



**March Break
Charity Challenge
Tool Kit**

#MarchBreakCharityChallenge

Welcome to the 3rd Annual Wish and Give March Break Charity Challenge! We are glad you have joined us! This Tool Kit will provide you with the necessary information to get started and have an amazing March Break fundraising for a local charity of your choice.

On behalf of all the charities, thank you for participating and fundraising! Good luck with your personal goals!! We look forward to celebrating you at the end of the week!

How do I sign up?

To set up a personal online fundraising page go to www.wishandgive.ca

- You'll need a parent to log in for you
- Choose 'Invitation'
- Choose a charity – you can search by postal code to find a local charity
- Title of event - use your name for example 'Aiden's March Break Charity Challenge'
- Add a photo to your 'invitation.' Either one of yourself or one that represents your goal.
- Location – you can type your address or just write 'At Home'; the postal code you use will populate a map
- Name of Host – parent's name (important to designate who the payment goes to)
- Name of Honourable Guest – child's name
- Date and Time - set the dates for March 10-18, 2018
- Group Gift – name the prize you plan to buy (cash* payout at the close of the event)
- Select 'online event' and 'private'
- Description - Be sure the tell everyone what your challenge is in this section and that they are contributing to both a prize for you and a donation to charity (see a sample below)
- Do not enter emails - you'll need to skip this step, so you don't send out 'party' invitations to your charity challenge by mistake. Click next.
- Copy the URL and send it out via email or social media (with your parents' help)
- Sample Invitation: <https://www.wishandgive.ca/events/details/68/kids-names-march-break-charity-challenge-foryou-pick-the-charity>

How do I end or close out my challenge?

At the end of the week send a photo of your completed challenge to info@wishandgive.ca, we want to see your amazing efforts! And celebrate you as a Community Champion!

Click 'close' on your dashboard view after all contributions have been made, this way Wish and Give can make the payments.

Wish and Give will send you a permission form if you want to have your picture posted on the website and social media.

Wish and Give will pay your parent the cash earned for your prize via PayPal and the donation will be sent directly to the charity of your choice. Administration fees of 5.5% and 50cents per transaction will be deducted from the prize portion of each contribution.

Keep Wish and Give in mind for your next birthday! You can set up the same invitation but for your birthday party and ask your friends to contribute to a group gift and donation.

What should I write in the 'description' section of the invitation?

In the 'description' section of the invitation it's important to tell your friends and family why you are participating in the March Break Charity Challenge. Your story is worth a lot, be sure to share it.

Think about what inspired you to join the challenge and share this with your friends and family. This will inspire others to sponsor you!

Don't forget to thank your sponsors!

Sample:

This March Break I am fundraising for Ovarian Cancer Canada because my grandmother has ovarian cancer and I want to be sure there is a cure for her. I am reading 10 chapter books in one week.

Please sponsor me!

Click RSVP to join my challenge. You can contribute to a group gift/prize for me and to my charity. I hope to earn enough to buy a lego set at the end of the week!

Thanks for sponsoring me! This is a big goal for me because I have never read that many books, but I know I can do it.

I'll send you updates on my mom's facebook account during the week each time I finish a book.

How do I ask my friends and family to sponsor me?

Getting sponsors can be tough! But if you set a goal that is challenging, people will want to support you!

Once you have created your personal online page at www.wishandgive.ca a personal URL will be generated. Cut and paste this into your own email to share with friends and family.

You can also share it on your parents' social media accounts. Reach out to everyone you know! They will be proud of you for taking on a challenge and using your March Break to fundraise and make the world a better place.

Be sure to tell everyone why you are joining the challenge. What motivated you to join the challenge? Share this with all your friends and family.

And be sure to thank them for their contributions.

Sample:

Dear Grandma and Grandpa,

This March Break I am choosing to make my community better! I have joined the March Break Charity Challenge. This means I am fundraising for xyz charity by accomplishing a goal.

My goal is to learn to make 2 dinners all by myself. I will find the recipes, write down the ingredients, help with the shopping and prepare the dinners all by myself.

I am doing this to raise money for xyz charity. They help make Toronto a better place to live. I also get a prize at the end! I hope to buy a new Xbox game.

Please click the link below to sponsor me.

[Insert link from your personal webpage]

You can contribute to both a group gift/prize for me and donate to xyz charity.

Thanks for sponsoring my challenge!

Love,
Liam

Can I use social media?

Social media is a great way to get sponsorships!

Share the URL from your page with friends and family and encourage them to sponsor your efforts! Send an email, post on your parent's Facebook, Twitter or Instagram accounts using the hashtag, #MarchBreakCharityChallenge

Be sure to keep your friends and family updated through out the week with your progress. Photos are a great way to motivate people to sponsor you.

You might have to remind a few times during the week to sponsor you! It's okay to email them 2-3 times during the week.

Q & A

Where do I sign up?

www.wishandgive.ca

Why doesn't the home page say anything about the March Break Charity Challenge?

Since this only happens once a year we did not update the home page.

Is there a cost to participate?

No. It's free to set up your personal fundraising invitation.

There are administration fees which will come off the group gift/prize at the end of the event, at 5.5% and 50 cents per transaction.

What charity can I fundraise for?

All 86,000+ Registered Charities in Canada are on the webpage. If you want to fundraise for a non-profit organization, it can be added. Email info@wishandgive.ca to have it added.

What if I have questions, who do I contact?

Feel free to email us at info@wishandgive.ca anytime. As we are a small start up company there is no phone number directly associated with the business, but we are happy to call you anytime if email can't resolve your questions.

How do I receive my prize at the end?

Wish and Give will pay out cash to the parent associated with the fundraising page via PayPal. Administration fees of 5.5% and 50 cents per transaction will be deducted from the total cash raised for the 'group gift' or prize.

How will the charity receive their funds?

Wish and Give will send the funds raised for your charity of choice directly to the charity.

Do I get a tax receipt?

No. Since the funds are raised by a group of people no one gets a tax receipt.

Do my sponsors get a tax receipt for donating?

Issuing tax receipts to every guest would be a huge administrative cost and would require Wish & Give to charge charities a membership fee. Any fee would be unaffordable for many small, grassroots organizations and we want to help all of Canada's 86,000+ Registered Charities with fundraising. In addition, we want to be accessible to all non-profit organizations that cannot issue tax receipts.

How do I choose a goal?

It's your choice! Or your kid's choice! Choose something that is a stretch for you, but age appropriate. Reading goals are great for Grade 1 -3 kids. Or how about a life skill? Learn to bake or cook dinner. Or learn to ride a bike.

What if I don't reach my goal?

If you don't reach your goal within the week of March Break, don't worry...keep at it! The time frame of March Break is to inspire you, but we won't hold you to it. Just send in your picture and let us know when

you finish to info@wishandgive.ca. Also, click 'close' in the dashboard view so that no more donations can be made, and payments can be sent out.

For more FAQ on Wish and Give go to <https://www.wishandgive.ca/faq>