

# ESOPATHON

EMPLOYEE OWNERSHIP FOUNDATION

## PARTICIPATION GUIDE 2025



## CELEBRATING EMPLOYEE OWNERSHIP MONTH. GROWING OUR COMMUNITY.

### What Is ESOPATHON?

ESOPATHON is the Employee Ownership Foundation's national engagement and fundraising campaign, held each fall during **Employee Ownership Month (EOM)**. It's not about doing more; it's about connecting what you're already doing to a bigger purpose.

Whether you're hosting a lunch-and-learn, running a social media campaign, attending a happy hour, or simply reflecting on what ownership means to you, **ESOPATHON is a way to celebrate, amplify, and give back to the employee ownership community.**

### Why Participate?

- **It's easy to integrate:** No need to start something new. Just connect your existing EOM efforts to ESOPATHON with a small fundraising or awareness component.
- **It strengthens the movement:** Your contributions fuel the research, education, and advocacy that make employee ownership possible and sustainable.
- **It supports your community:** By giving back, you're investing in more ESOPs, stronger employee owners, and a better future for workers and businesses.

### How to Integrate ESOPATHON Into Your EOM Plans

#### For Companies

- Add a brief EOF spotlight to internal events like lunch-and-learns or kickoff meetings.
- Turn existing celebrations (e.g., golf outing, Waffle Wednesday) into fundraisers with small participation donations or raffles.
- Recognize past scholarship recipients and tie their stories to the Foundation's mission.
- Use newsletters or your intranet to share your ESOPATHON team page and encourage participation.
- Encourage company or leadership to match funds raised during these events.

## For Professionals

- Offer a small discount or value-added service in exchange for client donations.
- Include ESOPATHON in your October outreach: “I’m celebrating EOM by supporting the EOF. Join me!”
- Talk about how the EOF’s work benefits your clients and the broader ESOP ecosystem.

## For Individuals

- Share your story about being an employee owner and include a link to your fundraising page.
- Mention ESOPATHON during your company’s EOM events or on social media.
- Use our “Easy Ask” framework: Explain, personalize, share your activity, ask, and follow up.

## Where Does My Money Go?

Your support goes directly to the Employee Ownership Foundation (EOF), a 501(c)(3) nonprofit that promotes employee ownership through research, education, leadership development, and scholarships.

### Programs You Support:

- **Scholarships:**
  - *Charles R. Edmunson Scholarships* for employee owners
  - *EOF Trustee Scholars* college tuition support for children of employee owners
- **Research & Public Awareness:** Funds national surveys, data analysis, and awareness campaigns to grow and protect ESOPs.
- **Leadership & Education:**
  - *Leading in an Ownership Setting* (CEO program with UVA Darden Business School)
  - *ESOP Employee Accelerator* (training for employee owners)
  - *Oxford Symposium* (global policy and academic exchange)

## Final Thought

ESOPATHON is your chance to **celebrate Employee Ownership Month while helping grow the future of employee ownership**. It’s not more work, it’s more impact. Join the movement. Honor the month. Support the future.

Learn more about the Employee Ownership Foundation: [employeeownershipfoundation.org](https://employeeownershipfoundation.org)

To register for ESOPATHON  
please scan the QR Code  
or visit [esopathon.org](https://esopathon.org)



## Helpful Resources

[Donate Now](#)

[Register](#)

[Information](#)

[Resources](#)

[More info on EOF](#)