



SPORTING LIFE
IOK
TORONTO

WE RUN FOR
**CAMPFIRE
CIRCLE**
FORMERLY CAMP OUCH & CAMP TRILLIUM

CORPORATE CHALLENGE TOOLKIT

REGISTER. FUNDRAISE. RUN. | SPORTINGLIFEIOK.CA

SPORTING LIFE 10K

WE RUN FOR CAMPFIRE CIRCLE!

The Sporting Life 10K (#SL10K), a premier Canadian running event, has been a Toronto staple for 21 years—with 100% of net proceeds benefitting CAMPFIRE CIRCLE (formerly Camp Ooch & Camp Trillium).

Each year 22,000+ dedicated people run down Yonge Street on Mother's Day to raise critical funds and positively impact the lives of kids and families affected by childhood cancer. More than \$23 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 in 2022. Your team can run down Yonge Street in-person on Sunday, May 8, join the event virtually May 8-31, or combine the two!

No matter how you chose to participate, your #SL10K team will make healing through happiness possible for kids and families affected by childhood cancer—in hospitals, in communities, online, and at overnight camp all across Ontario.



2022 SPORTING LIFE 10K TORONTO

Sunday, May 8

***Limited capacity* only 15,000 spots available**

We are so excited that the #SL10K is back in-person, because in-person camp is back too! Our programs come at no cost to families due to the support of amazing #SL10K participants like you.

Just like before, it's up to participants whether they run, jog, walk, or use an assistive device to complete the route, which is still to be announced.

Check back on sportinglife10k.ca for these and other updates as they occur.



2022 SPORTING LIFE 10K VIRTUAL

Sunday, May 8 - Tuesday, May 31, 2022

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 #SL10K! Be sure to share photos and stories with us by using the hashtag #SL10K and by tagging us [@campfirecircleorg](https://www.instagram.com/campfirecircleorg). We love to share and showcase your team spirit with thousands of our followers!



WE ARE BRINGING BACK CAMP!

Did you know that Camp Ooch & Camp Trillium merged in 2020, and that we have a new name? Announcing ... CAMPFIRE CIRCLE! We aren't changing what we do—we're just changing our name.

Our new identity places kids and families affected by childhood cancer at the heart of what we do, and recognizes the caring community surrounding them, and that includes you! Your participation is helping us reach 1,700+ kids and their families every year.

CHILDHOOD CANCER CHANGES LIVES. SO DOES CAMP. AND SO CAN YOU.

A diagnosis of childhood cancer changes life in an instant. For kids and families, it can suddenly feel like everything is about cancer. Simple joys like friendships, birthday parties, or sports teams are left behind and replaced by medical appointments, hospital stays, and long absences from school.

CAMPFIRE CIRCLE is where kids can be kids, and families can be families, at no cost to them.

You and your teammates are members of that circle, helping restore what's been lost to cancer and COVID, 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



Family weekend retreats will continue into 2022, with plans for traditional camp programs to return as soon as possible, including kids-only camp, week-long family camp, and specialized one-week sessions for teens and bereaved siblings.

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



Fun, camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences. 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.

VIRTUAL PROGRAMS



Virtual programs are packed with fun activities for the whole family, including campfires and circle time. Virtual programs help kids connect with siblings at home, or make new friends while in the hospital.

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, 2022).
- 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 **up to date reports 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-run newspaper ad.**
- **Host a virtual office presentation** where your team can learn more about your impact.
- **Deliver your runner kits directly to your office or to your team members' homes** during event week if your team raises \$5,000 or more by Friday, April 24, 2022.
- **Receive special mini campfire kits for each team member** if your team raises \$10,000 or more by Friday, April 24, 2022.
- **Top 10 Corporate Fundraising Challenge teams will receive a shout-out on social media** with the company tagged as #SL10K 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, 2022, per runner. 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

BIWEEKLY 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



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?



\$150 
VIRTUAL CAMP

\$1500 
WEEKEND OF CAMP

\$5000



**2 WEEKS
OF CAMP**

\$300 
IN-HOSPITAL
PROGRAM

\$500 
1 DAY
OF CAMP

\$2500 
1 WEEK
OF CAMP

FUNDRAISING IDEAS

Invite your coworkers to participate and contribute! Making your organization's participation in the #SL10K an annual tradition that builds team spirit!



VIRTUAL OFFICE PRESENTATIONS

CAMPFIRE CIRCLE will set up a virtual 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 #SL10K 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 get the word out about your team and the #SL10K. 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 #SL10K.

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, 2022).

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.



#SL10K SOCIAL MEDIA

INSTAGRAM



- Follow CAMPFIRE CIRCLE: @campfirecircleorg (instagram.com/campfirecircleorg)
- Include @campfirecircleorg to tag us in your posts
- Use the #SL10K 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 #SL10K hashtag

TWITTER



- Follow CAMPFIRE CIRCLE: @campfirecircle_ (twitter.com/campfirecircle_)
- In your tweets, tag @campfirecircle_: we want to hear about your progress!
- Use the #SL10K 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."



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



Helping send kids to C



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