Bigger Than The Trail

STAFF INFO · STORE FUNDRAISER

Thanks for helping us shine a light.

Bigger Than The Trail is a 501(c)(3) that uses trail running to advocate for mental health. We fund free counseling for anyone who needs it: $510K so far. Your store is one of our partners: customers give at your counter, and you help spread the word.

How it works

1. A customer scans the QR code on the counter sign.
2. They select your store on our donation page.
3. They give on their own phone. Nothing goes through your register.
4. Every gift counts toward your store's total on the store leaderboard at bttt.run/stores, updated weekly. The top stores win prizes.

What to say

> *"We're raising money for Bigger Than The Trail. They fund free counseling for runners and anyone who needs it. Scan here if you'd like to give."*

> *"We're racing other running shops on their leaderboard. Select our store when you give and it counts for us."*

If a customer asks

Where does the money go?	Free counseling: online sessions with licensed counselors, plus in-person scholarships in Prescott, Asheville and the Front Range.
Is it secure?	Yes. Gifts are processed by Givebutter on the donor's own phone.
Do I get a receipt?	Yes, by email. BTTT is a 501(c)(3) (Tax ID 81-5128974), so gifts are tax-deductible as allowed by law.
Can I learn more?	Everything is at bttt.run.

If someone opens up about struggling

Listen, and let them know free help exists. BTTT covers 8 free online counseling sessions, and in-person options in some areas. Point them to **bttt.run/support** or the code here. If someone is in crisis or thinking about suicide, they can call or text **988** anytime, free and confidential. If there's immediate danger, call 911.

bttt.run/support

Questions, or need more stickers or signs? Email hello@biggerthanthetrail.com.