

### **30<sup>th</sup> Annual Freeze for Food Report – January 22, 2011**

This year we brought in **\$2659 for the people of Apartado, Colombia**. It was not the best year, but not the worst. You can get more information on how the money is spent from Cecilia at the Colombia Support Network (<http://www.colombiasupport.net/>). Most of our money came from entrance fees, and once again, our top donator was Rich Christopherson, who has been very generous for all of the 30 years.

Weather remains the biggest influence on attendance. This year was cold (12°F), windy and a bit slippery with an inch of new snow.

We had about **137 participants** for an average of **\$19.40 per runner/walker**. Expenses were also way up this year for a **total of \$1063.99**. Our fixed costs (insurance, shelter rental, timing equipment, race numbers) were \$746 (70%), with discretionary expenses (food, ribbons, brochures) at \$317.99 (30%).

We had a total of **23 volunteers**, with each volunteer putting in an average of 4 hours (the race coordinators, Rick and Peter, put in an extra 10 hours), for a total of 112 hours. Calculating \$2659/112 brings us to **\$23.74 per volunteer hour**, which is down from last year, but still an OK "wage." If you take out our expenses of \$1064, our "wage" becomes \$14.25 per volunteer hour. Not so good. If we get below about \$15/volunteer hour, it will be time to call it quits. The key is to get more runners, and better promotion and above freezing weather sure helps.

At least 20 runners did both the 5K and 10K event. This year, in honor of the 50th anniversary of Peace Corps, we opened registration to worldwide participants and recruited one international runner, who signed up electronically to do his 5K in South Africa, and a family of runners in Arizona. Next year, we will try this again.

This year we also missed our friend and FFF regular, Ken Coffeen. He is the first one of the Freeze for Food RPCV's to pass. He was a faithful and regular volunteer at these events, and we missed his positive energy at the event.

The 31st FFF will be January 21, 2012. Anyone interested in getting in on the ground floor of a great event, contact Peter Joyce at 608-554-0384 or [peterjoyce@sbcglobal.net](mailto:peterjoyce@sbcglobal.net).