tcs TORONTO WATERFRONT MARATHON

2026 TCS Charity Challenge Program Information

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TCS Toronto Waterfront Marathon

The TCS Toronto Waterfront Marathon is Canada's premier running event and the grand finale of the Canada Running Series. Since 2017, this running event has served as the Athletics Canada National Marathon Championships and has doubled as the Olympic Trials. With innovation and organization as our guiding principles, we aim to offer an excellent experience for participants of all skill levels, from Olympians to recreational runners and charity supporters.

Our mission is to "build community through the sport of running" and we are committed to making sport part of sustainable communities and the city-building process. Our team is ready to support your charity and to make the most of this charitable opportunity to reach your fundraising goals.

We hope to see you in person over race weekend on **October 17th & 18th** , or virtually between **October 1 – 31st, 2026!**

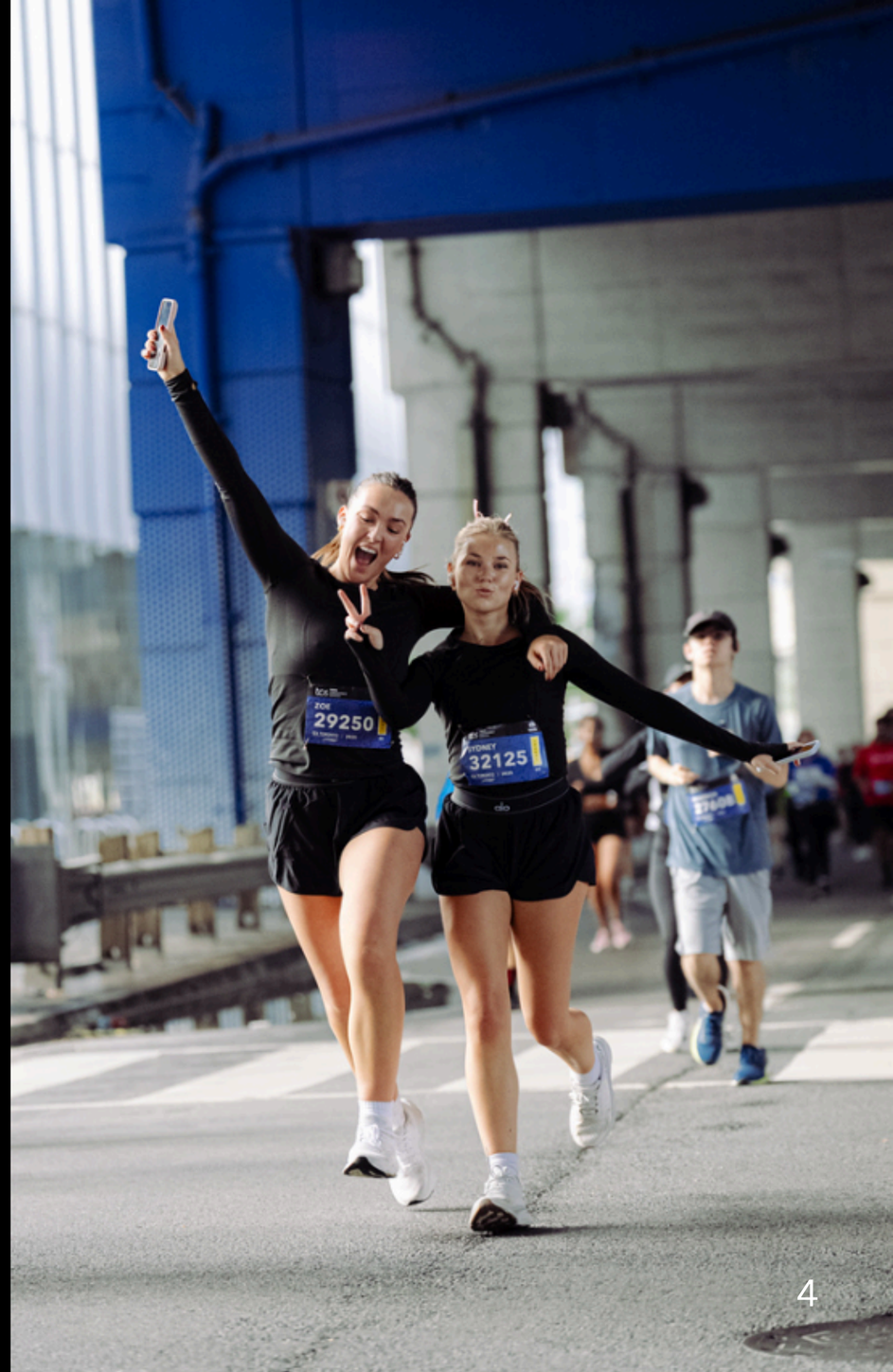
TCS Charity Challenge Program Overview

The TCS Charity Challenge is an important community-building component of this event. In addition to supporting the region's local economy, the TCS Charity Challenge offers a key fundraising opportunity for local charities.

With a strong event in 2025, the TCS Charity Challenge raised over **$1.7 million for over 165 charity partners**, bringing the total raised since the program's inception in 2003 to over $57 million for local, national and international charities!

Benefits for Charity Partners

- Being part of a world class event with over 30,000 participants who register in the in-person or virtual races (5K, 21K or 42K) to run, walk or wheel and raise funds for the Charity Partner of their choice.
- Reduced costs to fundraise with an option for donors to help cover the processing fees, meaning more dollars raised go directly to your cause.
- A dedicated Charity Challenge Coordinator and Race Roster support team to help Charity Partners with any questions or concerns along the way.
- Opportunity to purchase a booth at 50% charity rate at the 2-Day TCS Toronto Waterfront Marathon Expo.



TCS Charity Challenge Program Features

- A chance to win one of 14 TCS Charity Challenge cash prizes totaling $33,000.
- Being featured as an Official Charity Partner on the TCS Toronto Waterfront Marathon website and Registration Form.
- Opportunity to be on-site over Race Weekend in the Charity Village, Block Party, and volunteering at a water station or Cheer Site!
- All online donations will be subject to a processing fee of 6.5% of donation + $0.85 per donation + applicable taxes.
  (E.g. $25 donation = $2.80 [$1.63 + $0.85 + $0.32]).
- Donors will have the option to cover the processing fee for online donations so that 100% of funds go to the charity. If they choose not to select this option, then donations will be subject to the processing fee.

  *Note: In 2025, over 82% of online donors had opted to cover the donation processing fee.



TCS Charity Challenge Program Features

Race Roster Platform

Canada Running Series has partnered with Race Roster for registration and fundraising needs for our events. The platform offers real-time fundraising reports with registrant details and cumulative or individual donation information.

- Participants can customize their own fundraising page by uploading a photo, setting their individual fundraising goal, and writing their own fundraising message to share with family, friends and co-workers.
- Charities can track participant donations in real time with options to send out thank you emails to donors along the way or after the event.
- Tax receipts are automatically generated on Race Roster and immediately emailed to the donor’s email address (with charity approval).

*Use of the Race Roster online fundraising platform is mandatory.



TCS Charity Challenge Program Features

Charity Referral Donation Model

Each Charity Partner 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.

- 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.

Gift Registrations

We strongly recommend that Charity Partners **pre-purchase entries** via the GIFT REGISTRATION feature on the Race Roster registration page. Gift registrations essentially ‘hold’ spots and can be redeemed even after the event sells out.

- Gift registrations are non-refundable and must be used during the online registration period.
- Purchase 10 gift entries, receive 1 free entry. Please reach out to the Charity Challenge Coordinator to set up your free entry. *if applicable
- Please refer to the 2026 race registration page for most up-to-date registration prices and to purchase a gift registration.

Requirements to Become a 2026 Official Charity Partner

1. **Your charity must be a Canadian Registered Charity in good standing with Canada Revenue Agency.**

2. **Your Charity must use the Race Roster online fundraising platform.**

3. **Your Charity must adhere to the Charity Partner Commitment (see slide 10).**



2026 Official Charity Roadmap

1. **Complete the Charity Challenge Application**
    - You will receive an instant confirmation email after you've submitted the application.
    - Please allow 1-2 weeks for our team to review.
    - If approved, you will receive onboarding emails directly from Race Roster (waiver, tax receipt settings, payment profile, customizing your fundraising page etc.)

2. **Participant Recruitment (ongoing)**
    - Charities are responsible for engaging and motivating community members to fundraise for your charity and leverage all communication channels to recruit participants.

3. **Attend Race Roster and Orientation Sessions**
    - Charity partners are required to join the virtual orientation session and strongly encouraged to join the Race Roster training sessions.

4. **Attend Toronto Waterfront Marathon Race Weekend**
    - All charities are strongly encouraged to join us onsite over race weekend (Charity Village, Block Party, Water station or Cheer station).

5. **Fundraising Closes & Wrap Up**
    - Join the Virtual Charity Prize Awards Session
    - Pull fundraiser data, ensure all payments have been received and

TCS Charity Challenge - Charity Partner Commitment

Onboarding & Training Sessions

- Charity Partners MUST have a representative from their organization attend the initial Information Session as well as attend the first Race Roster training session.
  *This includes returning Charity Partners
- All orientation and training sessions are held on Zoom.

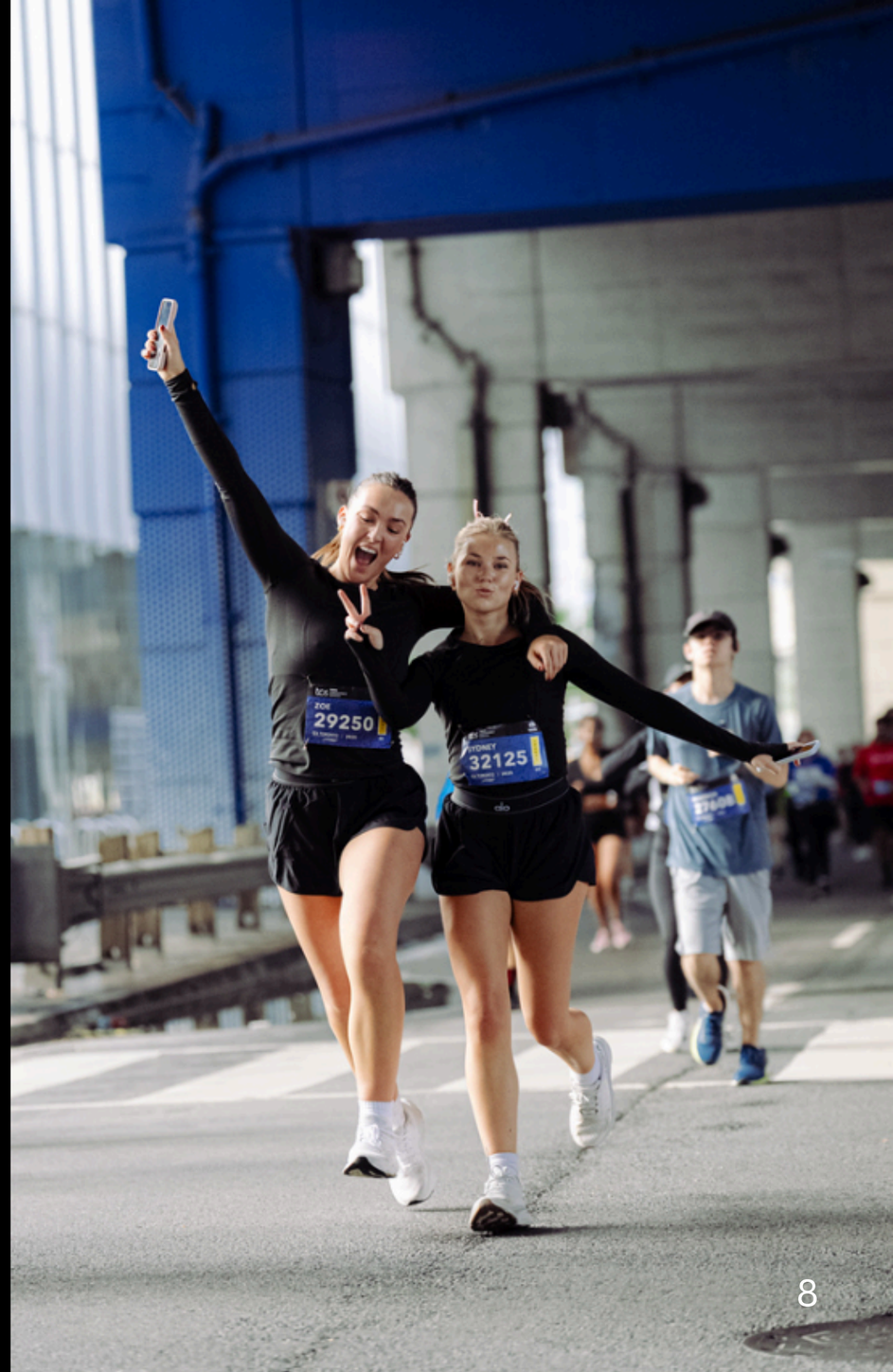
Participant Registration

- The TCS Charity Challenge operates on a participant recruitment model.
- As an Official Charity Partner we strongly encourage charities to commit to recruiting a **minimum of five participants** to actively fundraise for your organization.
- These registrations can be in any distance (42K, 21K, 5K) and either in-person or virtual.

Fundraising Commitment

- As an official Charity Partners we strongly encourage charities to set a minimum fundraising goal of $5,000.

*There is no financial penalty for not meeting the 5 participant reccomendation or the $5,000 fundraising minimum, however this will be taken into consideration during the 2027 application process.



Charity Challenge Cash Prizes

Every dollar raised will help your charity come closer to winning one of 14 cash prizes, totaling **$33,000!** Prizing will be awarded to Charity Partners that are the highest performers in the following categories:

Prizes for Category 1 & 2

1st Place - $6,000
2nd Place - $3,000
3rd Place - $2,000
4th Place - $1,500
5th Place - $1,000

1. Charity with the largest total dollars raised

Eligibility: Cumulative total of all online and offline donations to fundraising participants, fundraising teams, and your charity directly.

2. Charity with the largest number of fundraising participants

Eligibility: Charities must have a **minimum of 15 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 $100 (online or offline)** will be included in this calculation.

Charity Challenge Cash Prizes

3. Most Improved – Official Charity with the largest total dollars raised - Prize: $1,500

Eligibility: Your charity had participated last year. Year over year improvement calculated as a percentage of your charity's cumulative total of all online and offline donations (to fundraising participants, fundraising teams, and your charity directly).
Minimum $1,000 total raised last year.

4. Most Improved – Official Charity with the largest number of fundraising runners - Prize: $1,500

Eligibility: Your charity had participated last year. Charities must have had a minimum of 15 fundraising participants registered last year and this year. 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 $100 will be included in this calculation. Year-over-year improvement calculated as a percentage of eligible fundraising participants.



Charity Challenge Cash Prizes

5. Rookie of the Year – New Charity with the largest total dollars raised - Prize: $1,500

Eligibility: This is your charity's first year of participation. Cumulative total of all online and offline donations to fundraising runners, fundraising teams, and your charity directly.

6. Weekend Warriors – Charity On-site over Race Weekend - Prize: $1,500

Eligibility: Your charity was on-site over Race Weekend in an official capacity participating in either the Charity Block Party, Charity Village, volunteering at a Cheer Station or at a Water Station. Charities on-site will be entered into a draw, the number of entries per Charity equals the number of activations they were on-site for.



Prize Guidlines

- Prizes for Charity Partners are calculated based on funds raised (online or offline) by registered individual fundraising runners, teams, and donations that are made directly to the charity.
- Charity Partners must enter cash and cheque donations as Manual Donations in Race Roster by Sunday, November 15th, 2026.
- Fundraising will close on **Sunday, November 15, 2026 @11:59pm.**
- Charity Partners cannot win more than one fundraising prize. If your charity wins/places in more than one category, the prize will be awarded in the category in which you won/placed by a larger margin of victory.

**Offline funds not entered into Race Roster as manual donations by the November 15th deadline will not be included towards the fundraising totals for prizing.*

Fundraiser Prizing - NEW!

New this year, we're excited to introduce fundraiser prizing!

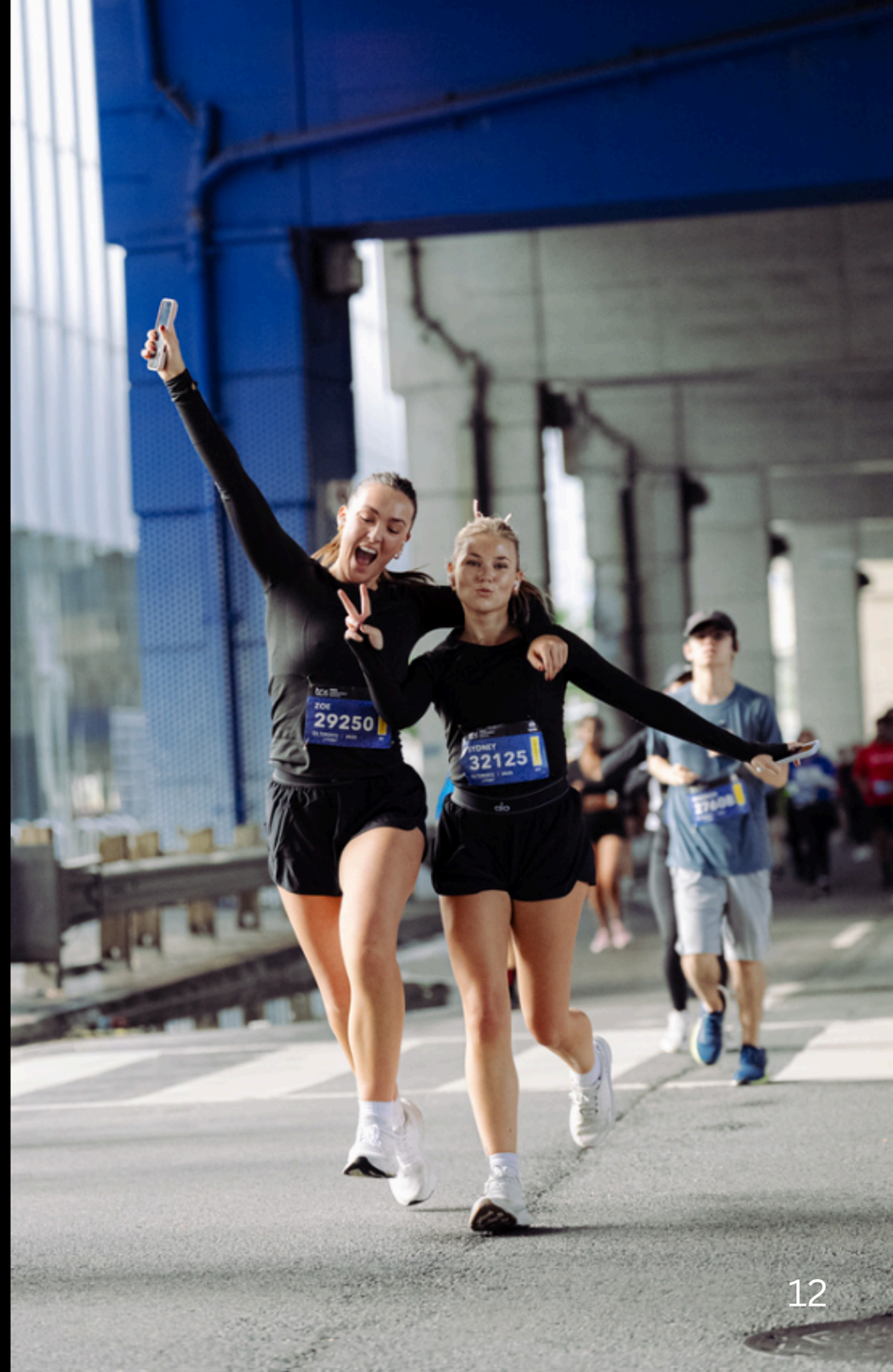
In an effort to encourage participants to crush their fundraising goals we're working with our sponsors and partners to put together some awesome prize packs.

We'll be drawing 17 winners total over 4 months from June to September. If participants meet the fundraising minimums by the set dates, they'll be entered into a draw to win.

Monthly Deadlines & Fundraiser Minimums:

- June 30th - $500 min
- July 31st - $750 min
- August 31st - $1,000 min
- September 30th - $1,500 min

**Donations received by 11:59pm on the dates above will be included.*



Becoming an Official TCS TWM Charity Partner

All Charities, returning or new, must submit an application for review and approval.

1. Complete the online application form: Race Roster – 2026 Charity Challenge
2. You'll receive an email from fundraising@raceroster.com to confirm we have received your application.

Once your application has been submitted, there is a 1-2 week(s) review period. If approved, you will receive a formal confirmation email, further onboarding details from Race Roster and your charity page will be created on the platform.



Important Dates

DATE	ITEMS
Wednesday, February 25th, 2026	Race Roster Training Session (Virtual)
Tuesday, March 31st, 2026	Race Roster Training Session (Virtual)
Sunday, April 30th, 2026	Charity Partner - Application Deadline
Wednesday, May 6th, 2026	Race Roster Training Session (Virtual)
May 2026	Date TBD
Thursday, October 1st - Friday, October 31st	Virtual Event
Saturday, October 17th, 2026	5K Event
Sunday, October 18th, 2026	Marathon & Half Marathon Event
Sunday, November 15th, 2026	Online fundraising closes & deadline to manually enter offline donations

Contact For Support

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

Jenna Robinson
jenna@canadarunningseries.com

For information on the TCS Toronto Waterfront Marathon, please refer to the event website: www.torontowaterfrontmarathon.com.