



Every Step Helps Build Our Community

Scotiabank Charity Challenge

SCOTIABANK CHARITY CHALLENGE 2017

PROGRAM INFORMATION



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1. Scotiabank Vancouver Half-Marathon & 5K

2017 marks the 19th year of the Scotiabank Vancouver Half-Marathon & 5k, over those years the event has had over 60,000 participants and raised more than \$4.8 million dollars for 120 plus local charities.

The Half-Marathon, the original race to run from UBC to Stanley Park, features some of the most scenic vistas in North America. Running along Spanish Banks, Jericho and Kitsilano Beach, with the majestic North Shore Mountains providing the backdrop as the runners set new personal bests on the downhill, point to point course. The Half has seven aid stations featuring Water and Gatorade, plus seven bands on course to offer you some encouragement / distraction on your run.

The 5km event is great for all skill levels and ages, we will be modifying the 5k event and course this year to accommodate more runners and fundraisers. The fastest runners will complete 5km in just 15 minutes, but the course remains open for an hour so everyone is able to finish and celebrate their victory.

Both the Half-Marathon and 5km course are certified by Athletics Canada and our goal at Canada Running Series is to always have safe and accurate courses for all participants. Providing a great experience whether you are at the front or the back, fast or slow, and to showcase some of Canada's best in Amateur Athletics.

Clifton Cunningham
Western Race Director
Canada Running Series



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2. 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 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 reached the **\$50 million** mark since the launch of the program in 2003.

Charities recruit fundraisers who register for the Scotiabank Vancouver 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

3. Scotiabank Charity Challenge Program Features

- A chance to win one of nine Scotiabank Charity Challenge cash prizes totaling \$24,750.
- Featured as an Official Charity on the Scotiabank Vancouver Half-Marathon & 5k website.
- Personalized secure online fundraising system Artez
- Scotiabank underwrites all credit card transaction fees for donations processed by credit card.
- **Your charity receives 100% of all donations received.**

Cost: The Scotiabank Charity Challenge operates on a participant recruitment based fee model. All official charities must commit to \$750 (prior to taxes and processing fees) in Participant Registration fees. By successfully recruiting enough participant registrations, totaling \$750, your charity fee will be waived.



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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:

- Half-Marathon - \$60 (prior to taxes and processing fees)
- 5k - \$30 (prior to taxes and processing fees)

If your charity participant registrations do not accumulate to \$750 worth of registrations, not including tax / service fees, an invoice for the balance of the \$750 will be issued to your charity post-race.

4. Benefits for Your Charity

- An opportunity for over 6,400 runners who register in the Scotiabank Vancouver Half-Marathon & 5k to run and raise funds for a charity of their choice.
- Charities can leverage the Scotiabank Charity Challenge as an annual fundraising opportunity - promote your presence in the Scotiabank Vancouver Half-Marathon & 5k 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. Focus your time on raising funds - not on logistics and operations.
- Raise awareness for your cause by teaming up with a world-class event that fully supports and promotes the Scotiabank Charity Challenge.
- Convenience and security of online fundraising and tax receipting through our secure online fundraising system, Artez, at zero cost.
- Scotiabank underwrites use of the Artez online fundraising platform as well as all credit card transaction fees for donations processed by credit card. **Charities keep 100% of all donations.**
- A dedicated Scotiabank Charity Challenge Coordinator to help our official charities with any questions or concerns along the way.

5. Benefits of Using the Artez Online Fundraising 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 uses the latest high encryption technology to ensure safe transactions.
- **Low administration costs:** Less handling of cash and cheque donations means more time to recruit and encourage participants.



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- **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 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 or after the race.

6. Scotiabank Charity Challenge Cash Prizes

Every dollar raised will help your charity come closer to winning one of nine cash prizes, totaling \$24,750! Scotiabank will award prizes 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 – \$4,250
- 2nd place - \$2,500
- 3rd place - \$1,500

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 – \$4,250
- 2nd place - \$2,500
- 3rd place - \$1,500

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 – \$4,250



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- 2nd place - \$2,500
- 3rd place - \$1,500

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 **Monday, July 10th, 2017, at 5:00pm PST.**
- 3) Cash and cheque donations must be entered in the fundraising system by **Monday, July 24th, 2017, at 5:00pm PST.**
- 4) All offline donations (cash and cheques) must be verified by charity administrators by **Monday, July 24th, 2017 at 5:00pm PST.**
- 5) **Fundraising totals and awards will be based on online donations and verified offline donations entered through the Artez system by Monday, July 24th, 2017 at 5:00pm PST. Unverified Funds will not be counted towards totals for prizing.**
- 6) Charities not using the Scotiabank sponsored Artez platform must submit an import file to your Scotiabank Charity Challenge Coordinator by **Monday, July 17th, 2017 at 5:00pm PST.**
- 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.



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7. How You Can Become an Official 2017 Charity

- Your charity must be a Canadian Registered Charity in good standing with Canada Revenue Agency
- Complete the online Scotiabank Charity Challenge Registration Form which includes:
 - your charity's legal name, registered charity number, address, website URL
 - Executive Director and Daily Contact Person – name, email, phone etc.
 - Acceptance of the Charity Challenge fee.
 - Logo for your charity in high resolution in JPEG format
 - Description of your charity and call to action for supporters (75-100 words each)
 - Images (any images associated with the charity's branding)
 - Fundraising goal (this can be modified)
 - Information for tax receipting including an image file of the digital signature of signing director
- 2017 Scotiabank Charity Challenge Online Charity Registration Form
- Accept the official Scotiabank Charity Challenge rules.
- Accept the Charity Challenge Fee Model. All official charities must commit to \$750 (prior to taxes and processing fees) in Participant Registration fees. By successfully **recruiting** enough participant registrations, totaling \$750, 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:

Half-Marathon - \$60 (prior to taxes and processing fees)

5k - \$30 (prior to taxes and processing fees)

If your charity participant registrations do not accumulate to \$750 worth of registrations, not including tax / service fees, an invoice for the balance of the \$750 will be issued to your charity post-race.



8. Next Steps – How To Register Your Charity

Sign up today!

1) Fill out the online registration form :

2017 Scotiabank Charity Challenge Online Charity Registration Form:

<https://scotiabankcharitychallenge.wufoo.com/forms/2017-scotiabank-charity-registration-vancouver/>

Important: Once the application has been submitted and approved, there is a two - three week wait time while listing is created.

9. Important Dates

Event Weekend	Friday, June 23rd, 2017 - Sunday, June 25th, 2017
Race Registration and Online fundraising launch	December 2016 *Race Registration already live
Time to create each charity's Fundraising Page	2-3 weeks from receipt of registration information
Deadline to register as an official charity	Friday, April 28th, 2017
Online Fundraising closes	Monday, July 10th, 2017 at 5pm PST
Deadline for entering offline donations (cash and cheques) in a fundraising account	Monday, July 17th, 2017 at 5pm PST
Deadline for offline cash and cheque donations to be verified by Charity Administrators	Monday, July 24th, 2017 at 5pm PST



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9. Frequently Asked Questions

Is there a fee to participate as a charity?

- Yes there is a fee/commitment required. By accepting the Charity Participation Fee, you demonstrate that your charity is committed to the event and to recruiting at least \$750.00 in paid entry fees prior to taxes and processing fees. Invoices for any balances from the entry fee commitment will be issued following the event.

How do we track progress towards the \$750 recruitment goal?

- Each participating charity will receive customized event distance **Charity PIN Codes** that provides access to a discounted entry price and when used your charity will receive credit. Each Half-Marathon entry will be counted as \$60.00 and each 5K entry will be counted as \$30.00.
 - For example:
 - 25 -5k entries equals \$750.00 prior to taxes and processing fees. No invoice would be issued at the end of the event.
 - 10 -5k entries equals \$300.00 prior to taxes and processing fees. An invoice for \$450 (+ taxes) will be issued to cover the balance of the \$750 commitment.

Is it possible to purchase entries we can share with our supporters?

Yes we can assist with bulk purchases. Please contact your Charity Challenge Coordinator for additional details.

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 the Scotiabank sponsored Artez online fundraising system.



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What will our charity receive?

- Website promotion through <http://canadarunningseries.com/scotiabank-vancouver-half-marathon/community-and-charity/#scotiabank-charity-challenge> as well as complimentary online fundraising through Artez 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 and fundraising on your behalf.
- Support and training with the Artez system.
- Online training webinar focused on recruitment and fundraising, and link to access resources

What is expected of our charity?

- Actively 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 (2 - 3 hours per week) of the event.

How do Fundraisers Register?

- We will provide you with the following resources to assist with your Registration communication:
 - A video that demonstrates the ease of how to register for the race
 - A step-by-step manual that you can easily copy/paste into your communications

How is the event promoted?

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



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- Earned media relations

How can we attract supporters?

- Use your networks to encourage participation in the Scotiabank Vancouver Half-Marathon & 5K and the Scotiabank Charity Challenge. Recruit local celebrities, companies, supporters, groups and individuals to run on your behalf.
- Engage a Corporate Partner – employees participate as fundraising runners and/or company supports your charity with a donation.
- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers.
- Direct your team to <http://www.vancouverhalf.com> for information on run/walking training programs and clinics.
- Promote the free online fundraising platform, 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 and go out for group runs to train for the big day!
- Consider branding an on-course water station with signage and provide volunteers to staff it. 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 Scotiabank Charity Challenge Coordinator will work with charities to support them in developing creative and effective recruitment and fundraising strategies.
- Participate in Artez training sessions, the Charity Challenge Workshop and Scotiabank webinars for ideas on recruitment and fundraising strategies.

10. Contact For Support

If you have questions regarding the Scotiabank Charity Challenge, please contact your Scotiabank Charity Challenge Coordinator:

Robert Tucker
charitywest@canadarunningseries.com
 604-353-5580

For information on the Scotiabank Vancouver Half-Marathon & 5K, please refer to the event web site:

www.vancouverhalf.com