



Every Step Helps Build Our Community
Scotiabank Charity Challenge

SCOTIABANK TORONTO WATERFRONT MARATHON



SCOTIABANK CHARITY CHALLENGE 2017 PROGRAM INFORMATION

Anh Vuong-Phillpotts
National Manager, Scotiabank Charity Challenge
anhv@canadarunningseries.com

Scotiabank Charity Challenge

You're richer
than you think.®





Every Step Helps Build Our Community
Scotiabank Charity Challenge

Table of Contents

The Scotiabank Toronto Waterfront Marathon	2
What is the Scotiabank Charity Challenge?	2
Benefits for Your Charity	3
Benefits for Participants	3
Scotiabank Charity Challenge Prizing	4
The Artez Online Fundraising System	5
Official Charity Application	5



Every Step Helps Build Our Community
Scotiabank Charity Challenge

The Scotiabank Toronto Waterfront Marathon

Each October, the Scotiabank Toronto Waterfront Marathon plays host to thousands of runners, spectators and volunteers from over 60 countries around the globe as they take to the streets to run, walk and wheel through Canada's largest city. Starting in 1990 as a half marathon and 5k with 1,500 participants the race has since added a full marathon format and grown to 25,000 participants in 2016.

The courses are certified by Athletics Canada and AIM (Association of International Marathons). The Scotiabank Toronto Waterfront Marathon received the IAAF Silver Label from 2008 - 2013, and was awarded the IAAF Gold Label in 2014. The Toronto race is one of only six in North & Central America, marking it as one of the best road races in the world. Participants in the race are able to take in landmarks of Toronto, including the CN Tower, Royal Ontario Museum and the beautiful waterfront landscape all the while being encouraged by local Neighbourhood Cheering and Entertainment Centres.

What is the Scotiabank Charity Challenge?

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

In 2016 alone, the Scotiabank Charity Challenge had helped raised over \$7.8 million for over 560 Canadian local charities. It was a milestone year as total funds raised across Canada had surpassed the \$50 million mark since the launch of the program in 2003.

Charities recruit fundraisers who register for the Scotiabank Toronto Waterfront Marathon, Half Marathon & 5k, create an online fundraising account and then raise funds using a secure online fundraising system.

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 – the focus is on fundraising, not logistics
- Many of the costs to fundraise are paid for by Scotiabank, so every dollar raised goes directly to the cause
- Charities and fundraisers receive access to Artez, a secure online fundraising platform at no cost to them, allowing runners to easily fundraise

The Scotiabank Charity Challenge at the Scotiabank Toronto Waterfront Marathon:

All official charity participants receive access to a free, user-friendly online fundraising system with 100% of all funds raised going directly to each charity through Artez. Participants are able to support a broad range of charities including health focused, environmental, social and community services by creating personal fundraising pages or donating to the Charity directly. Fundraising will be available through Artez until Tuesday, October 31st, 2017 at 5pm. All official charities in the Scotiabank Charity Challenge are responsible for recruiting their participants, who must pay a race registration fee to cover the costs of staging the event.

Scotiabank Charity Challenge

You're richer
than you think.®





Every Step Helps Build Our Community
Scotiabank Charity Challenge

In 2016 the Scotiabank Charity Challenge at the Scotiabank Toronto Waterfront Marathon hosted 182 charities who raised over \$3.24 million! Since its inception in 2003, the STWM Scotiabank Charity Challenge has raised over \$31.4 million for local, national and international charities.

<http://www.torontowaterfrontmarathon.com/community-and-charity/scotiabank-charity-challenge/>.

Benefits for Your Charity

- Discounted charity entry fees
- Removes the financial risk of putting on your own fundraising event, and allows you to focus your time on raising funds and not on logistics and operations
- The convenience and security of online fundraising and tax receipting through Artez at zero cost – courtesy of Scotiabank. You receive 100% of the online donations!
- Training sessions by Artez and Canada Running Series staff on best practices and how to navigate the Artez Fundraising Platform
- Monthly updates through our Charity Challenge e-Newsletter
- An opportunity to purchase a booth at the 2-Day Running, Health & Fitness Expo at the Enercare Centre on race weekend

Benefits for Participants

- STWM Race Technical T-shirts provided to ALL participants (marathon, half-marathon & 5k!)
- FREE Running, Health and Fitness Expo with 85 exhibitors.
- FREE Tune-up runs hosted by Canada Running Series
- 12 Neighbourhood Cheering and Entertainment Centers, with more than 20 bands along the course to keep your participants motivated.
- Abundant water, Gatorade and First Aid stations along the route.
- Unique finisher's medal for ALL participants who complete their race distance (marathon, half-marathon & 5k!)
- A great post-run party/reunion area – Complimentary food and refreshments for race participants, pre-purchased post-race massages, onsite information booth to look up your family and friends' race results, and various sponsor tents to browse while waiting for loved ones and fantastic live entertainment.



Every Step Helps Build Our Community
Scotiabank Charity Challenge

Scotiabank Charity Challenge Prizing

Every dollar raised will help your charity come closer to winning one of nine cash prizes, totaling \$33,000! Scotiabank will award prizing to the Official Charities that are the highest performers in the following categories:

1. Official Charity with the largest total dollars raised

Eligibility: Cumulative total of all online and verified offline donations to Fundraising Runners, Fundraising Teams, and your Charity directly.

- 1st place – \$6,000
- 2nd place - \$3,000
- 3rd place - \$2,000

2. Official Charity with the largest number of Fundraising Runners

Eligibility: Charities must have a minimum of **10** Fundraising Runners registered. Fundraising Runners can be registered in any combination of running events. For this prize category, only donations made directly to an individual who raises a minimum of \$50 (online or verified offline) will be included in this calculation.

- 1st place – \$6,000
- 2nd place - \$3,000
- 3rd place - \$2,000

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

Eligibility: Your charity must have a minimum of **10** Fundraising Runners registered. The average dollars raised will be calculated based on individual Fundraising Runner totals only. For this prize category, only donations made directly to an individual who raises a minimum of \$50 (online or verified offline) will be included in the calculation. Donations made to Fundraising Teams or your Charity will **not** be included in the calculation.

- 1st place – \$6,000
- 2nd place - \$3,000
- 3rd place - \$2,000

Prizing Rules:

- 1) Prizes for official charities are calculated based on funds raised (online or verified offline) by registered individual fundraising runners, teams, and donations that are made directly to the charity.
- 2) Online fundraising (credit card donations) will close on **Tuesday, October 31st, 2017 at 5:00pm.**
- 3) Cash and cheque donations must be entered in the fundraising system by **Tuesday, October 31st, 2017 at 5:00pm.**
- 4) All offline donations (cash and cheques) must be verified by charity administrators by **Tuesday, October 31st, 2017 at 5:00pm.**
- 5) Fundraising totals and awards will be based on online donations and verified offline donations entered through the Artez system by **Tuesday, October 31st, 2017 at 5:00pm.** Unverified Funds will not be counted towards totals for prizing.

Scotiabank Charity Challenge

You're richer
than you think.®





Every Step Helps Build Our Community
Scotiabank Charity Challenge

- 6) Charities not using the Scotiabank sponsored Artez platform must submit an import file to your Scotiabank Charity Challenge Coordinator by **Tuesday, October 31st, 2017 at 5:00pm.**
- 7) A charity cannot win more than one award. In the event that your charity wins/places in more than one category, the prize will be awarded in the category in which you win/place by a bigger margin of victory. The margin is the percentile difference between the winning charity and the next winning charity. **Calculating Margin Example:**

Category 1: XCharity raises \$100 - YCharity raises \$25 - Percentage difference is 75%

Category 2: XCharity raises \$100 - ZCharity raises \$50 - Percentage difference is 50%

XCharity would be awarded prize in Category 1, ZCharity awarded prize in Category 2.

The Artez Online Fundraising System

- **Quick reporting** – Real-time fundraising reports containing registrant details and donation information
- **Receipting made easy** – Tax receipts are generated electronically through a PDF and issued instantly to the donors' email address.
- **Secure** – Artez ensures the latest high encryption technology to ensure safe transactions
- **Lower administration costs** – Donations are collected instantly via credit card.
- **Personalization** - Participants can customize their fundraising page by uploading a picture/video, setting a fundraising goal and adding a personal message
- **Real-time results** – Participants can track donations and send out customized emails to donors.
- **Social Media Integration** – participants can easily share their pages and fundraise using platforms such as Facebook, Twitter, and the STWM Mobile app!

Official Charity Application

Your charity must meet the following mandatory requirements:

1. You must be a Canadian Registered Charity in good standing. We will be checking your CRA status.
2. You must complete the Scotiabank Charity Challenge Official Charity Application Form by:

Wednesday, March 1st at 5pm: <https://scotiabankcharitychallenge.wufoo.com/forms/2017-stwm-official-charity-application/>.

Please note that you will be required to provide a business case (MAX 300 words) in this application explaining:

- *Where will your fundraising dollars go?*
 - *When you will begin your campaign for this event?*
 - *How you plan to recruit fundraisers and attract donors?*
3. All charities must commit to \$800 in Participant Registration fees (before taxes & processing fees). By successfully recruiting enough participant registrations, totaling \$800, your charity fee will be waived. These participant paid registrations will be tracked via a custom discount code provided to each charity. Participants will be required to enter the Charity Discount Code at the point of registration and pay the registration fee themselves. This Charity Discount Code will ensure that the cost of each event distance is provided at the following Charity Rates:

5k - \$40 (plus tax & processing fee)

5k with Baby Stroller - \$50 (plus tax & processing fee)

Half-Marathon & Full Marathon - \$80 (plus tax & processing fee)



Every Step Helps Build Our Community
Scotiabank Charity Challenge

If your charity participant registrations do not accumulate to \$800 worth of registrations by the time Online Registration closes on Monday, October 16th, 2017 an invoice for the balance of the \$800 will be issued to your charity.

4. You must sign and return the ‘**Scotiabank Charity Challenge Official Charity Rules**’