



SPORTING life

10K

TORONTO

WE RUN FOR



CORPORATE CHALLENGE TOOLKIT

REGISTER. FUNDRAISE. RUN. | SPORTINGLIFE10K.CA

SPORTING LIFE 10K

WE RUN FOR CAMPFIRE CIRCLE!

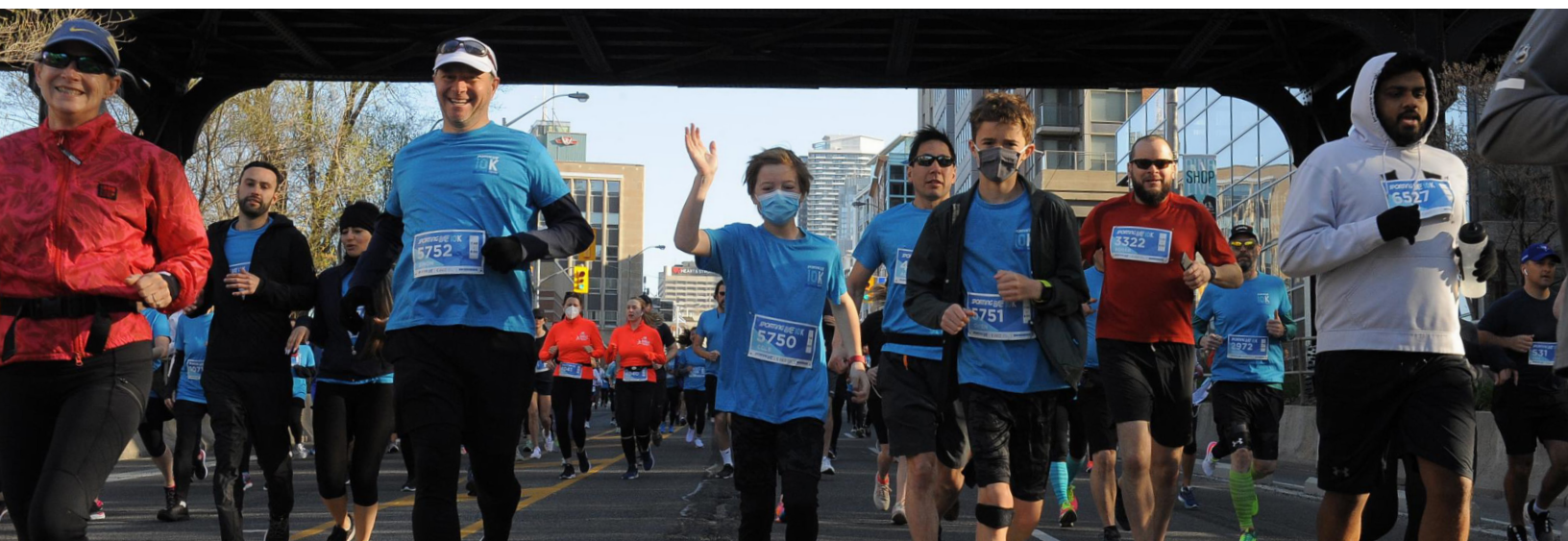
The Sporting Life 10K (#SportingLife10K), a premier Canadian running event, has been a Toronto staple for 23 years—with 100% of net proceeds benefitting Campfire Circle.

Every year 22,000+ dedicated people run down Yonge Street on Mother's Day to raise critical funds to positively impact the lives of kids and families affected by childhood cancer or serious illnesses. More than \$25 million has been raised since its inception.

This exciting team-building event creates an excellent opportunity for your organization to celebrate its spirit of philanthropy, community, and corporate social responsibility.

The Sporting Life 10K returns in a hybrid form again in 2024. Your team can run down Yonge Street in-person on Sunday, May 12, join the event virtually May 12-31, or combine the two!

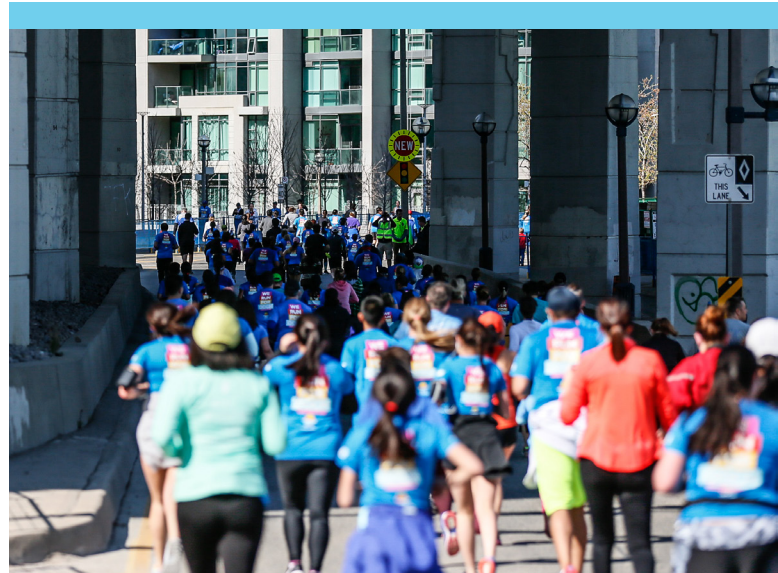
No matter how you chose to participate, your #SportingLife10K team will make healing through happiness possible for kids and families affected by childhood cancer or serious illnesses—in hospitals, in communities, online, and at overnight camp all across Ontario.



2024 SPORTING LIFE 10K TORONTO

Sunday, May 12, 2024

#SportingLife10K is one of the biggest 10K events in Canada! Whether you run, jog, walk, or use an assistive device to complete the route, come join us on Yonge Street and help support Campfire Circle's programs that come at no cost to families.



2024 SPORTING LIFE 10K VIRTUAL

Sunday, May 12-31, 2024

Virtual runs are flexible—to be completed at your own pace. Your team's virtual 10K can take place anywhere—on a trail, a treadmill, a track, or a sidewalk. Our virtual format lets you connect your team from wherever you are, all across the world!

SHOWCASE YOUR SPIRIT!

We would love to see how you and your team are preparing for your #SportingLife10K! Be sure to share photos and stories with us by using the hashtag #SportingLife10K and by tagging us [@CampfireCircleOrg](https://www.campfirecircle.org). We love to share and showcase your team spirit with thousands of our followers!



HELP HEAL THROUGH HAPPINESS

More than a thousand kids were diagnosed with cancer during the pandemic. This summer, we welcomed back overnight camp with 50% of Campers in active treatment.

The need is greater now than ever in order for us to reach more kids and families.

We need your support to continue to operate our in-hospital programs, serving 5,600+ of children each year at SickKids, McMaster Children's Hospital and the Children's Hospital at London Health Sciences Centre.

We also use funds to provide community-based programming, such as weekend activities and summer day camps, for more than 300+ children and families in Toronto, Hamilton, London and Ottawa.

THE MAGIC OF CAMP CHANGES LIVES. AND SO CAN YOU.

A diagnosis of childhood cancer or serious illness changes life in an instant. For kids and families, it suddenly revolves around medical appointments, hospital stays, and long absences from school. There is little room for simple joys like friendship, birthday parties, or sports.

You are helping Campfire Circle deliver camp-inspired programs that bring back joy and laughter. Our programs help kids build self-confidence and resiliency, improve their overall wellbeing, and provide opportunities for friendship and connection with others who share a similar journey.

You and your teammates are members of our circle, helping restore what's been lost to cancer or serious illness, helping kids and families heal through happiness, together. Thank you!

"Being back at camp is awesome! It was so incredible to hear all the kids laughing and playing again. Thank you camp for giving us a fun, full of memories weekend after a very challenging 18 months."

—Camper Parent



OVERNIGHT CAMP PROGRAMS



Overnight camps at Rainbow Lake and Muskoka provide week-long and weekend family camp, specialized one-week sessions for teens and bereaved siblings, and kids-only camp.

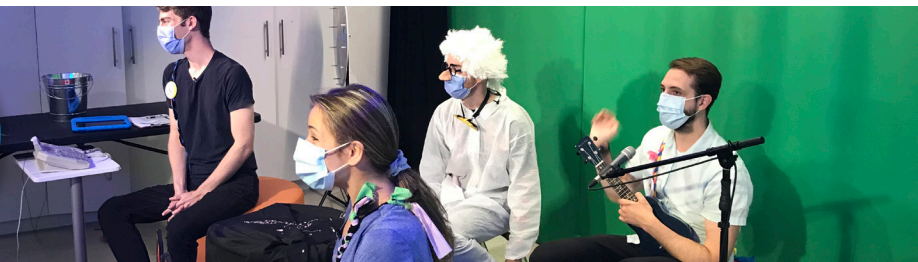
Did you know that our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions? This means that Campers at every stage of their treatment can come to camp.

COMMUNITY



Local, accessible camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences right where they live, including Toronto, Hamilton, London, and Ottawa. Community programs across Ontario also include day camps and leadership programs.

IN-HOSPITAL



We bring the playful spirit of camp to hospital settings with one-on-one bedside visits occurring daily at three pediatric oncology hospitals across Ontario, fostering fun and friendship with arts and crafts, games and theme days.



CORPORATE FUNDRAISING CHALLENGE

Join a dynamic community of 100+ organizations that believe kids should be kids and families should be families, healing through happiness together.

JOIN THE CORPORATE CHALLENGE AND CAMPFIRE CIRCLE WILL:

- Provide your Team Captain with a **free registration promo code** for all team members (each team member must raise a minimum of \$125 by May 31, 2024).
- Provide a **dedicated staff member** to answer questions and provide fundraising support.
- Provide **promotional materials** (videos, social media images, pledge forms, etc.), communication support and fundraising tools.
- Send **weekly emails and fundraising tips** to your Team Captain, helping your team achieve its fundraising goal.
- Celebrate your team's efforts through **corporate logo recognition in a post-event newspaper ad**.
- **Host a virtual or in office presentation** where your team can learn more about your impact.
- **Run kit delivery** during event week if your team raises \$5,000 or more by Friday, April 26, 2024.
- **Provide a team tent in the post-event party area** when you raise \$25,000 or more by Friday, April 26, 2024.
- **Top 10 Corporate Fundraising Challenge teams will receive a shout-out on social media** with the company tagged as #SportingLife10K Champion!

AS PART OF THE CORPORATE CHALLENGE, YOUR TEAM WILL:

- Come together and participate in the Sporting Life 10K, whether it's in-person, virtually, or a combo of the two!
- Raise a minimum of \$125 by May 31, 2024, per participant. Team members who do not reach this goal will work with Campfire Circle and their Team Captain to reconcile what is owed.

TO SET UP YOUR CORPORATE CHALLENGE TEAM, CONTACT:

sl10k@campfirecircle.org

1-888-464-6624, ext. 403



HOW CAMPFIRE CIRCLE WILL SUPPORT YOU

WEEKLY FUNDRAISING TIPS to help your team achieve your fundraising goal

DEDICATED STAFF MEMBER to answer questions and provide fundraising support

PROMOTIONAL MATERIALS AND FUNDRAISING TOOLS including posters, videos, donation forms, online fundraising pages and more!

COMMUNICATIONS SUPPORT like custom fundraising appeal emails and letters of support

VIRTUAL TEAM CAPTAIN MEETINGS to collaborate and learn best practices from other teams

USE OF THE CAMPFIRE CIRCLE PROUD SUPPORTER LOGO*

To use the official Proud Supporter logo please contact sl10k@campfirecircle.org

*Campfire Circle must approve all public-facing materials that feature our logo and brand

PROUD SUPPORTER OF



HEALING THROUGH HAPPINESS

CAMPFIRE CIRCLE CANNOT PROVIDE

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Promotion or advertising of your event except in the online event listing
- Application for gaming licenses i.e. bingos, raffles, liquor or insurance
- Prizes, auction items, or awards
- Tax receipts for cash or in-kind goods that were not directly donated to Campfire Circle

A FRIENDLY REMINDER TO ALL OUR COMMUNITY FUNDRAISERS WHO ARE SEEKING FUNDS ON BEHALF OF CAMPFIRE CIRCLE:

- Act with fairness, integrity, and in accordance with all applicable laws;
- Cease contacting a prospective donor who states that he/she does not wish to be contacted;
- Disclose immediately to the organization any actual or apparent conflict of interest or loyalty; and
- Not accept donations for purposes that are inconsistent with the organization's mission.



WILL YOU
MAKE THE
MAGIC
OF CAMP
POSSIBLE?



\$500



1 DAY OF CAMP

\$1500



WEEKEND OF CAMP

\$150



COMMUNITY
PROGRAMS

\$300



IN-HOSPITAL
PROGRAM

\$2500



1 WEEK
OF CAMP

\$5000



2 WEEKS
OF CAMP

FUNDRAISING IDEAS

Invite your coworkers to participate and contribute! Making your organization's participation in the #SportingLife10K an annual tradition that builds team spirit!



VIRTUAL OR IN OFFICE PRESENTATIONS

Campfire Circle will set up a meeting with you and your team to share the impact of your support with your colleagues!



BIRTHDAYS/SPECIAL OCCASIONS

Encourage friends and family to donate to your #SportingLife10K fundraising efforts in lieu of giving gifts.



CORPORATE MATCHING GIFTS

Double, triple, or quadruple your team's fundraising, giving you an advantage in the Corporate Fundraising Challenge.



BUILD AN EMAIL CAMPAIGN

Take advantage of your organization's newsletter or start your own email campaign to spread the word about your team and the #SportingLife10K. Change your voicemail and email signature to promote your team's fundraising efforts!



USE SOCIAL MEDIA

Share the link to your fundraising page on social media and share why you run for Campfire Circle. Don't forget to use #SportingLife10K.

TAX RECEIPTING GUIDELINES

As a registered charitable organization, Campfire Circle must follow all Canada Revenue Agency (CRA) rules and regulations. For more information visit canada.ca/en/revenue-agency.html.

TAX RECEIPTS FOR DONATIONS OF \$25 AND OVER ARE PROVIDED TO YOUR DONORS IF:

- A benefit has not been received for the value of the donation (benefits could include: dinner, alcohol, entertainment, auction, parking, etc.)
- Funds and a complete list of donor names, addresses, and donation amount is received within a timely manner (and no later than December 31, 2024).

OFFLINE FUNDS CAN BE SENT TO:

ATTN: Sporting Life 10K Corporate Challenge

Campfire Circle

464 Bathurst Street

Toronto, ON M5T 2S6

WE CANNOT ISSUE RECEIPTS FOR:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment

Note: Sponsors and in-kind donors may be provided with a business gift letter as proof of contribution upon request.

If you have any further questions, please contact the Campfire Circle office at 1-888-464-6624, ext. 403 or sl10k@campfirecircle.org.



#SPORTINGLIFE10K SOCIAL MEDIA

INSTAGRAM



- Follow Campfire Circle: @campfirecircleorg (instagram.com/campfirecircleorg)
- Include @campfirecircleorg to tag us in your posts
- Use the #SportingLife10K hashtag

FACEBOOK



- Follow Campfire Circle: facebook.com/campfirecircleorg
- When you tag Campfire Circle in your Facebook posts, type the @ sign before our name
- Use the #SportingLife10K hashtag

TWITTER



- Follow Campfire Circle: @campfirecircle_ (twitter.com/campfirecircle_)
- In your tweets, tag @campfirecircle_: we want to hear about your progress!
- Use the #SportingLife10K hashtag

Inspire others by sharing your personal story on social channels, blogs, and websites.

How long have you been running for Campfire Circle?



**"I made my mom
sign me up for
everything!"**



**"Being back at
camp is awesome!
It was so incredible
to hear the kids
laughing and
playing again."**



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**"Your programs
are helping
Lily with social
interaction,
listening and
being patient."**



WE RUN FOR
**CAMPFIRE
CIRCLE**



**"Week after week,
we are entertained,
given a chance to
connect, participate,
and travel as far as
our imagination can
take us."**





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