

# Every dollar helps.

Show your support for local charities and sign up for the Scotiabank Charity Challenge.

 **Scotiabank** TORONTO  
WATERFRONT MARATHON



## SCOTIABANK CHARITY CHALLENGE 2021 PROGRAM INFORMATION



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## 1. The Scotiabank Toronto Waterfront Marathon

Each October, the Scotiabank Toronto Waterfront Marathon plays host to thousands of participants, spectators and volunteers from over 75 countries around the globe as they take to the streets to run, walk and wheel through Canada's largest city. It started in 1990 as a half marathon and 5k with 1,500 participants. The race had since expanded to include a full marathon and grew to over 26,000 participants in 2019

The courses are certified by Athletics Canada and AIM (Association of International Marathons). The Scotiabank Toronto Waterfront Marathon had received the IAAF Silver Label from 2008 - 2013, and was awarded the IAAF Gold Label 2014-2019. The Scotiabank Toronto Waterfront Marathon race is one of only five Gold Labeled races 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.



As runners, walkers, movers & goal accomplisheers, we're constantly moving forward. Pushing through. Persevering. Setting our sights on the finish. And while this year's event will look different, that feeling of momentum and accomplishment lives on.



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## 2. Scotiabank Charity Challenge (SCC) Overview

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

In 2020, a challenging and unprecedented year, the Scotiabank Charity Challenge had helped raised over \$5.6 million for close to 550 community charities across the country through our six sponsored marathons. Over 30,000 people participated in the various virtual race distances, with thousands of friends and family virtually cheering them on. Since the Scotiabank Charity Challenge began in 2003, we have raised over \$84 million for local charities across Canada.

The **Scotiabank Charity Challenge** at the **Scotiabank Toronto Waterfront Marathon** had hosted 163 diverse charities who had raised over \$2.96 million! Since its inception in 2003, the STWM Scotiabank Charity Challenge has raised over \$45 million for local, national and international charities. (<http://www.torontowaterfrontmarathon.com/community-and-charity/scotiabank-charity-challenge/>).

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

When charities register to participate in the Scotiabank Charity Challenge they benefit from:

- Being part of a world-class event with no financial risk – the focus is on fundraising, not logistics
- As Scotiabank covers all the fees associated with online fundraising, 100% of the funds raised via online donations will go directly to the cause.
- Seamless race registration and online fundraising on one integrated platform – Race Roster!
- Charities and fundraisers will continue to receive access to a secure online fundraising platform at no cost to them, allowing participants to easily fundraise.

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### 3. Scotiabank Charity Challenge Program Features

- A chance to win one of nine Scotiabank Charity Challenge cash prizes totaling \$33,000.
- Featured as an Official Charity Partner on the Scotiabank Toronto Waterfront Marathon 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 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 (either as an individual fundraiser or as part of a charity team) and pay the registration fee themselves.



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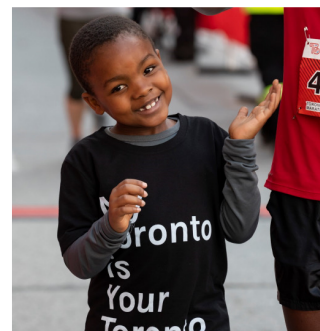
## \*\*\*CHARITY REGISTRATION REFERRAL MODEL: \$5 DONATION REFERRAL\*\*\*

Each charity will receive a **customized referral link**, which provides the charity with a **\$5 referral donation** per individual who successfully registers online via the referral link.

Referral donations will be calculated and regularly disbursed to charities. (These can be manually added as donations to your charity fundraising tallies on a regular basis or at the end of the event, prior to online fundraising closing.)

### Race Options:

Distance	Entry Fee
Marathon (42K)	\$40
Half Marathon (21K)	\$40
10K	\$40
5K	\$40
The Whole Shebang (42K, 21K, 10K, 5K)	\$60
Hat Trick (21K, 10K, 5K)	\$60



\*Please refer to the online registration form <https://raceroster.com/48139> for the most up-to-date list of race options & pricing.

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

\*Charity Referral Donations can only be accounted for via online registration through use of Referral Links

\*Charity Referral Donations will not be retroactively processed for user registration errors and cannot be applied to past registrations. (I.e. Registrants who receive the Charity Referral links after they had already registered.)

\*Referral donations do not apply to \$0 transactions and if the referral id is the same as the registrant id.

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## 4. Benefits for Your Charity

- An opportunity for over 10,000 participants who register in the Scotiabank Toronto Waterfront Marathon to run/walk/wheel 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 Toronto Waterfront 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. 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 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.
- **\*CONVENIENCE\*** Charities can opt to **receive 100% of all online donations via weekly direct bank deposit or bi-weekly cheque disbursement.**

**Note:** Set up of Payment Profile within Race Roster is required.

- Training sessions by Race Roster and Canada Running Series staff on best practices and how to navigate the Race Roster Fundraising Platform
- A dedicated Scotiabank Charity Challenge Manager and Race Roster support team to help official charity partners with any questions or concerns along the way.
- An opportunity to purchase a booth at the 2-Day Virtual Expo during race weekend

## 5. Benefits for Participants

- **Fun swag** provided to ALL participants (including New Balance Technical T-shirt, Lycra running belt, partner goodies)
- FREE Running, Health and Fitness **Virtual Expo** with 30+ exhibitors.
- **Unique finisher's medal** for ALL participants who complete their race distance
- Digital **bib & finisher's certificate**
- Supportive online **social community** (Facebook private group, Instagram stories)

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## 6. Benefits of Using the Race Roster Online Fundraising Platform

- **Real-time fundraising results:** Your charity, charity teams and participants can easily track pledges as they head towards their fundraising goal
- **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.
- **Lower 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.
- **Social Media Integration:** Participants can easily share their pages and fundraise via social media

## 7. Scotiabank Charity Challenge Cash Prizes

Every dollar raised will help your charity come closer to winning one of nine cash prizes, totaling \$33,000! 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 Participants, Fundraising Teams, Charity directly. and your

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





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

**Eligibility:** Charities must have a minimum of **10** Fundraising Participants registered. Fundraising Participants 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 Participants 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 offline) by registered individual fundraising participants, teams, and donations that are made directly to the charity.
- 2) Online fundraising (credit card donations) will close on **Monday, November 15<sup>th</sup>, 2021 at 11:59pm EST.**
- 3) Offline cash and cheque donations must be manually entered in the fundraising system by **Monday, November 15<sup>th</sup>, 2021 at 11:59pm EST**
- 4) **Fundraising totals and awards will be based on online donations and manually entered donations into the Race Roster system by Monday, November 15<sup>th</sup>, 2021 at 11:59pm EST. Offline Funds not entered into the system will not be counted towards totals for prizing.**
- 5) A charity cannot win more than one award. In the event that a charity wins/places in more than one category, the prize will be awarded in the category in which the charity won/placed 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.

## 8. How Your Charity Can Become a 2021 Official Charity Partner

- **Your charity must be a Canadian Registered Charity in good standing**
- **Use of Scotiabank sponsored Race Roster online fundraising platform is mandatory**
- **Set up of Payment Profile for weekly direct deposit or bi-weekly cheque is mandatory**
- **Complete the online 2021 Official Charity Partner Application Form.**
  - **RACE ROSTER email login:** We recommend you use a generic email for ease of administration and can easily be transitioned to a colleague should it be required (E.g. charitychallenge@CHARITY.org)

**\*RETURNING CHARITIES\*** A much shorter process this year! Upon approval, you will be provided with login access to review and edit last year's set up content.

**\*NEW CHARITIES\*** As the online application has a 15-minute time-out limit (per page), please prepare the following items in advance:

- Your charity's legal name, registered charity number, address, website URL
- Executive Director and Daily Contact Person – name, email, phone etc.
- Description of your charity and fundraising call to action including incentives for Charity Homepage (75-100 words)
- Description of your charity and donation call to action for General Donation Page (50-75 words)
- Fundraising goal (this can be modified)
- Information for tax receipting (Official charity name, registered charity #, address, email, phone number)
- Business Case: Why your charity should be selected as an official charity partner (100 words or less)
  - Past performance (if applicable)
  - Fundraising goals & plans
  - How will the funds raised through the Scotiabank Charity Challenge be applied?
  - Staff commitment & support

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- Your marketing plan including recruiting and fundraising strategies & timelines (100 words or less)
- Acceptance of Canada Running Series' Diversity Equity Inclusion statement
- 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 participants paid registrations will be tracked via the registration report. Participants will register online via the Charity Referral link, and pay the registration fee themselves. The Charity Referral link will help track the number of supporters and total of your charity's referral donation. The event entry fees table is located on **page 6** of this document.
- Image attachments to be sent after completing the online application:
  - Logo for your charity in high resolution in JPEG format.
  - 2 horizontal Images (any images associated with the charity's branding)
  - Digital signature of signing authority

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

- 1) Complete the online application form by **July 31<sup>st</sup>, 2021**: <https://raceroster.com/37711>

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

- 2) An email notification will confirm your submission
- 3) Look out for 2 Next Steps emails ([fundraising@raceroster.com](mailto:fundraising@raceroster.com)):
  - i. Login access
  - ii. Referral link
  - iii. Image submission (new charities only)



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## 10. Important Dates

<b>Race Period</b>	<b>Virtual:</b> October 1 - 31, 2021 <b>In-person (TBD):</b> Sunday, October 17, 2021
<b>Scotiabank Charity Challenge Race Registration and Online fundraising launch</b>	May 18, 2021
<b>Time to review application and create each charity's Fundraising Page (if approved)</b>	2 weeks from receipt of application information
<b>Deadline to apply to become an official charity partner</b>	July 31, 2021
<b>Online Fundraising closes</b>	Monday, November 15, 2021 at 11:59pm EST
<b>Deadline for manually entering offline donations (cash and cheques) into Race Roster system</b>	Monday, November 15, 2021 at 11:59pm EST





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## 11. 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 participants (paid entry fees).

### How do Fundraisers Register?

- All fundraisers must register for the race on Race Roster either via your charity's customized Charity Referral link or via the website.

### How do we receive the charity referral link?

- Your charity administrator will be provided with your charity's customized referral link upon application approval and set-up. Please share this link with your supporters.

### Can the Charity Referral Donation be applied retroactively?

- Charity Referral Donations can only be accounted for via online registration through use of Referral Links
- Charity Referral Donations will not be retroactively processed for user registration errors and cannot be applied to past registrations. (I.e. Registrants who receive the Charity Referral links after they had already registered.)

### 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 Manager 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 or bi-weekly cheque.

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## What will our charity receive?

- Website promotion through <http://www.torontowaterfrontmarathon.com/community-and-charity/official-charities/> 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 Manager to promote your charity and encourage participation and fundraising on your behalf.
- Support and training with the Race Roster system.
- Webinar recording 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 Fundraising Coordinator:** Someone within your charity who will work with our Scotiabank Charity Challenge Manager and who will manage the administrative aspects (min. 3 hours per week), commitment dependent on goals and # of fundraisers) of the event.
- **We recommend you use a generic email address** to register your charity and for ease of administration (E.g. charitychallenge@CHARITY.org)

## How is the event promoted?

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



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## How can we attract supporters?

- Use your networks to encourage participation in the Scotiabank Toronto Waterfront Marathon 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 participants 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.torontowaterfrontmarathon.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 participants regularly** via email or newsletters to keep them engaged and motivated and go out for group runs to train for the big event!
- \*In person\* Consider branding an on-course water station with signage and provide volunteers to staff it. Show your charity's colours on race day!
- \*In person\* Plan a post-race party. Find a local restaurant/pub to sponsor your team(s). Reward your participants for their achievements.
- Work with the Scotiabank Charity Challenge Manager to develop creative and effective recruitment and fundraising strategies.
- Participate in Race Roster online training sessions and the Scotiabank Charity Challenge "Train the Trainer" Workshop for ideas on recruitment and fundraising strategies.

## 12. Contact Us

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

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National Manager, Scotiabank Charity Challenge  
[AnhV@canadarunningseries.com](mailto:AnhV@canadarunningseries.com)

For information on the Scotiabank Toronto Waterfront Marathon, please refer to:

[www.TorontoWaterfrontMarathon.com](http://www.TorontoWaterfrontMarathon.com)

