

A graphic for the 2024 MLK Dream Run. It features a white silhouette of a person running, with the year "2024" above it. The text "MLK DREAM RUN" is in large, bold, black letters with a white outline, and "#DreamsInMotion" is below it in a smaller font. The background consists of horizontal brushstrokes in yellow, orange, and blue.

2024 MLK DREAM RUN

#DreamsInMotion

Wrap Up Report '24

Soul District Business Association

“Dreams in Motion,” captured our collective stride towards embodying Dr. Martin Luther King Jr.’s vision of justice and progress through community action and unity. Dr. Martin Luther King Jr. once said, “We cannot walk alone. And as we walk, we must make the pledge that we shall always march ahead. We cannot turn back.” Inspired by these words, the MLK Dream Run isn't just a race; it's a declaration of our ongoing commitment to walk together towards a future of economic and social equity. This event blends physical fitness with the spirit of resilience and community empowerment, encouraging participants of all backgrounds to advance together.

[Click Here for Video Recap!](#)

Stats at a Glance

- Total Race Participants: 982
- Total Race Teams: 42
- Total Volunteers: 140
- Total Vendors: 39
- Total Small business contracted: 32
- Total Youth Entrepreneurs (16-24) Trained: 20
- Total Primary Sponsors: 42
- Total Raffle & Financial Donors: 76
- Total Youth & Small Business Entrepreneurs Served Annually: 135



Demographics

Age Group	Count	Percentage	Gender	Count	Percentage	# of cities	# of states	# of Countries
Under 18	104	10.59%	Male	413	42.06%	25	18	2
18-29	158	16.09%	Female	538	53.77%			
30-39	299	30.45%	Non-Binary	13	1.32%			
40-49	220	22.4%	Unknown	28	2.85%			
50-64	172	17.52%						
Over 65	23	2.34%						
No Age	6	0.61%						
Totals	982			982		25	18	2

A Celebration of Health, Community, & Generational Impact

The 2024 MLK Dream Run brought together participants of all ages—from 1 to 84—united in a shared commitment to health and wellness. Families, friends, and coworkers walked and ran side by side, many taking their first steps toward establishing healthier lifestyle habits. Beyond the physical benefits, the event fostered self-confidence, reduced stress, and strengthened community connections. By creating a space for generational participation, the MLK Dream Run continues to inspire lasting patterns of wellness, proving that health and fitness are goals we can achieve together.



5K – The Best of the Best Finishers

Award	Time	Pace	Age	Bib	Gender	Name
1ST M 20 and Under Alaska Airlines Winner	0:15:01	0:04:50	20	617	M	KU STEVENS
1ST F 20 and Under	0:23:35	0:07:36	16	427	F	HAZEL PATTERSON
1ST M 21-39	0:15:46	0:05:04	24	180	M	JOE CULLEN
1ST F 21-39 Alaska Airlines Winner	0:17:24	0:05:36	31	464	F	JESSIE RUBIN
1ST M 40-54	0:18:03	0:05:49	47	395	M	MIKE MURAWSKI
1ST F 40-54	0:17:47	0:05:44	42	285	F	CARRE HEINECK
1ST M 55+	0:17:51	0:05:45	55	151	M	DAVID BROOKS
1ST F 55+	0:25:03	0:08:04	60	331	F	MAUREEN KENNY

10K – The Best of the Best Finishers

Award	Time	Pace	Age	Bib	Gender	Name
1ST M 20 and Under	0:54:55	0:08:51	20	737	M	CALVIN CAJAYON
1ST F 20 and Under	0:54:05	0:08:43	20	901	F	MELANIE WIEGAND
1ST M 21-39 Alaska Airlines Winner	0:32:43	0:05:16	26	866	M	PAUL SELDEN
1ST F 21-39 Alaska Airlines Winner	0:34:13	0:05:31	23	718	F	KYLA BECKER
1ST M 40-54	0:39:51	0:06:25	49	768	M	GREG GERSTNER
1ST F 40-54	0:49:45	0:08:01	51	812	F	NAILA LUNDSTROM
1ST M 55+	0:53:09	0:08:34	66	844	M	RIKKI PATRICK
1ST F 55+	0:54:09	0:08:43	58	798	F	BETSY KENYON

15K – The Best of the Best Finishers

Award	Time	Pace	Age	Bib	Gender	Name
1ST F 20 and Under	1:19:41	0:08:34	18	1070	F	JULIA KIPLINGER
1ST M 21-39 Alaska Airlines Winner	0:46:51	0:05:02	25	1112	M	JAKE RITTER
1ST F 21-39 Alaska Airlines Winner	0:54:35	0:05:52	33	1114	F	LAUREN ROSS
1ST M 40-54	0:48:28	0:05:12	41	1023	M	DAVID CLARK
1ST F 40-54	0:59:28	0:06:23	42	624	F	SON YI
1ST M 55+	1:08:29	0:07:21	56	1049	M	PETER GRAMLICH
1ST F 55+	1:06:23	0:07:08	57	616	F	MARIA RAMIREZ



What Runners Are Sharing:

“Just wanted to congratulate the race coordinators and everyone who helped put on this event. Having been a race director myself for many years (for a marathon in SW Georgia), I know all that goes on behind the scenes, so your hard work hasn't gone unnoticed! And as a long time runner (15k today), I appreciated all of your volunteers on campus and out on the course, keeping all of us safe and on the route! Kudos to whoever was responsible for the weather, too-- could not have been a more perfect day. So glad I stumbled onto one of your fliers. Thank you, and congrats again!”

Wendy Donnan

The Heart Behind the Scenes: Our Volunteers

The success of the 2024 MLK Dream Run would not have been possible without the invaluable contributions of our volunteers. Ranging in age from 11 to 94, they showed up as individuals, families, and organized groups to power this event with dedication and purpose. Organizations like Delta Sigma Theta Sorority, Benson High School, University of Portland Women’s Rowing Team, Go The Distance Run Club, and Volunteers of America provided critical support, helping with everything from logistics to participant encouragement.

Our volunteers embodied the spirit of service and community progress, ensuring that “Dreams in Motion” was more than just a theme—it was a reality. Their time, energy, and commitment transformed this event into a seamless and inspiring experience, reminding us that when we work together, we make space for connection, progress, and positive change.

130 DEDICATED VOLUNTEERS!



Gender

Female: 53.57%
 Male: 43.75%
 Non binary: 1.78
 Prefer not to say: 1%

Age

Under 20: 15 volunteers
 21-40: 62 volunteers
 41-55: 34 volunteers
 56 and older: 29 volunteers

Race

African American: 35% Arab/Middle Eastern: 1%
 Caucasian: 31% Native American: 1%
 Hispanic: 6% 2 or More Races: 1%
 Asian: 1% Human: 20%

Empowering Entrepreneurs Today Inspiring the Leaders of Tomorrow

Blending physical fitness with the spirit of resilience and community empowerment, the 2024 MLK Dream Run united participants of all backgrounds in advancing together. This year’s event, hosted by the Soul District Business Association (SDBA), raised critical funds to provide technical assistance and programming for small businesses and youth entrepreneurs, furthering our mission to foster economic and social empowerment.



A Soulful Market

Vendor Types & Offerings:

- Health & Wellness (9 Vendors): Fitness coaching, mental health resources, and physical therapy services.
- Food (4 Vendors): Southern-style meals, lemonade, and snacks.
- Retail (13 Vendors): Handcrafted jewelry, clothing, and African spiritual tools.
- Informational Booths (13 Vendors): Resources on voter registration, housing, and employment outreach.

Strengths

- Address space and amenity limitations for vendors.
- Improve foot traffic flow and pre-event engagement & promotion.
- Expand vendor categories and add workshops or panels to increase engagement.

Challenges & Opportunities

- Address space and amenity limitations for vendors.
- Improve foot traffic flow and pre-event engagement & promotion.
- Expand vendor categories and add workshops or panels to increase engagement.

Demographics

- 70% BIPOC vendors
- 30% Caucasian vendors
- 52% Female vendors
- 48% Male vendors



Annual Outcomes

The funds raised during the 2024 MLK Dream Run directly supported SDBA's efforts, benefiting over 105 small business owners and 20 youth entrepreneurs over the past year.

- Technical Assistance: Delivered 5,700 hours of 1:1 and small group technical support
- Economic Empowerment: Supported six new businesses and provided resources to 80 existing businesses.
- Professional Development: Facilitated over \$147,000 in financing for clients through partnerships and workshops.
- Hosted 10 small business basic workshops for 150 attendees



Client Success Story

Best Trade Enterprises – facing challenges with renewing COBID certification and meeting tight deadlines, this custodial cleaning service turned to SDBA for help. Through direct support and advocacy, the business successfully secured a \$140,000 post-construction custodial contract with a major construction firm, its largest to date. This success enabled the business to expand operations and hire additional staff, exemplifying how strategic assistance can drive transformative growth.

Acknowledgments

We extend our heartfelt gratitude to our financial sponsors and community partners. Your unwavering support has been the driving force behind “Dreams in Motion,” fueling our efforts to empower local businesses, foster youth entrepreneurship, and create a vibrant space for connection and progress.

Save the Date for 2025!

Mark your calendars for the MLK Dream Run Weekend Celebration on September 20-21, 2025! Together, let’s amplify Dr. King’s vision by uniting as a community, moving forward with purpose, and creating a more equitable future for generations to come. Your support made the 2024 MLK Dream Run an incredible success, and we’re excited to see you next year as we dream bigger, run stronger, and inspire lasting change!

