon donations in the past

Applied Materials, Bank of America, Cisco, Computer Associates, Genentech, Google, Intel, Intuit, Juniper, Microsoft, Network Associates, Nokia, Oracle, Sun Microsystems, Salesforce.com, Symantec, Synopsys, Transmeta, Wachovia, Xilinx, Yahoo, Qualcomm and many others.

Fundraising teams

You can form teams of up to 4 people to raise funds together. The fundraising goal of the team will be the sum of the fundraising goals of the individual team members.

Are there any discounts that you offer for the fundraising goals?

Yes, we do have the following discounts available.

- **Spouse discounts** – 25% for each partner. Discount is applicable only if both partners register at the same time. Fundraising target will be \$1125 for each partner.
- **Repeat runner discount** – 20% for Asha Alumni runners coming back for the second season. Fundraising target will be \$1200. 30% for the Asha Alumni runners coming back for their third season. Fundraising target will be \$1050.
- **Discounts for full-time students** – 50% for registered full-time students. Fundraising target: \$750.
- **New runner referral discount**– \$100 for every registrant you refer. There is no limit to the number of referrals you can bring in and get discount for.

What is the deadline for fundraising?

August 15 2011.

What happens if I don't make my fundraising minimum?

Team Asha mentors and other Asha volunteers will work with you throughout the program and beyond to help you honor your pledge of raising the target amount. Please see this program as a means of supporting and encouraging the underprivileged children and not simply a marathon-training program. Without your fundraising efforts, it would be difficult for Asha to continue supporting these projects. We urge you to do your best to honor your commitment to helping these children. If you still fail to reach the target in the end then we will require you to cover the shortage from your own pocket.

Fundraising FAQ

What is my fund raising commitment?

\$1500.

Are donations to Asha tax-deductible?

The organization is registered as a 501 (c) 3 charity in the United States (Tax ID Number 77-0459884) and all donations are fully tax-deductible.

I have never raised money for a cause. How do I raise 1000+ dollars?

This is a very valid concern that every new member of Team Asha has. We will help you with ideas, materials, and conduct fundraising clinics to help you with your fundraising. In 2009, Asha San Francisco team of about 20 runners raised \$40,000. All of them did this for the first time in their lives. It's highly do-able and it's a fun experience, too!

I am new to the Bay area and am worried that I do not know enough people to raise the funds

Yes, this is a valid concern. Asha for Education is known all over the country, and you could always reach out to your friends and colleagues across the USA. We also encourage all our runners to reach out to people that they do not know. You will be surprised how many people are willing to donate to strangers, if it is for a charity. One of our runners asked her dentist on one of her regular checkups and was actually given \$1000 towards her fundraising. (No! we are not releasing the dentist's name ☺)

Where do the funds I raise go?

The funds raised will go towards some selected projects. You will have the opportunity to learn about the projects for which you will be helping to raise money.

How much money actually goes towards the cause?

Our operating expenses are minimal and are covered with funds raised through special events as well as the registration fees that you pay. In 2009 and 2010, 100% of the funds raised by runners went towards supporting our educational projects in India.

What is company matching?

Some companies match monetary contributions made by their employees to certain charitable organizations. The company may match the entire or a portion of the donation made by the employee. All contributions received by Asha for Education through company matching will count towards fundraising goal.

Half Marathon Training Program '11

Program Launch and Information Session

Saturday, April 9th 2011

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| 2.00-2.15 | Sign-in and Ice Breaker |
| 2.15-2.45 | About Asha for Education
Meet the Coaches
About Team Asha – Coach Tony Fong |
| 2.45-3.15 | Being Part of Team Asha
Training Program Overview – Coach Rajeev Char
Fundraising
What's Next? |
| 3.15-3.30 | Q&A |
| 3.30-4.00 | Samosas and Beer |

Our Coaches and Mentors



Coach Tony Fong. Coach Tony has been a constant source of inspiration for us all. He has been with this training program since inception and helped us grow stronger every year. He coaches runners at the West Valley Track Club, one of the largest clubs in the San Francisco Bay Area with the most diverse runners in terms of running capabilities. He has been running in the Boston marathon for several years and has a personal best marathon time of 2 hours and 37 minutes. He has so far completed 90+ marathons in the past 20 years. We are eagerly waiting for his 100th marathon!



Coach Rajeev Char. Coach Char is our friend, philosopher and guide. He loves the water as much as the land. He has done the Alcatraz swim 4 times, the 4km Fahal Island Swim in Muscat (Oman) and various open water swims in Oman and in the USA. Coach Char is a triathlete. Since 1991, he has completed over 30 triathlons including 8 Ironman races and 8 half-Ironman races. We were thrilled to see him compete the Vineman Ironman distance race in August 2010. He has participated in several 100 mile bike rides and runs a few marathons every year. We are fortunate to have him in the Asha community!

Coach Vinod Herur: Coach Vinod is a regular at marathon racing and is a Boston Marathon qualifier as well. Vinod is also a triathlete and an avid open water swimmer. Among his many athletic accomplishments he has also done Ironman Canada twice in 2006 & 2007. We welcome Vinod to his second year at Team Asha SF.

What commitment is expected from the runners?

- Train for about 3 months for the half marathon
- You will join the entire group for one long run (Sundays) and one track session (mostly Thursdays) each week.
- You will do short runs or cross-training with mentors or on your own once or twice a week.
- Raise \$1,500.
- Participate in socials and parties, make merry and enjoy ☺

When does the program begin? Is there a last date to join?

Team Asha '11 program starts with a warm-up session on 17th April. Registration will stay open till April 30th. Joining the program after warm-up session is possible, however it will be contingent on our coaches doing an evaluation screening first.

When and where is the marathon I will be training for?

We are targeting the San Francisco Half marathon.

Does any marathon have hills? Will I be able to run hills?

None of the marathons under consideration have significant hills. We will have sufficient training for all the hills that you will encounter.

How does the training get affected if I have to travel? Can I do the long runs by myself?

Talk to your coaches. They will help you get a customized training schedule for the days you cannot join us.

What are the costs that I need to bear?

There is an initial, nonrefundable registration fee of \$75 or \$100 (depending on when you register). Other costs include race registrations (we will negotiate a charity group discount that can be used during registration for major races), running gear like shoes, apparel etc, food/drink supplies during long runs.

Can I train for a full marathon?

Team Asha San Francisco is a half marathon training program. Talk to the coords if you are interested in continuing on to train for a full marathon at a later date.

General FAQ

How many miles is a half marathon?

A half marathon is 13.1 miles.

What is Asha for Education (AfE)?

Asha for Education is a global non-profit organization whose mission is to catalyze socio-economic change in India through the education of underprivileged children. To read more about Asha's charter and projects please visit our website <http://www.ashanet.org/>.

What is Team Asha?

Team Asha is a premier endurance sports program that trains people for a half marathon. This marathon-training program is one of the key avenues for raising funds for Asha for Education's San Francisco chapter. Please check - <http://www.ashanet.org/sf/>). Through this program, we hope to encourage people - both new to the world of endurance running as well as experienced runners - to make a physical and fiscal commitment to help provide a better future for underprivileged children in India.

What does the Team Asha training program provide?

- A comprehensive half marathon-training package conducted by professional, experienced coaches.
- Schedules for everyday training. This will be a well-paced training program consisting of hard-training days, easy-training days, rest days, suggestions for cross-training, strength training and more.
- The opportunity to draw from the experience of coaches and past runners.
- The opportunity to network with past marathoners and fellow runners in the local community.
- The opportunity to discuss ideas with past participants and people who have raised funds.
- Clinics on running techniques, injury prevention and diagnosis, gear selection, etc.
- Nutrition clinics (how to train your body to burn energy over sustained periods of time).
- Track workouts

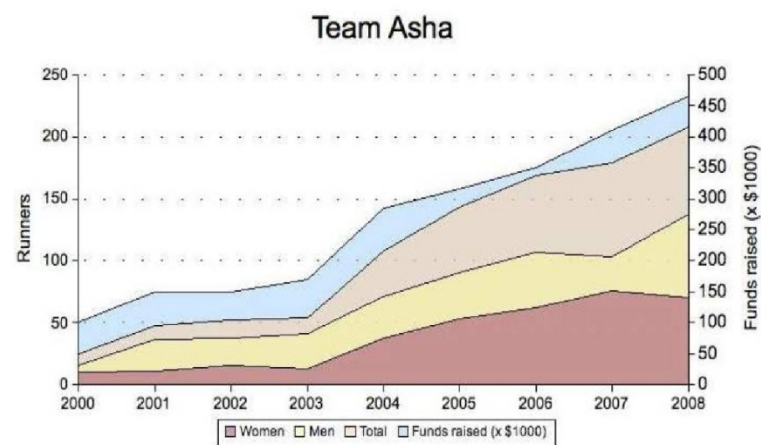
Is there a minimum fitness-level requirement to join the program?

There isn't a minimum fitness level to join the training program. However, as with any exercise program, it is recommended that you consult your doctor before beginning physical training. About 80% of our runners are new to any endurance sports, especially running, when they join us. They have successfully completed both full and half marathons.

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Team Asha's Marathon Training Program: Season 12 (in Silicon Valley)

As Team Asha's marathon training program commences for the 12th year in Silicon Valley, we remain committed to providing strong team support and fellowship for all the runners in the program. Our teams typically include runners of all levels and this broad spectrum of runners along with the expertise of the coaches helps reduce and overcome the strain that comes with sustained training over several months. Also, mentors in our program will help you to stay motivated and fit throughout your preparation for the big day. By sharing the marathon experience together, our runners have often formed life-long relationships with other runners.



Featured Races

Half marathon:



July 31, 2011, San
Francisco, CA

“A magical experience - blend of natural beauty, big city charm and perfect running temperatures”

Program Details and Benefits

The half marathon program runs for three months. The training starts off slow and easy, with a few stretching and strengthening sessions. Gradually running gains more focus as the mileage increases. Some highlights of the program:

- **Tailored training program** for the San Francisco Half Marathon
- A combination of muddy trails and tarmac paths selected and marked so that the training **runs accustom you to the terrain** of the marathon destination.
- **Weekday and weekend training group runs** with stretching sessions.
- **Gatorade, GU gel, water and fruit provided** on weekend long runs.
- **Guidance from our professional coaches** for runners of all levels.
- **Periodic evaluation** by coaches helps motivate the runner to stay on track.
- **Personal guidance from mentors** on running and fundraising goals.
- **Seminars** on running related subjects, shoe nutrition and apparel clinics.
- **Email-newsletters** sent out frequently.



*half marathon training ends at week 15

A typical week in the life of a runner

Sunday	Long run with coaches
Monday	Rest (well deserved)
Tuesday	Short run with other runners
Wednesday	Gentle cross-training
Thursday	Tracks with coaches
Friday	Short run with other runners
Saturday	Rest (well deserved)

The Next Step - First Stretching Session

Welcome to the 2011 Team Asha Marathon training season. By being here and reading this you have already taken the first steps towards achieving your half marathon goals. We will officially start the training program with a stretching session on Sunday, 17th April 2011.

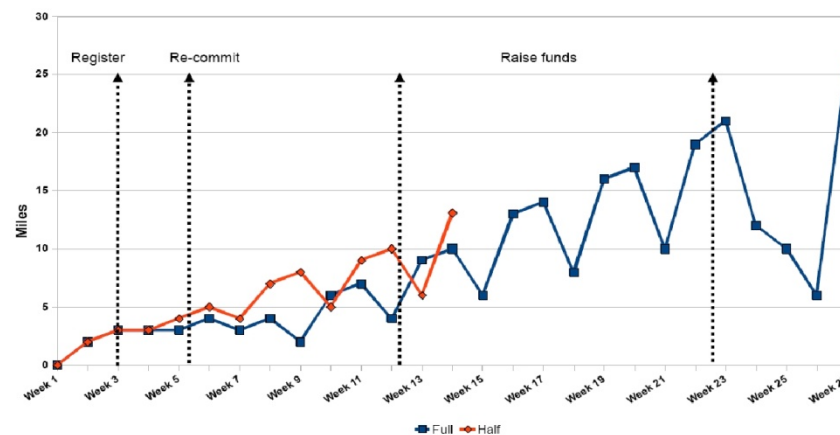
Stretching Session:

Sunday 17th April, 2011 @ 8:00 AM

Location: Sports Basement Crissy field, 610 Old Mason St., San Francisco

Look for Team Asha volunteers. Please wear comfortable exercise clothes (no jeans please!) and dress in layers. Running/tennis shoes are recommended.

Typical Program Time Line



Registration deadline	30 th April
Recommitment	15 th May
Fundraising deadline	15 th August

