

Scotiabank.
CALGARY
MARATHON
MAY 29-31

SCOTIABANK CHARITY CHALLENGE

IN CONJUNCTION WITH SCOTIABANK CALGARY MARATHON



THE SCOTIABANK CHARITY CHALLENGE HAS RAISED MORE THAN \$8 MILLION SINCE IT'S CALGARY INCEPTION IN 2010! BE A HERO & RAISE FUNDS OR MAKE A ONE-TIME DONATION FOR ANY OF THE OFFICIAL CHARITIES!

50K ULTRA & *RELAY | MARATHON | HALF MARATHON | 10K | 5K WALK & RUN | KIDS MARATHON

CALGARYMARATHON.COM

*NEW FOR 2020 – 50K RELAY AND ROUNDUP CHALLENGE

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1. SCOTIABANK CALGARY MARATHON OVERVIEW

Voted the 2009 2010 2012 2013 2014 2017 and 2018 Best Road Race in Alberta, the Scotiabank Calgary Marathon is a challenging, competitive and fun event with a race designed for everyone of any level. There is a 50k Ultra, full marathon, half-marathon, 10 km, 5 km family walk or run and kids' marathon. New for 2020, a 50k Team Relay and the Roundup Challenge where you can add the 5k run after running the 50k, Marathon, Half Marathon or 10k race.

2. SCOTIABANK CHARITY CHALLENGE (SCC) OVERVIEW

The Scotiabank Charity Challenge was created as a community-building component of all Scotiabank marathons. In addition to supporting the marathon's local economy, the Scotiabank Charity Challenge offers a key fundraising opportunity for local nonprofits.

In 2019 alone, the Scotiabank Charity Challenge has raised over \$8 million for 550 community charities across the country through the six Scotiabank marathons. Close to 90,000 people participated in the various race distances, with thousands of friends and family attending to cheer them on. Since the Scotiabank Charity Challenge began in 2003, we have raised over \$75 million for local charities across Canada.

Charities recruit fundraisers who register for a Scotiabank Calgary Marathon event, create an online fundraising account, and then raise funds using the Race Roster secure online system.

When charities register to become part of the Scotiabank Charity Challenge they can benefit from:

- Being part of a major community event with no financial risk – the focus is on fundraising, not logistics.
- Scotiabank covers all the fees associated with online fundraising, 100% of the funds raised online will go directly to the cause.
- Being eligible to win one of the 9 cash prizes Scotiabank donates to top fundraising charities in 3 different categories.
- *****NEW THIS YEAR***** Race Registration and online fundraising will be on one integrated platform – Race Roster. Charities and fundraisers will continue to receive access to a secure online fundraising platform at no cost to them, allowing fundraisers to easily fundraise.

3. SCOTIABANK CHARITY CHALLENGE PROGRAM FEATURES

- A chance to win one of nine Scotiabank Charity Challenge cash prizes totalling \$24,750.
- Featured as an Official Charity Partner on the Scotiabank Calgary Marathon website.
- Personalized secure registration & online fundraising through one integrated system - Race Roster
- Weekly direct deposits of all donations raised online to date.
- Scotiabank underwrites all credit card & transaction fees for online donations, therefore your charity receives 100% of all online donations processed.

Cost

- The Scotiabank Charity Challenge operates on a participant recruitment commitment model. All official charity partners must commit to recruiting a minimum of 5 paid registrations in any distance. By successfully recruiting enough participant registrations, there will be no participation fee charged to the charity.
- These participant paid registrations will be tracked via the charity registration report. Participants will be required to indicate their support to the charity, and pay the registration fee themselves.
- *****AN EXCITING NEW REGISTRATION REFERRAL MODAL THIS YEAR*****
 - Instead of providing a charity discount Link to each individual, a Charity Referral Link will be provided once your charity is set up. The charity will receive a \$5 referral donation per registrant registers online via the Referral Link.
 - Referral donations will be calculated and disbursed to charities as a lump sum donation post race. (These can be manually added to your fundraiser tallies after online registration closes but prior to online fundraising closing)
 - Please encourage your supporters to register early and get the early bird rates!

EVENT	TO FEB 28	TO MAY 1	TO MAY 30
50K ULTRA RELAY	\$280	\$300	\$320
50K ULTRA	\$125	\$155	\$180
SCOTIABANK CALGARY MARATHON	\$110	\$120	\$130
CENTAUR SUBARU 21.1K	\$90	\$110	\$120
JUGO JUICE 10K	\$55	\$65	\$70
GOODLIFE FITNESS 5K WALK AND RUN	\$40	\$50	\$60
SCOTIABANK KIDS MARATHON	\$25	\$25	\$25
THE ROUNDUP CHALLENGE	\$139	\$159	\$179

- Above rates are for entry fees only. GST & processing fees will be added.
- The Charity Referral Link is a one-time use only, and must be entered at time of online race registration.
- 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 registrant errors and cannot be applied to past registrations. (i.e., Registrants who receive the Charity Referral Link after they have already registered)



4. BENEFITS FOR YOUR CHARITY

The SCC is an opportunity for:

- Over 8000 runners who register for the Scotiabank Calgary Marathon weekend to run and raise funds for a charity of their choice.
- For charities to leverage the SCC as an annual fundraising opportunity by promoting your presence in the Scotiabank Calgary Marathon to active donors so they can register and fundraise for your cause.
- *****NEW THIS YEAR***** No Charity registration fee – each race registration submitted using your charity’s unique Referral Link will be a \$5 donation to your charity.
- Reduce risk by removing many of the costs associated with organizing a stand-alone fundraising event. Focus your time on raising funds – not on logistics and operations.
- Raise awareness for your cause by teaming up with a world-class event that fully supports and promotes the Scotiabank Charity Challenge.
- Convenience and security of online fundraising and tax receipting through the Race Roster secure online fundraising system at no cost.
- Scotiabank underwrites use of the Race Roster online fundraising platform as well as all credit card transaction fees for donations processed by credit card. Charities receive 100% of all donations.
- *****NEW THIS YEAR***** Charities will receive 100% of all online donations via weekly direct bank deposit. Note: Setup of a Stripe Connect account within Race Roster is required. An authorized signing authority will need to provide valid ID for set-up.
- A dedicated local Scotiabank Charity Challenge Coordinator is there to help our official charities with any questions or concerns along the way.

5. BENEFITS FOR YOUR PARTICIPANTS

Pre-race

- Personalized secure registration and online fundraising through one integrated system.
- Participants are raising funds for your cause just by registering – \$5 of their registration fee will be donated to your charity when they register using your Charity’s unique Referral Link.

During the race

- Unique race souvenir T-shirts.
- Charity Block party situated along the route to see all races start and finish.
- Water stations and first aid along the route to support runners’ health and safety.
- Handpicked entertainment along the route to keep you motivated as you run.
- Unique finisher’s medal.



6. BENEFIT OF THE RACE ROSTER PLATFORM

- **Quick reporting:** Real-time fundraising reports with registrant details and cumulative or individual donation information, including tax receipt numbers.
- **Easy tax receipting:** Tax receipts are generated electronically through a non-alterable PDF (the only format allowed by the CRA) and issued instantly to the donor's email address.
- **Secure:** Race Roster uses the latest high encryption technology to ensure safe transactions.
- **Low administration costs:** Less handling of cash/cheque donations means more time to recruit and encourage participants. Donations are collected instantly via credit card.
- **Personalization:** Participants can customize their own fundraising page, by uploading a photo, setting their individual fundraising goal, customizing their own text message, and tailoring email messages to send to their family, friends and co-workers.
- **Real-time results:** Your runners can easily track pledges as they head towards their fundraising goal, sending out customized thank you emails to donors along the way or after the race.
- **Fast Payment:** Funds raised will be deposited directly into your charity's bank account on a weekly basis. No more waiting months for reconciliation and payouts.

7. SCOTIABANK CHARITY CHALLENGE BLOCK PARTY

Your organization can also participate in a new feature at the Scotiabank Calgary Marathon - The Scotiabank Charity Challenge Block Party! Come out to cheer on your runners and increase awareness about your charity and the Charity Challenge!

We have spots available along 6th Street, just north of 9th Avenue - about one mile from the start/finish area. Here you can set up your branded tent and cheer on all the races as they go by. You can cheer on your runners just after they have started their race and again, just before they take their final steps to the finish line. We provide a reserved space, washroom facilities, Scotiabank branded noisemakers and a DJ to play awesome tunes to keep the atmosphere fun. You can bring a tent, chairs, signs, treats for the runners, and your awesome enthusiasm. Tim Hortons will also be there with free hot drinks and snacks. No tent, no problem! We can lend you a Scotiabank tent for the block party.

Come out and cheer alongside your fellow Scotiabank Charities and be part of the action!





8. SCOTIABANK CHARITY CHALLENGE PRIZING

Every dollar raised will help your charity come closer to winning one of nine cash prizes, totaling \$24,750! Scotiabank will award prizing to the Official Charities that are the highest performers in the following categories.

1. Official Charity with the largest total dollars raised

Rules: Includes all online and offline verified donations to Fundraising Runners, Fundraising Teams, and the Charity directly.

•1st place - \$4,250 •2nd place - \$2,500 •3rd place - \$1,500

2. Official Charity with the largest number of Fundraising Runners

Rules: Charities must have a minimum of 10 Fundraising Runners registered. Fundraising Runners can be registered in any combination of running events. Only donations made directly to the individual are used in the calculation.

•1st place - \$4,250 •2nd place - \$2,500 •3rd place - \$1,500

3. Official Charity with the largest average dollars raised per Fundraising Runner

Rules: Charity must have a minimum of 10 Fundraising Runners registered. The average dollars raised will be calculated based on individual Fundraising Runner totals only. Donations made to Fundraising Teams or directly to the Charity will not be included in the calculation.

•1st place - \$4,250 •2nd place - \$2,500 •3rd place - \$1,500

PrizingRules

- A Fundraising Runner is a registrant who has raised \$50 or more (Online and offline verified donations made directly to the Fundraising Runner.)
- Prizes for each official charity are calculated based upon funds raised by individual registrants and teams registered for a specific charity.
- Online fundraising (credit card donations) will close on Monday, June 29, 2020, at 5:00pm MST.
- Cash and cheque donations must be entered into the fundraising system by Monday, June 29, 2020 at 5:00pm MST.
- All offline donations (cash and cheques) must be verified by charity administrators by Wednesday, July 8th, 2020 at 5:00pm MST.
- Fundraising totals and awards will be based on online donations and verified offline donations entered through the Race Roster system by Friday, July 10th, 2020 at 5:00pm MST. Unverified funds will not be counted toward totals for prizing.
- A charity cannot win more than one award. In the event that a charity should win/place in more than one category, they will be awarded the prize for the category in which they win/place by a bigger margin. The margin is the percentile difference between the winning charity and the next winning charity.



9. HOW TO BECOME AN OFFICIAL CHARITY

- Your charity must be a Canadian Registered Charity in good standing with Canada Revenue Agency.
- Use of the Scotiabank sponsored Race Roster online fundraising platform is **mandatory**.
- Set up of Stripe Connect account for direct deposit is **mandatory**.
- Complete the online 2020 Official Charity Partner Application Form which includes:
 - Your Charity's legal name, registered charity number, address, website URL
 - Executive Director and daily contact person – name, email, phone, etc
 - Acceptance of the official Scotiabank Charity Challenge rules
 - Acceptance of the Scotiabank Charity Challenge commitment:
 - All official charity partners must commit to recruiting a minimum of 5 paid registrations in any distance. By successfully recruiting enough participant registrations, you demonstrate that you are a dedicated charity partner.
 - These participant paid registrations will be tracked via the registration report. Participants will be required to select the charity, enter the Charity Referral Link at the point of registration and pay the registration fee themselves. This Charity Referral Link will help track the number of supporters and total charity's post-race referral donation. The full price schedule can be found on Page # of this document.
 - Description of your charity and call to action for supporters (75-100 words each)
 - Fundraising goal (this can be modified)
 - Information for tax receipting (Official Charity name, registered charity #, address, email, phone number)
 - Image attachments to be sent after completing the online application:
 - Logo for your charity in high resolution in JPEG format.
 - Images (any images associated with the charity's branding)
 - Digital signature of signing authority (for tax receipts)

10. FREQUENTLY ASKED QUESTIONS

Is there a fee to participate as an Official Charity Partner?

There is no charity fee, but a charity commitment is required. By accepting the Charity Participation commitment, you demonstrate that your charity is committed to the event and to recruiting at least 5 paid entry fees.

Are there any costs associated with this event?

No. We provide a great world-class event with zero risk to you with free online fundraising for all official charities of the Scotiabank Charity Challenge. Your charity receives 100% of the funds raised through Race Roster and registration fees using the unique Charity Referral Link provided to your Charity once you are registered.

How do Fundraisers Register?

- Fundraisers register for the race of their choice at www.calgarymarathon.com.
- Fundraisers indicate that they want to be part of the Charity Challenge when registering.
- Fundraisers use your Charity's unique Referral Link when registering in order to be tracked as a fundraiser for your charity and for your charity to receive the Referral Link payout after the race.
- We will provide you with the following resources to assist with your Registration communication.
 - A video that demonstrates the ease of how to register for the race and the Charity Challenge
 - A step-by-step manual that you can easily copy/past into your communications

How do we receive the Charity Referral Link?

Your charity will receive the Charity Referral Link upon application approval. Please share this with your supporters as soon as possible as this Charity Referral Link must be utilized at time of online registration.

Can the Charity Link be applied retroactively?

- The Charity Referral Link must be entered at the time of race registration.
- Charity referral fees will not be retroactively processed for registrant errors or registrants who receive the Charity Referral Link post registration.

How do we track progress towards our charity's 5 paid entries recruitment goal?

Your charity supporters will be tracked via the Race Roster fundraising report.

Is it possible to pre-purchase entries we can share with our supporters?

Yes, your charity can pre-purchase gift entries at the current rate displayed. Please contact your Scotiabank Charity Challenge Coordinator for additional details.

What will our charity receive?

- Website promotion through www.calgarymarathon.com as well as complimentary online fundraising on Race Roster courtesy of Scotiabank.
- Digital artwork to promote the event, which you can customize with your charity's logo and fundraising information;
- Support for your PR and media events by the Scotiabank Charity Challenge Coordinator to promote your charity and encourage participation/fundraising on your behalf.
- A special location on the race route for charities to convene and cheer on their runners. A DJ, porta potties, signs and lots of fun will be provided.
- Support and training with the Race Roster software.
- Online training webinar focused on recruitment and fundraising, and Link to access resources.

What is expected of our charity?

Actively promote the event to your supporters

Solicit participation to fundraise for your organization. Make the event part of your communication strategy.

Public Relations and media support

Work together with the event organizers and our partners to secure media coverage. Have people from your organization available for media interviews or media events. Highlight unique human interest stories that will grab the media and public's attention.

Reward and honour the individuals

Reward and honour those who have come out to support your organization and recognize their achievement.

Identify a Charity Administrator

Someone within your charity who will work with our Scotiabank Charity Challenge Coordinator and manage the administrative aspects (2-3 hours per week) of the event.

Arrange for charitable representation at the event.

How does our charity register runners?

Individuals or groups can register at our event website www.calgarymarathon.com. A step by step guide to registering will be provided to each charity.

10. FREQUENTLY ASKED QUESTIONS - CONTINUED

How is the event promoted?

- Social Media
- Local Advertising
- Running publications and online promotions
- Print materials
- Earned media relations

How can we attract supporters?

- Use your networks to encourage participation in the Scotiabank Calgary Marathon and the Scotiabank Charity Challenge. Recruit celebrities, corporations, supporters, groups and individuals to run on your behalf.
- Build a great incentive program to encourage and reward your fundraisers. Offer incentive prizes to your top fundraisers. Get creative (iPods, running gear, tickets to local events and trips are all examples of incentive prizes that have been offered by charities in the past).
- Direct your team to www.calgarymarathon.com for information regarding training programs and clinics.
- Promote the free online fundraising system, Race Roster. Add a direct Link from your website/ email signature to your Race Roster fundraising page.
- Communicate with your runners regularly via email or newsletters to keep them engaged and motivated.
- Go out for group runs to train for the big day!
- Plan a post-race party. Find a local restaurant/pub to sponsor your team(s). Reward your runners for their achievements.
- The Scotiabank Charity Challenge Coordinator will:
 - Work with charities to help them develop creative and effective recruitment and fundraising strategies.
 - Hold regular conference calls with official charities to share ideas and help you stay on target.



SUCCESS STORIES

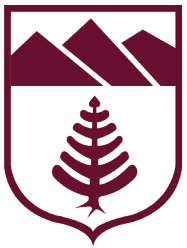
FOOTHILLS ACADEMY

The Scotiabank Charity Challenge has brought our staff and families together as a community to raise funds for our Bursary Program for many years.

The funds raised through this event each year help us to ensure that no student is turned away from our services due to their financial circumstances. The 2018 Scotiabank Charity Challenge was an extra special year for us, as our Executive Director Simon Williams, and Wayne Benz from Centron Group, took it upon themselves to bike and run a total of one mile for every student registered at Foothills Academy in their Mountains & Marathons challenge. Mr. Williams biked from Jasper to Calgary in under 24 hours and then handed off the baton to Mr. Benz who ran the Scotiabank Calgary Marathon to complete the 289 miles. Our staff and students were more focussed than ever in the months leading up to the run this year in anticipation of Simon & Wayne's amazing feat.

The Foothills Academy community participated in their own challenge to cover the same distance as Mr. Williams and Mr. Benz in the weeks leading up to the event, with many of them completing their challenge at the Scotiabank Calgary Marathon.

This event is definitely a highlight every year and we look forward to participating again in 2019!



FOOTHILLS
ACADEMY



SUCCESS STORIES

ARBI (Association for the Rehabilitation of the Brain Injured)

On Sunday May 27, 16 courageous athletes came together to walk, run and wheel in the Scotiabank Calgary Marathon in support for ARBI (Association for the Rehabilitation of the Brain Injured). Proudly, we were represented by ARBI staff, volunteers, friends and past clients.

Before his car crash in 1982, Randy Fowler had an aspiring career in professional football. However, all of Randy's dreams came to an abrupt halt when he suffered a traumatic brain injury in a serious car crash. When he awoke from his coma, he learned he had sustained a severe traumatic brain injury.

In 1985, Randy began a rehabilitation program at ARBI. He made tremendous strides during this time and his incredible motivation to overcome the next hurdle had a ripple effect on the other clients in the program.

Randy has found success as a motivational speaker and he has dedicated more than 20 years to volunteer with PARTY (Prevention of Alcohol and Risk Related Trauma in Youth). He also volunteers his time to assist ARBI and other non-profits with annual fundraising events and in 2017 he became a Lifetime Director at ARBI.

We were elated that Team ARBI raised an astounding \$20,000 through the Scotiabank Charity Challenge (\$127/km) and our participants walked, ran or wheeled 142km. We also received another \$2500 from Scotiabank through their prizing program. This money will go directly towards providing hope and transformation for the 150 clients and families we see each year that suffer from acquired brain injury, including stroke.



SUCCESS STORIES

CANADIAN LIVER FOUNDATION

The 2018 Calgary Marathon was a tremendous success for the Canadian Liver Foundation, thanks in large part to our tireless ambassador, Amy Montgomery.

Amy put in a tremendous effort to build a formidable team to join her in completing the 10 K, including her brother Adam, father Steve, and many friends. She had further support from the rest of her immediate family, including her husband, Tim, son Ryder and even her 86 year old grandma, Melba, who participated in the 5km. She called her assembly of supporters “Recycled Parts” for good reason.

After suffering for 33 years from biliary atresia, a rare form of liver disease at birth, Amy received a lifesaving liver transplant. She utilized the Calgary Marathon event as a way to celebrate the 6 month anniversary of her transplant and to support a charity that is important to her. “Recycled Parts” and the “Give'r for Liver” team raised over \$26,000 for the Canadian Liver Foundation through the Scotiabank Charity Challenge. Our total also includes \$2500 in prize money from Scotiabank for being one of the top fundraising teams.

These funds will go far to help fund important research projects that aim to improve the outcomes for the 1 in 4 Canadians, like Amy, that may suffer from liver disease.



Canadian Liver Foundation
Fondation canadienne du foie

*Bringing liver research to life
Donner vie à la recherche sur le foie*



12. NEXT STEPS

APPLY TODAY!!

Step one - Complete the online application form: <https://raceroster.com/25074>

IMPORTANT: Once the application has been submitted and approved, there is a two week wait time while we review and verify your application. If approved, your charity listing will then be created.

Step two - An email reminder will confirm your submission and request to submit your images via email to fundraising@raceroster.com:

- Your charity logo
- 2 horizontal images,
- Signing authority's digital signature to

Step three - Wait up to two weeks to have your charity set up, you will receive notification once you are set up and you will then be given a unique Charity Referral Link to pass on to your supporters.

It is important to ensure your participants indicate they are a Scotiabank Charity Challenge runner when they register to run or walk in one of the events. When registering at www.calgarymarathon.com they must:

- Select the race they wish to participate in
- Enter your unique Charity Link in order for your Charity to receive the referral fee portion as a donation
- Select 'Yes' to Fundriase when registering and set up a fundraising page.

13. IMPORTANT DATES

- Event Weekend - Friday May 29th, 2020 - Sunday May 31st, 2020
- Online Fundraising Launch - November 4th, 2019
- Deadline to apply to become an Official Charity partner - Friday May 1st, 2020
- Online Fundraising Closes - Monday June 29th, 2020 @ 5pm MST
- Deadline for entering offline donations (cash & cheques) in a fundraising account - Wednesday July 8th, 2020 @ 5pm MST
- Deadline for offline cash & cheque donations to be verified by Charity Administrators - Friday July 10th, 2020

14. CONTACT US

If you have questions, please contact the Scotiabank Charity Challenge Coordinator

Maureen MacDonald

Scotiabank Charity Challenge Manager

Direct: (403) 830-4950

Email: charitychallenge@calgarymarathon.com

Website: www.calgarymarathon.com/scotiabank_charity_challenge.html





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CALGARY
MARATHON

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