



*SPORTING LIFE*

**10K**

TORONTO

WE RUN FOR



**TEAM FUNDRAISING TOOLKIT**

REGISTER. FUNDRAISE. RUN. | [SPORTINGLIFE10K.CA](https://SPORTINGLIFE10K.CA)



# SPORTING LIFE 10K

## WE RUN FOR CAMPFIRE CIRCLE!

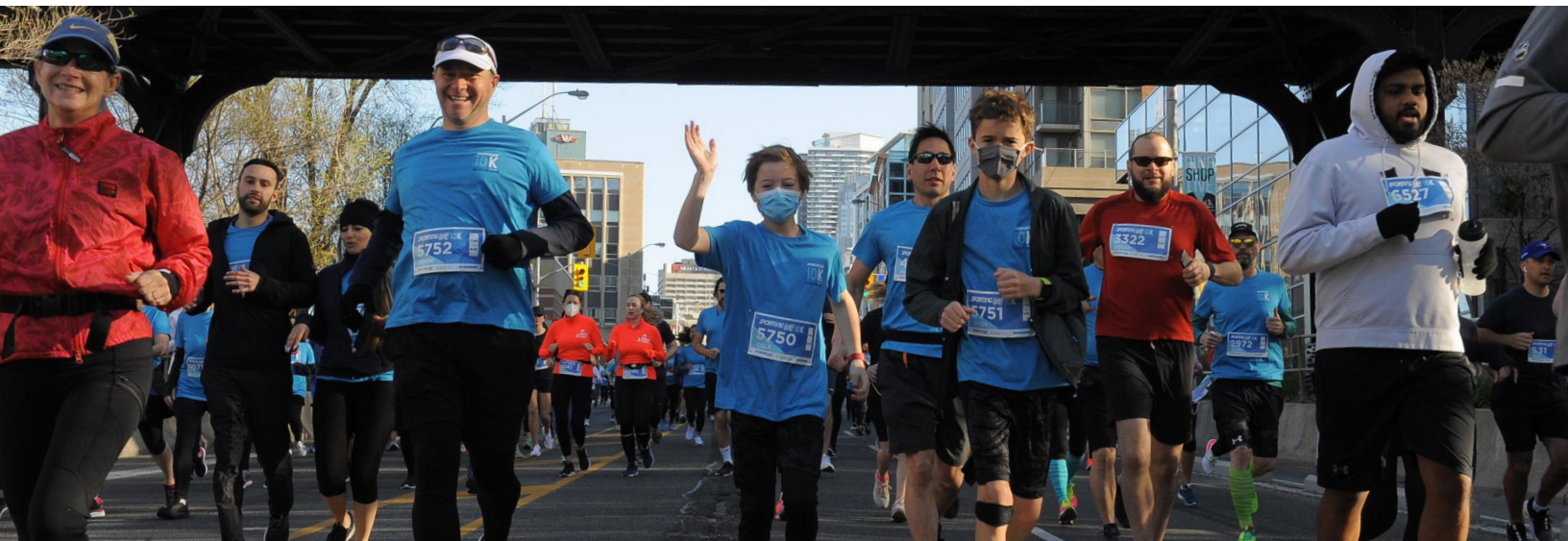
The Sporting Life 10K (#SportingLife10K), a premier Canadian running event, has been a Toronto staple for 23 years—with 100% of net proceeds benefiting Campfire Circle.

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 friends, family or 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.





# 2023 SPORTING LIFE 10K TORONTO

**Sunday, May 12**

#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.



# 2023 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.instagram.com/CampfireCircleOrg). 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.

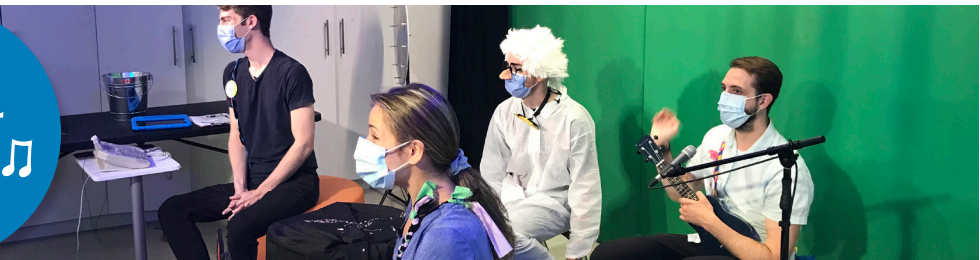
Did you know that our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions? This means that Campers at every stage of their treatment can come to camp.

## 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.





# TEAM FUNDRAISING CHALLENGE

WILL YOU  
MAKE THE  
**MAGIC**  
OF CAMP  
POSSIBLE?



**\$500**



1 DAY OF CAMP

**\$1500**



WEEKEND OF CAMP

**\$5000**



2 WEEKS  
OF CAMP

**\$150**



COMMUNITY  
PROGRAMS

**\$300**



IN-HOSPITAL  
PROGRAM

**\$2500**



1 WEEK  
OF CAMP

## RUN FOR FREE

& MAKE AN IMPACT IN THE LIVES OF KIDS AFFECTED BY CHILDHOOD CANCER

Raise enough and you can Run for Free. By raising a minimum of \$300 online by 11:59 p.m. EST on May 31, 2024, you are eligible to have your Sporting Life 10K registration fee reimbursed.\*

\*Registration reimbursement does not include HST or processing fees

\*All reimbursements are issued by September 30, 2024

\*In order to qualify, the \$300 total cannot include personal donations made by you to your own personal fundraising page

### OPTING OUT OF YOUR REIMBURSEMENT—SENDING MORE KIDS WITH CANCER TO CAMP

Campfire Circle incurs the cost of your registration as our way of saying thank you for your commitment to raising critical funds for children 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 June 2024 to the email address you provided when you registered for the #SportingLife10K.

If you have moved or would like us to send the refund to an alternative address, please contact [s110K@campfirecircle.org](mailto:s110K@campfirecircle.org).





# HOW CAMPFIRE CIRCLE WILL SUPPORT YOU

**BI-WEEKLY EMAILS AND 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](mailto: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.





# REACH YOUR #SPORTINGLIFE10K FUNDRAISING GOALS

Invite your friends, family, and colleagues to participate and contribute! Make your group's participation in the #SportingLife10K an annual tradition that builds team spirit!



## PERSONALIZE YOUR FUNDRAISING PAGE

Your supporters want to see why you run for Campfire Circle and positively impact kids affected by childhood cancer!



## BIRTHDAYS/SPECIAL OCCASIONS

Encourage friends and family to donate to your #SportingLife10K 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, why you run for Campfire Circle, and how this impacts kids 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 Campfire Circle.



## EMAIL FRIENDS, FAMILY & CO-WORKERS

Reach out to your friends, family and co-workers for support. Remember to include a link to your fundraising page and share why you run for Campfire Circle.



## USE YOUR TALENTS TO SELL PRODUCTS

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 fundraising—impacting the lives of even more kids and families!





# 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](https://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](mailto: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."**



**SPORTING LIFE**  
**10K**  
TORONTO

**"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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