

SATURDAY, JUNE 15, 2019 – 8:00AM

SPORTING life

X10K

CALGARY

Team Fundraising Toolkit

fondation pour l'enfance
starlight
children's foundation canada

SPORTING life

REGISTER. FUNDRAISE. RUN. | VISIT SPORTINGLIFE10K.CA/CALGARY

SPORTING LIFE 10K CALGARY!

Since 2017, Sporting Life 10k (#SL10K) has been one of Calgary's can't miss events. Annually, 1,500 individuals come out and participate in support of children and youth with cancer including this year's charity partner, Starlight Children's Foundation.

Sporting Life 10K Calgary is one of Canada's premier running event that delivers a value-packed running experience and contributes the largest net proceeds to charity. #SL10K has made it possible for community members to make a big impact on the lives of children with and affected by childhood cancer. In 2019 an anticipated 1,500 people will participate, creating an excellent forum for organizations to showcase their philanthropic, community and corporate social responsibility commitments.

2019 SL10K EVENT DETAILS:

Saturday, June 15 at 8:00AM

Start Line: 17th Ave SW, at 69th Street

Post-Run Party Location: Olympic Plaza



STARLIGHT CHILDREN'S FOUNDATION CANADA

Starlight Children's Foundation® Canada has been brightening the lives of seriously ill children and their families by bringing them joy, laughter and relief, for close to 30 years. We focus on the family as a whole, at a time when they feel most isolated, offering programs and events that can provide an escape from the stress of dealing with a serious illness every day. What makes Starlight unique is that we are there for the entire journey — from hospital to home.

In-Hospital Programs

It's generally not a lot of fun for anyone to be in a hospital, but it's especially tough on kids. While doctors and nurses focus on treatments, Starlight is there to bring a much needed distraction from the seriousness of an illness. Starlight's entertainment activities give children something fun to do while they're stuck in the hospital. From activity kits and interactive gaming stations to toy-filled playrooms, Starlight offers programs that bring fun, joy and laughter when it's needed most.

Out-of-Hospital Programs

The journey for a seriously ill child does not end when they are released from the hospital. Through every step of the journey, from diagnosis, ongoing treatments and surgeries to recovery, Starlight is there to support the child and family. We are proud to offer out-of-hospital programs that give children and their families the opportunity to laugh, play and enjoy time together where illness does not interfere.



RUN FOR FREE & HELP SERIOUSLY ILL CHILDREN SMILE!

Raise funds to make a difference for a seriously ill child and have the opportunity to Run for Free. By raising a minimum of \$150 online by midnight EST on June 15, 2019, you are eligible to have your run registration fee reimbursed.*

*The registration reimbursement does not include HST or processing fees.

*All reimbursements are issued by October 30, 2019

*In order to qualify, the \$150 total cannot include personal donations made by you to your own personal fundraising page

OPTING OUT OF YOUR REIMBURSEMENT - HELPING MORE SERIOUSLY ILL CHILDREN SMILE

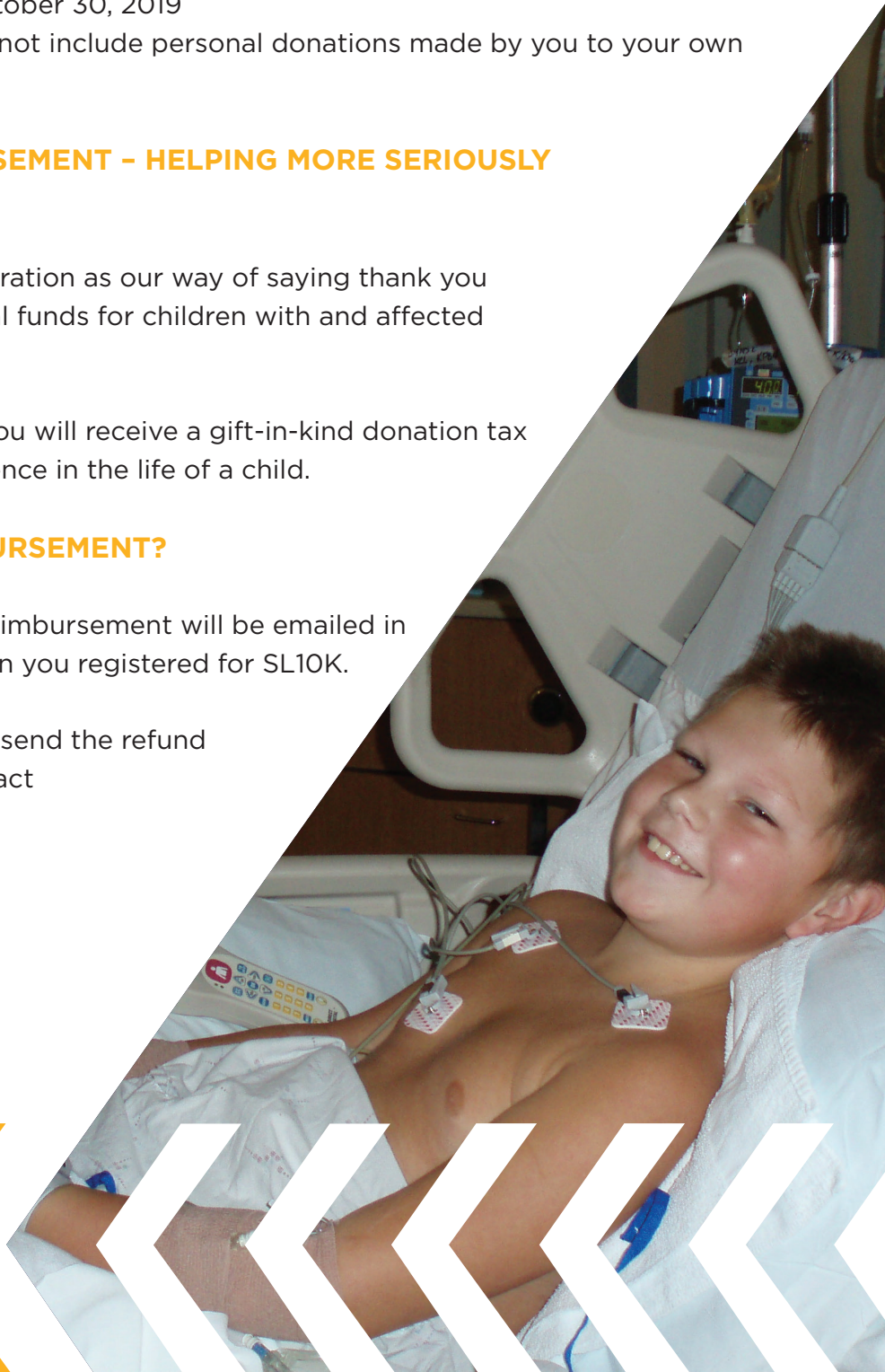
Starlight incurs the cost of your registration as our way of saying thank you for your commitment to raising critical funds for children with and affected by childhood cancer.

By opting out of receiving a refund, you will receive a gift-in-kind donation tax receipt and make a meaningful difference in the life of a child.

HOW WILL I RECEIVE MY REIMBURSEMENT?

Instructions on how to receive your reimbursement will be emailed in July to the address you provided when you registered for SL10K.

If you have moved or would like us to send the refund to an alternative address, please contact sl10k@starlightcanada.org



TEAM FUNDRAISING CHALLENGE

Hit the pavement with your crew and join a dynamic community of SL10K Teams who believe kids with cancer deserve the chance to be defined by who they are and not their diseases. Next, start raising funds by asking your friends, family and peers to donate. Together you will help kids affected by cancer live to their fullest potential. For more information, or if you registered as an individual, but want to be added to an existing team, please contact info@runcalgary.com

HOW STARLIGHT WILL SUPPORT YOU

BI-WEEKLY FUNDRAISING TIPS to your team captain to help your team achieve your fundraising goals.

DEDICATED STAFF MEMBER to answer questions and provide fundraising support.

FUNDRAISING TOOLS including donation forms, pledge forms, and your custom online fundraising pages.

COMMUNICATIONS SUPPORT custom fundraising appeal emails & a letter of support.

STARLIGHT CHILD BIO you will receive the bio of a Starlight child that your team is running for.

STARLIGHT 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 ie: bingo, raffles, liquor or insurance
- Prizes, auction items or awards
- Tax receipts for cash or in-kind goods that were not directly received by Starlight



REACH YOUR #SL10K FUNDRAISING GOALS

Invite your friends, family and colleagues to participate and contribute! Make your organization's participation in #SL10K an annual tradition that builds team spirit!



PERSONALIZE YOUR FUNDRAISING PAGE

Your supporters want to see why you run for Starlight and kids with and affected by childhood cancer!



BIRTHDAYS/SPECIAL OCCASIONS

Encourage friends and family to donate to your #SL10K fundraising efforts in lieu of giving gifts.



HOST A DINNER PARTY

Host a dinner party for friends and family and ask for a donation in return. At your dinner party, explain what you're doing and why you run for Starlight and kids with and affected by childhood cancer!



SPARE CHANGE JAR

Set up a jar in a communal area where people can contribute their loose change. You will be surprised how quickly the dollars will add up! Remember to include a note about why you run for Starlight.



EMAIL FRIENDS, FAMILY & CO-WORKERS

Reach out to your friends, family and co-workers to support your run for Starlight and kids with and affected by childhood cancer. Remember to include a link to your giving page and share why you run for Starlight.



USE YOUR TALENTS AND SELL

Whether it's making bracelets or cookies, think of a hobby or interest and turn it into a product that can be sold.



CORPORATE MATCHING GIFTS

Matching gifts from your place of employment can often double, triple or quadruple your team's fundraising, helping to send even more kids to Starlight.



TAX RECEIPTING GUIDELINES

As a registered charitable organization, Starlight Children's Foundation Canada 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 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 are received within a timely manner of #SL10K and no later than December 31, 2019

OFFLINE FUNDS CAN BE SENT TO:

ATTN: Sporting Life 10k
Starlight Children's Foundation
200 Consumers Road, Suite 809
Toronto, ON M2J 4R4

STARLIGHT 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 Starlight office at sl10k@starlightcanada.org



SOCIAL MEDIA #SL10K

Inspire others by sharing your story and include **#WERUNFORSTARLIGHT** on social channels, blogs and websites.



FACEBOOK

- Follow Starlight: @StarlightCanada
- Use #SL10K and #WeRunForStarlight
- Tell us why you run for Starlight!



TWITTER

- Follow Starlight: @StarlightCanada
- Use #SL10K and #WeRunForStarlight
- Tag @StarlightCanada and @sportinglifecan - we'd love to see your progress!



INSTAGRAM

- Follow Starlight: @StarlightCanada
- Use #SL10K and #WeRunForStarlight
- Tag @StarlightCanada and @sportinglifecan

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