

## **SCOTIABANK CHARITY CHALLENGE**

### **2017 PROGRAM AND REGISTRATION INFORMATION**

#### **1. Scotiabank Charity Challenge (SCC) Overview**

The Scotiabank Charity Challenge (SCC) was created as a community-building component of Scotiabank sponsored marathons. In addition to supporting the marathon's local economy, the Scotiabank Charity Challenge offers a key fundraising opportunity for local nonprofits.

In 2016, the Charity Challenge had helped raise over \$8 Million for over 560 local charities across Canada. 2016 was a milestone year as more than \$50 Million was raised since it had launched in 2003. In 2016, the Mississauga Marathon - SCC had achieved its highest tally to date - \$202,000 and featured a record number of 27 charities.

When charities register to become part of the Scotiabank Charity Challenge they benefit from:

- Being part of a major community event with no financial risk – focus on fundraising, not logistics
- Many of the costs associated with online fundraising are covered by Scotiabank, so every dollar raised online goes directly to the cause
- Charities and fundraisers receive access to the Artez platform at no cost to them, allowing runners to easily fundraise online





## 2. What is the Scotiabank Charity Challenge?

Every dollar you raise will help the charity of your choice come closer to winning one of three cash prizes! Scotiabank will award prizes to Official Charities that are the highest performer in the following three categories:

### 1. Official Charity with the largest total dollars raised

**Rules:** Includes all online and offline verified donations to Fundraising Runners, Fundraising Teams, and the Charity directly

Prize: \$2,000

### 2. Official Charity with the largest number of Fundraising Runners

**Rules:** Charities must have a minimum of 10 Fundraising Runners registered. Fundraising Runners can be registered in any combination of running events. Only donations made directly to the individual are used in the calculation

Prize: \$2,000

### 3. Official Charity with the largest average dollars raised per Fundraising Runner

**Rules:** Charity must have a minimum of 10 Fundraising Runners registered. The average dollars raised will be calculated based on individual Fundraising Runner totals only. Donations made to Fundraising Teams or the Charity will not be included in the calculation.

Prize: \$2,000

### Additional Rules

- Prizes for each official charity are calculated based upon funds raised by individual registrants and teams registered for a specific charity.
- Online fundraising will close at **11:59pm EST on Wednesday, June 7<sup>th</sup>, 2017**. (All offline donations must also be keyed in by this date.) Charities not using the Scotiabank sponsored FrontStream Artez platform must submit an import file to your Scotiabank Charity Challenge Coordinator by **5:00pm EST on Wednesday, June 7<sup>th</sup>, 2017**. Offline donations must be verified by Charity Administrators by **5:00pm EST on Wednesday, June 14<sup>th</sup>, 2017**. Fundraising totals and awards will be based on online and verified offline donations housed in the FrontStream Artez platform by **5:00pm EST on Wednesday, June 14<sup>th</sup>, 2017**.
- A charity cannot win more than one award. In the event that a charity should win in more than one category, they will be awarded the prize for the category in which they win by a bigger margin. The margin is the percentile difference between the winning charity and the next winning charity.
- A Fundraising Runner is a registrant who has raised more than \$50 (Online and offline verified donations made directly to the Fundraising Runner.)



### 3. Benefits for Your Charity

- The SCC is an opportunity for:
  - Runners who register in any one of the 7 events within the Mississauga Marathon to raise funds for a charity of their choice
  - Charities to leverage the SCC as an annual fundraising opportunity - promote your presence in the Mississauga Marathon to active donors, so they can register and fundraise for your cause.
- Reduce risk by removing many of the costs associated with organizing a stand-alone fundraising event
- Raise awareness for your cause by teaming up with an international event that fully supports and promotes the Scotiabank Charity Challenge
- In addition, Scotiabank:
  - Underwrites use of the FrontStream Artez online fundraising platform, allowing all SCC registered runners to easily fundraise online
  - Underwrites all credit card transaction fees for donations processed by credit card
  - Makes available a dedicated SCC Coordinator to help official charities with any questions or concerns along the way.

### Benefits for your participants

- Pre-race:
  - Discounted entry fees reward participants for their fundraising support and efforts
  - Promotion of your involvement on [MississaugaMarathon.com](http://MississaugaMarathon.com) and other publicity opportunities provided through the Mississauga Marathon marketing team.
  - Free, personalized online fundraising through Artez
  - Event T-shirts provided to ALL registered participants
- During the race:
  - Our fast, net downhill course is a great opportunity for your fundraising participants to reach a new personal best!
  - We are recognized by the Boston Marathon as an official qualifying race, attracting participants from across North America, as well as over 18 countries.
  - Cheering Stations and entertainment from local bands along the route are sure to keep your fundraising participants motivated.
  - An opportunity to gain exposure for your cause.
  - Water, Gatorade and First Aid stations every 4KM along the route.
  - Opportunity to participate in unique cheer zones or other team building volunteer opportunities along the race route.
- After the Race:
  - Unique finishers' medal for ALL finishers in all seven events!



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- A great post-run party/reunion area with complimentary food and refreshments provided for race participants, free post-race massages, race results available on-site, live music from local bands and various sponsor tents to browse while waiting for loved ones and watching the awards ceremony.
- Family Reunion Area – A designated alpha meeting area to re-group with your family, friends and fundraising participants.

#### Benefits of Using the Artez Fundraising Platform

- **Quick reporting:** Real-time fundraising reports with fundraising registrant details and cumulative or individual donation information, including tax receipt numbers
- **Easy tax receipting:** Tax receipts are generated electronically through a non-alterable PDF (the only format allowed by the CRA) and issued instantly to the donor's email address
- **Secure:** Artez uses the latest high encryption technology to ensure safe transactions
- **Low administration costs:** Less handling of cash/cheque donations means more time to recruit and encourage participants. Donations are collected instantly via credit card
- **Personalization:** Participants can customize their own fundraising page, by uploading a photo, setting their individual fundraising goal, customizing their own text message, and tailoring email messages to send to their family, friends and co-workers. Users can easily send donation support requests via email or social media in one easy step, reaching their entire social network with just a few clicks
- **Real-time results:** Your runners can easily track pledges as they head towards their fundraising goal, sending out customized thank you emails to donors along the way or after the race.

#### 4. Here's how you can become an official charity:

- Your charity must be a Canadian Registered Charity in good standing
- Complete the online SCC application form: <https://scotiabankcharitychallenge.wufoo.com/forms/2017-scotiabank-charity-registration-mississauga/>. Items that will be required to complete the form include:
  - Charitable registration address, contacts, address etc.....
  - Logo for your charity in high resolution in both JPEG and .ai or .eps format
  - French and English bio of your charity (150-200 words)
  - Images (any images associated with the charity's branding)
  - Social media pages for charity (Facebook, Twitter, Instagram, etc.)
  - Fundraising goal for 2017
  - Digital signature of signing director for tax receipts.
- Accept the official SCC rules

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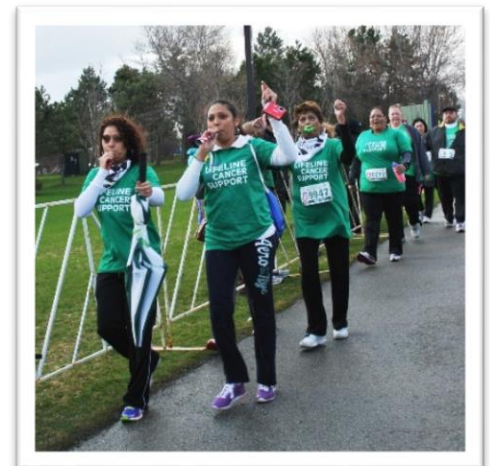
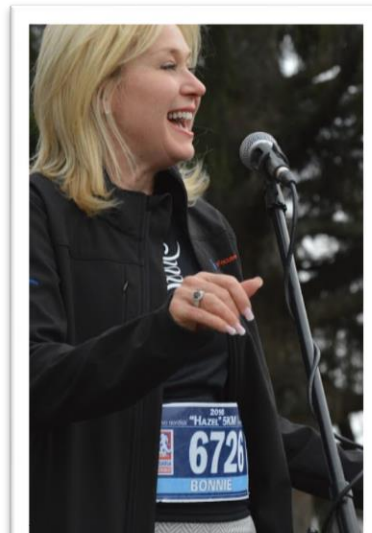
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**Here's how you can become an official charity (cont'd)**

- As part of the SCC, we will also be requesting registration fee of \$847.50 (\$750.00 + \$97.50 HST).
  - This registration fee entitles your charity to a \$750.00 credit in race entries (at the “charity rate”) that you can then use as an incentive for fundraising participant to raise pledges for your cause.
  - NB: the registration fee is non-refundable and non-transferable – Payment is to be received by cheque and addressed to “Mississauga Marathon”. Entry fees must be used towards the 2017 Mississauga Marathon.

RACE	2017 Entry Fee
MARATHON	\$75.00
SAL GUZZO, LL.B. RELAY	\$200.00
1/2 MARATHON	\$60.00
MNP 10K	\$45.00
10K STUDENT RELAY	\$110.00
“Hazel” 5K	\$40.00
2KM FUN RUN/WALK	\$25.00



Mississauga Mayor, Bonnie Crombie runs on the Crohn's & Colitis Canada Team every year!!



## 5. Frequently Asked Questions:

### ▪ **Why do you charge a registration fee?**

By paying the charity registration fee, you demonstrate that your charity is committed to the event – and in exchange your charity will receive a registration credit of \$750 in any of our events to use as a recruitment tool for your fundraisers as you may please.

### ▪ **Are there any other costs associated with this event?**

No. We provide a world-class event with zero risk to you featuring free online fundraising for all official charities of the Scotiabank Charity Challenge. Your charity receives 100% of the funds raised online through Artez.

### ▪ **What will our charity receive?**

- Digital artwork to promote the event, which you can customize with your charity's logo and fundraising information.
- Website promotion through [www.MississaugaMarathon.com](http://www.MississaugaMarathon.com), as well as complimentary online fundraising on Artez courtesy of Scotiabank.
- Opportunity to purchase booth space at both our Runner's Expo and Finish Line– at a special charity rate for the two-day Runner's Expo of \$800 + HST. The charity rate for our charity row at the Mississauga Marathon Finish line is \$500.00 + HST for a 10x10 booth space.

### ▪ **What is expected of our charity?**

- Promote the event to your supporters. Solicit participation to fundraise for your organization. Make the event part of your communication strategy.
- Recruit a minimum of 10 runners.
- Assign a team member to work exclusively with the Scotiabank Charity Challenge Coordinator manage the administration on your end, including but not limited to: tracking, recruiting, communicating and assisting your charity's runners.
- Public Relations and media support. Work together with the event organizers to secure media coverage. Have people from your organization available for media interviews and/or events. Share with us unique human interest stories that will grab the media and public's attention.
- Reward and honour the individuals who have come out to support your organization and recognize their achievement.



### Frequently Asked Questions (cont'd):

#### ▪ How does our charity register runners?

Individuals will register to run on your behalf via the official registration page within the event website [www.MississaugaMarathon.com](http://www.MississaugaMarathon.com) **REGISTRATION IS OPEN!** Please ensure you have your fundraisers register through the "HTG Sports" option. There will be a drop-down menu on the page so participants can select to run for your charity at the point of registration. Runners who have already registered to run and decide later to raise funds for your cause can still be added. Your Charity Administrator will facilitate that process.

#### ▪ How can we attract supporters?

- Use your networks to encourage participation in the Mississauga Marathon Race Weekend. Recruit celebrities, corporations, supporters, groups and individuals to run on your behalf.
- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers. Get creative (iPods, running gear, tickets to local events and trips are all examples of incentive prizes that have been offered by charities in the past).
- Promote the free online pledge raising vehicle, Artez. Add a direct link from your website to your Artez fundraising page.
- Communicate with your runners regularly via email or newsletters to keep them engaged and motivated.
- Consider branding an on-course water station with signage and provide volunteers (12 to 24) to staff it. The SCC Coordinator will work with charities to help them develop creative and effective recruitment and fundraising strategies.

### 6. Next Steps:

- Register your Charity by completing the online application form: <https://scotiabankcharitychallenge.wufoo.com/forms/2017-scotiabank-charity-registration-mississauga/>
- From there our team will begin the process of building your fundraising links and integrating your participation within [www.MississaugaMarathon.com](http://www.MississaugaMarathon.com)
- **Important:** Charities will not be added to the Mississauga Marathon registration system until we receive **all** of the information requested (please see the Scotiabank Charity Challenge Registration).
- **It is also important** to ensure your participants indicate they are a Scotiabank Charity Challenge runner. When they register to run or walk in one of the events they must:
  - Select the race they wish to participate in
  - Select your charity from the drop down menu. Upon completion of their registration, they will receive a race confirmation and a link to their fundraising page they will be able to personalize.





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## 7. Contact us:

If you have questions, please feel free to contact me. Thank you for your consideration.

**Brody Coles**  
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See you on May 5-7, 2017!

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