



SCOTIABANK CHARITY CHALLENGE

IN CONJUNCTION WITH SCOTIABANK CALGARY MARATHON

50KM Ultra · 42.2KM · 21.1KM · 10KM · 5KM Walk & Run · Kids Marathon

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OUR UNIQUE CONCEPT

The Scotiabank Charity Challenge is an opportunity for runners and walkers to fundraise for charities in our community!

The Objective

Encourage people to participate in any one of the Scotiabank Calgary Marathon's six running events while raising funds for the official charity of their choice.

A Distance for Everyone

- Scotiabank Calgary Marathon (42.2KM)
- Centaur Subaru Half-Marathon (21.1KM)
- Jugo Juice 10KM
- 5KM Walk and Run
- Scotiabank Kids Marathon (Kids 12 and under)
- 50KM Ultra Marathon

Walkers are invited to participate in all events with the exception of the 50KM Ultra and with precautions for the marathon distance.

Scotiabank Charity Challenge (SCC) Overview

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 key fundraising opportunity for local nonprofits.

In 2013, the Challenge raised over \$6.6 million for over 400 Canadian local charities. From 2000 through 2012, the Challenge donated more than \$32 million. 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 to fundraise are paid for by Scotiabank, so every dollar raised goes directly to the cause.
- Charities and fundraisers receive access to the Artez Interactive platform at no cost to them, allowing runners to fundraise automatically.



WHAT IS THE SCOTIABANK CHARITY CHALLENGE?

All SCC official charities have a chance to win one of ten cash prizes in the following categories:

1. Charity with the largest total dollars fundraised

Rules: Including all online and offline verified donations.

- 1st place - \$4,000
- 2nd place - \$2,000
- 3rd place - \$1,500

2. Charity with the largest number of fundraising runners

Rules: Charities must have a minimum of 10 fundraising runners registered. (in any combination of events)

- 1st place - \$4,000
- 2nd place - \$2,000
- 3rd place - \$1,500

3. Charity with the largest average amount raised per fundraising runner

Rules: Charities must have a minimum of 10 fundraising runners.

- 1st place - \$4,000
- 2nd place - \$2,000
- 3rd place - \$1,500

4. \$2,500 will be awarded to the charity of the individual with the highest total dollars fundraised.

Rules

- Fundraising totals and awards will be based on standings at noon, 15 days after the Scotiabank Calgary Marathon.
- Charities may not win more than one cash prize. 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 have the widest margin of victory. The second and third place finisher(s) in the affected category/categories will then win the other award(s).
- Although charities may fundraise as a group, each individual in the group must meet the minimum \$20 fundraising objective.

BENEFITS FOR YOUR CHARITY

The SCC is an opportunity for:

- Runners who register in the Scotiabank Calgary Marathon to run and raise funds for a charity of their choice.
- Charities can leverage the SCC as an annual fundraising opportunity - promote your presence in the Scotiabank Calgary 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 a world-class event that fully supports and promotes the Scotiabank Charity Challenge
- Reward participants for fundraising, through discounted charity entry fees. In addition, Scotiabank:
 - Underwrites use of the Artez Interactive online fundraising platform, allowing all SCC registered runners to fundraise online
 - Underwrites all credit card transaction fees for donations processed by credit card
 - Makes available a dedicated SCC Manager in each of our sponsored marathons to help our official charities with any questions or concerns along the way

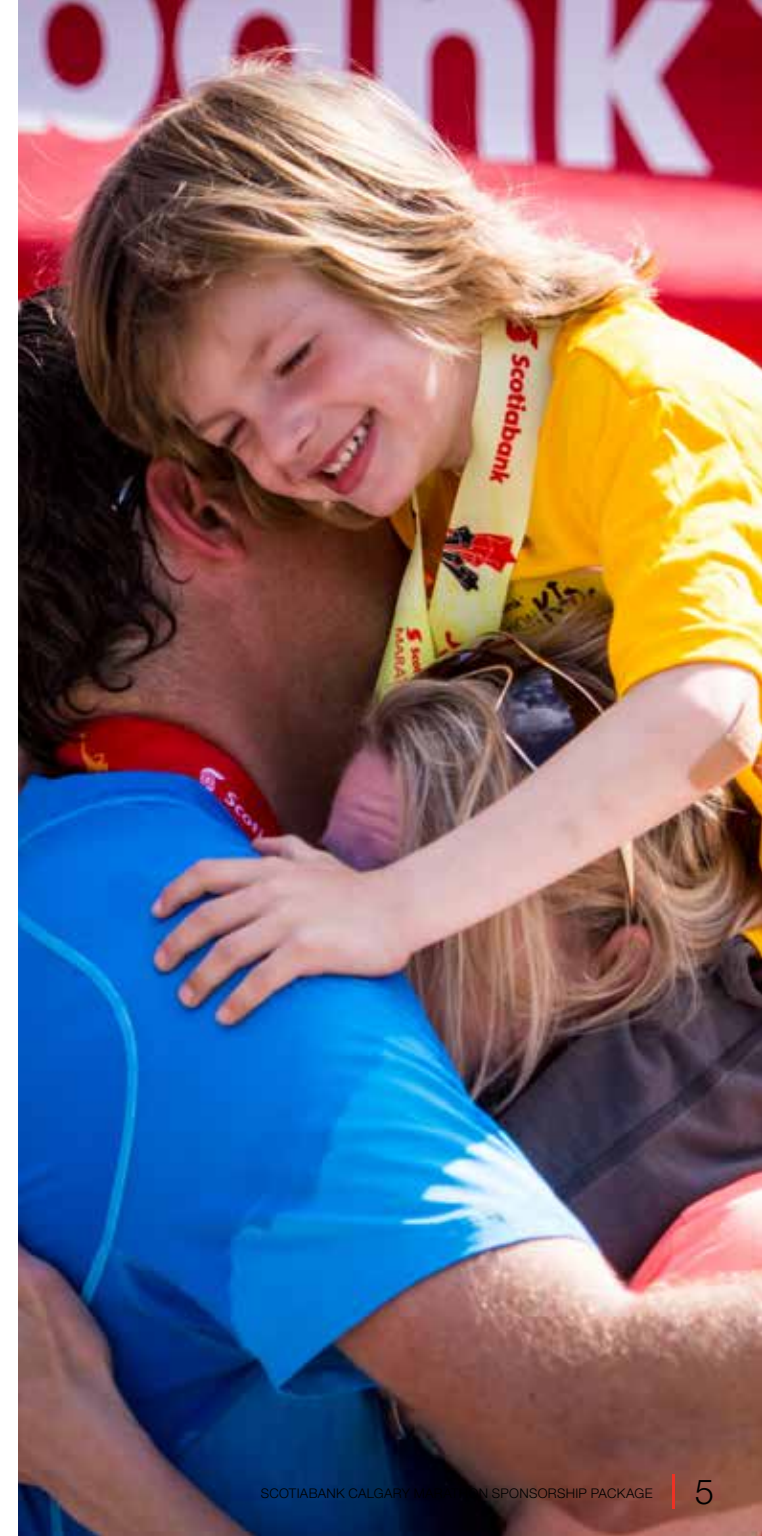
BENEFITS FOR YOUR PARTICIPANTS

Pre-race

- Discounted entry fees reward runners for fundraising for your charity. Each charity receives a discount code providing their fundraisers with a discount on registration fee.
- Free, personalized online fundraising through Artez Interactive – all costs underwritten by Scotiabank.
- Opportunities to participate in launch events leading up to the main event.
- Discounted rates for a booth at the Health and Wellness Expo. Please visit www.calgarymarathon.com/expo.html for registration.

During the race

- Unique cheer zones along the race route.
- Opportunity to man a water station, brand it as your own and cheer on the runners.



BENEFITS OF USING THE ARTEZ INTERACTIVE PLATFORM

- **Quick reporting:** real-time fundraising reports with 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 Interactive 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 upload email address books 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/after the race.

BECOMING AN OFFICIAL CHARITY

Pre-race

- Your charity must be a Canadian Registered Charity in good standing
- Complete the SCC application located at www.calgarymarathon.com/charity-challenge.html
- Accept the official SCC rules
- Pay the charity registration fee of \$500.00, which entitles your team to \$500.00 worth of free race entries (credited at preferred charity discount rates) in any of the events offered at the Scotiabank Calgary Marathon. Rule: the registration fee is non-refundable and non-transferable - entry fees must be used during this race year

CHARITY RACE ENTRY DISCOUNTED RATES

RACE *	CHARITY DISCOUNT ENTRY	NUMBER OF ENTRIES
Scotiabank 42.2KM	\$60	8
Centaur Subaru 21.1KM	\$60	8
Jugo Juice 10KM	\$40	12
5KM	\$35	14
Kids Marathon	\$15	33
50KM Ultra	\$100.00	5

How to Register

Charity registration is completed online, please follow this link to get started: www.calgarymarathon.com/charity-challenge.html

Scotiabank Charity Challenge Application Deadlines

To ensure that we receive your application for this program on time, please register by March 1, 2015

* Note - All participants registered after May 25, 2015 will be charged the regular late registration fee and the code will no longer be available to use.

- Charities can use these free entries as an incentive for participants to raise pledges for their cause.
- Example: The first 10 people (or more depending on race entered) who contact you to run and fundraise for receives a free entry
- Charities should also provide the following information to the Charity Challenge Manager : Jennifer Ashley - charitychallenge@calgarymarathon.com
 - Logo for your charity in high resolution in both JPEG and .ai or .eps format
 - Images (any images associated with the charity's branding)
 - Digital signature for tax receipts

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 committed to recruiting at least 10 runners to help you achieve your fundraising goal.

How many free entries will the \$500 registration fee provide?

- Please see the chart on page 6. Any combination of the charity discount registration rates for any of the five running events noted totalling \$500.

What about my team members who are paying for their own race entries?

- Participants who do not qualify for a free entry based on the incentives you choose will still receive a special charity discounted rate for entry into any of the five running events offered at the Scotiabank Calgary Marathon.

Are there any other costs associated with this event?

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

What will our charity receive?

- Website promotion through www.calgarymarathon.com as well as complimentary online fundraising on Artez Interactive courtesy of Scotiabank.
- Digital artwork to promote the event, which you can customize with your charity's logo and fundraising information;
- Support for your PR and media events by the Scotiabank Charity Challenge Coordinator to promote your charity and encourage participation/fundraising on your behalf.

Opportunity to purchase booth space – at special charity rates – at the 3-day Health and Wellness Expo.

Please note: there is limited space available at the charity rate, so sign up early for this opportunity to avoid disappointment.

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.
- Public Relations and media support. Work together with the event organizers and our partners to secure media coverage. Have people from your organization available for media interviews or media events. Highlight 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.
- Identify someone within your charity who will work with our Scotiabank Charity Challenge Coordinator and who will manage the administrative aspects of the event.
- Arrange for charitable representation at the event.

How does our charity register runners?

- Individuals or groups can register at our event website www.calgarymarathon.com

How is the event promoted?

- Social Media
- Local Advertising
- Running publications and online promotions
- Print materials
- Earned media relations

How can we attract supporters?

- Use your networks to encourage participation in the Scotiabank Calgary Marathon and the Scotiabank Charity Challenge. 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).
- Drive your team to www.calgarymarathon.com for information regarding training programs and clinics.
- Promote the free online pledge raising vehicle, Artez Interactive. 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.
- Go out for group runs to train for the big day!
- Consider branding an on-course water station with signage and provide volunteers (12 to 24) to staff it. Special charity discount rates are available. Show your charity's colours on race day!
- Plan a post-race party. Find a local restaurant/pub to sponsor your team(s). Reward your runners for their achievements.
- The SCC Manager will work with charities to help them develop creative and effective recruitment and fundraising strategies. Hold regular conference calls with official charities to share ideas and help you stay on target.



SUCCESS STORIES

MITO CANADA FOUNDATION

What the Calgary Marathon Charity Challenge means to us

MitoCanada has participated in the Calgary Marathon Charity Challenge since 2012, and the event has become our biggest awareness and fundraising drive

The Calgary Marathon provides all the infrastructure, administrative support and great publicity that makes it easy for charities to participate. The Charity Challenge is about rallying people to run for (your) cause, which gives them a greater sense of purpose for their training and race day. People genuinely want to give back to the community and make a difference - the Charity Challenge provides them this opportunity.

Like most things in life, you get out what you put in. We have had great success with the Charity Challenge through engaging friends, family, strangers, corporate teams, and offering training sessions/expertise/tips, nutrition, and ultimately making people feel like part of a team.

MitoCanada is truly grateful for the impact the Charity Challenge has had on our organization!

Blaine Penny

President and CEO

MitoCanada Foundation



mitocanada
awareness · support · research

SUCCESS STORIES

BREAST CANCER SUPPORTIVE CARE

Breast Cancer Supportive Care had an amazing year with The Scotiabank Calgary Marathon Charity Challenge! With our registration it was easy asking last year's participant's to be the first to register for free! This gave us our first contact with our supporters who we continued to update on the event.

To gain momentum we made a tracking board to hang in our lobby so our progress could be followed and put links to the fundraising site on our webpage and Facebook. We took advantage of the booth opportunities at Eau Claire market to meet and recruit runners, made pamphlets to hand out to anyone interested in joining us or donating, ordered logo t shirts for fundraising runners, had a meet and greet for all of our supporters that gave them an opportunity to see our facility.

We tracked runners fundraising page and were able to do features on them once they had reached their goal to motivate others.

Fundraising through the Charity Challenge created very little work from the administrative side as a webpage is set up with your logo, donations are made online and receipts are sent electronically. Very easy to copy the link and use on all correspondence. The Charity Challenge manager was always available for support.

We are very excited for the 2015 run!



NEXT STEPS

Register your Charity filling out the registration form located on the website at

www.calgarymarathon.com/charity-challenge.html and send in your \$500 registration fee. to;

The Calgary Marathon Society

PO Box 296, Station M

Calgary, AB T2P 2H9

Important:

Charities cannot be added to the marathon registration system until we receive all of the information requested. 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 the appropriate charity from the drop down list
- Enter the PIN to get their discounted entry
- PINs will be provided by the SCC Manager.

The Scotiabank Charity Challenge will hold an orientation session for all participating charities and provide training with the Artez Interactive system.

CONTACT US

If you have questions, please contact the Scotiabank Charity Manager, Jennifer Ashley email: charitychallenge@calgarymarathon.com or call (403) 710-2464





 **Scotiabank**
CALGARY MARATHON

www.CALGARYMARATHON.com