



SCOTIABANK CHARITY CHALLENGE

2020

PROGRAM INFORMATION



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1. Scotiabank Vancouver Half-Marathon & 5K

Our 2020 race will mark the 22nd year of the Scotiabank Vancouver Half-Marathon & 5k in Vancouver. Over those years the event has had over 78,000 participants and raised more than \$9.6 million dollars for local charities.

Our Half-Marathon (which takes runners from the UBC Campus 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 Nuun Hydration, plus upbeat bands/cheer stations on course to offer you some encouragement (or some distraction) on your run.

Our 5km event is an incredibly run event which is great for all skill levels and ages. The plan is in works to modify the current 5k course to comfortably accommodate even more runners and fundraisers. The fastest runners may complete the 5km race in just 15 minutes but the course will remain open for an hour so everyone is able to finish and celebrate their victory.

From competitor to completer, our goal at Canada Running Series is to provide safe, scenic and accurate courses for all participants. We offer our runners a great experience whether you are at the front or back, competitive or casual, and to showcase some of Canada's best in Amateur Athletics. Hopefully we will see you out at one of our races in 2020!

Ryan Chilibeck
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 charities.

In 2019 alone, the Scotiabank Charity Challenge had helped raised over \$8 million for close to 550 community charities across the country through our six sponsored marathons. Close to 90,000 people participated in the various race distances, with thousands of friends and family attending to cheer them on. Since the Scotiabank Charity Challenge began in 2003, we have raised over \$75 million for local charities across Canada.

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 will continue to receive access to a secure online fundraising platform at no cost to them, allowing runners/walkers 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 Partner on the Scotiabank Vancouver Half-Marathon & 5k website.
- Personalized secure registration & online fundraising through one integrated system - Race Roster
- Scotiabank underwrites all processing fees for online donations, therefore your **charity receives 100% of all online donations processed.**

Cost: The Scotiabank Charity Challenge operates on a participant recruitment commitment model. All official charity partners must commit to recruiting a minimum of 5 paid registrations in



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any distance. By successfully recruiting enough participant registrations, there will be no participation fee charged to the charity.

These participants paid registrations will be tracked via the charity registration report. Participants will be required to indicate their support to the charity or charity team, and pay the registration fee themselves.

*****AN EXCITING NEW REGISTRATION REFERRAL MODEL THIS YEAR*****

Instead of providing a charity discount code to each individual, a charity referral code will be provided. The charity will receive a **\$5 referral donation** per registrant who enters the referral code during online registration.

Referral donations will be calculated and disbursed to charities as a lump sum donation post race.

Registration Rate	Sep. 9 Nov. 30	Dec. 1 Feb. 11	Feb. 12 Mar. 17	Mar. 18 Apr. 21	Apr. 22 May 12	May 13 Jun. 9	Jun. 10 Jun. 23	Jun. 24 Jun. 27
SVHM	\$65.00	\$ 75.00	\$85.00	\$95.00	\$105.00	\$110.00	\$115.00	\$120.00
SV 5k	\$35.00	\$ 40.00	\$40.00	\$45.00	\$50.00	\$55.00	\$55.00	\$60.00

*Above rates are for entry fees only. GST & Processing fees will be added.

*Charity Referral Codes are one-time use only, and must be entered at time of online race registration.

*Charity Referral Codes will not be retroactively processed for registrant errors or registrants who receive the Charity Referral Code post registration.

4. Benefits for Your Charity

- An opportunity for over 6,500 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.



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- Convenience and security of online fundraising and tax receipting through our secure integrated online fundraising system, Race Roster, at zero cost.
- Scotiabank underwrites use of the Race Roster online fundraising platform as well as all credit card transaction fees for donations processed by credit card.
- *Charities will receive 100% of all online donations. Donation payout options include direct deposit (sent weekly), or cheque (sent bi-weekly). A payment profile must be created on Race Roster to activate payments. Payment profiles do not need to be recreated each year.*
- A dedicated Scotiabank Charity Challenge Coordinator and Race Roster support team to help our official charity partners with any questions or concerns along the way.

5. Benefits of Using the Race Roster 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 and immediately emailed to the donor's email address
- **Secure:** Race Roster 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.
- **Personalization:** Participants can customize their own fundraising page by uploading a photo, setting their individual fundraising goal, customizing their own fundraising message and tailoring email messages to send to their family, friends and co-workers.
- **Real-time results:** Your runners can easily track pledges as they head towards their fundraising goal, sending out 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 prizeing 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
- 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 27th, 2020 at 5:00pm PST.**
- 3) Cash and cheque donations must be entered in the fundraising system by **Monday, July 27th, 2020 at 5:00pm PST**
- 4) All offline donations (cash and cheques) must be verified by charity administrators by **Monday, July 27th, 2020 at 5:00pm PST.**
- 5) **Fundraising totals and awards will be based on online donations and manually entered donations through the Race Roster system by Monday, July 27th, 2020 at 5:00pm PST. Offline Funds not entered into the system will not be counted towards totals for prizing.**
- 6) 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.



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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.

7. How You Can Become a 2020 Official Charity Partner

- **Your charity must be a Canadian Registered Charity in good standing with Canada Revenue Agency**
- **Use of the Scotiabank sponsored Race Roster online fundraising platform is mandatory**
- **Set up of Stripe Connect account for direct deposit is mandatory**
- **Complete the online 2020 Official Charity Partner Application 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 official Scotiabank Charity Challenge rules
 - Acceptance of the Scotiabank Charity Challenge commitment:
 - All official charity partners must commit to recruiting a minimum of 5 paid registration in any distance. By successfully recruiting enough participant registrations, you demonstrate that you are a dedicated charity partner
 - These participant paid registrations will be tracked via the registration report. Participants will be required to select the charity, enter the Charity Referral Code at the point of registration and pay the registration fee themselves. This Charity Referral Code will help track the number of supporters and total of your charity's post-race referral donation. The full price schedule can be found on page 5 of this document.
- Description of your charity and call to action for supporters (75-100 words each)
- Fundraising goal (this can be modified)
- Information for tax receipting (Official charity name, registered charity #, address, email, phone number)
- Image attachments to be sent after completing the online application:



- Logo for your charity in high resolution in JPEG format.
- Images (any images associated with the charity’s branding)
- Digital signature of signing authority

8. Next Steps – How To Apply To Become An Official Charity Partner

Apply today!

- 1) Complete the online application form: <https://raceroster.com/26783>

Important: Once the application has been submitted and approved, there is a two week wait time while we review and verify your application. If approved, your charity listing will then be created.

- 2) An email reminder will confirm your submission and to submit your images via email: including your charity logo, 2 horizontal images, signing authority’s digital signature to: fundraising@raceroster.com

9. Important Dates

Event Weekend	Friday, June 26th - Sunday, June 28th, 2020
Race Registration launch	September 9, 2019
Time to review application and create each charity’s Fundraising Page (if approved)	2 weeks from receipt of application information
Deadline to apply to become an official charity partner	Monday, April 27th, 2020
Online Fundraising closes	Monday, July 27th, 2020 at 5:00pm PST.
Deadline for manually entering offline donations (cash and cheques) into Race Roster system	Monday, July 27th, 2020 at 5:00pm PST.



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10. Frequently Asked Questions

Is there a fee to participate as an Official Charity Partner?

- There is no charity fee, but a charity commitment is required. By accepting the Charity Participation commitment, you demonstrate that your charity is committed to the event and to recruiting at least 5 paid entry fees.

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 do we receive the charity referral code?

- Your charity will receive the Charity Referral Code upon application approval. Please share with your supporters. This Charity Referral Code must be utilized at time of online registration.

Can the Charity Referral Code be applied retroactively?

- Charity Referral Codes are one-time use only, and must be entered at time of race registration.
- Charity Referral Codes will not be retroactively processed for registrant errors or registrants who receive the Charity Referral Code post registration.

How do we track progress towards our charity's 5 paid entries recruitment goal?

- Your charity supporters will be tracked via the Race Roster fundraising report

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

- Yes your charity can pre-purchase gift entries at the current rate displayed. Please contact your Scotiabank Charity Challenge Coordinator for additional details.

Are there any other costs associated with this event?

- No additional costs. We provide a great world-class event with zero risk to you with free online fundraising for all official charity partners of the Scotiabank Charity Challenge. Your charity receives 100% of the funds raised through the Scotiabank sponsored Race Roster online fundraising system via weekly direct bank deposit.



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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 Race Roster courtesy of Scotiabank.
- Digital artwork to promote the event, which you can customize with your charity's logo and fundraising call to action 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 Race Roster 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 a Charity Administrator:** 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 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 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.



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- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers.
- Direct your team to <https://www.ScotiaHalf.com> for information on run/walking training programs and clinics.
- Promote the free online fundraising platform, Race Roster. Add a direct link from your website or email signature to your Race Roster 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.
- Work with the Scotiabank Charity Challenge Coordinator to develop creative and effective recruitment and fundraising strategies.
- Participate in Race Roster training sessions, the Scotiabank Charity Challenge Workshop and Scotiabank webinars for ideas on recruitment and fundraising strategies.

11. 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:

<https://www.ScotiaHalf.com>