



about the challenge

Bundle up your big-hearted business, club, church, or service organization in the Coldest Night of the Year, Canada's National Walk for Homelessness.

The Coldest Night of the Year raises money with *and for* approved Canadian charities, who serve thousands of Canadians experiencing homelessness, and thousands more facing the constant challenge of living right on the edge.

features + benefits

CNOY is a unique way for your business, school, or church to reach the wide audience of a national event, while aligning yourself with local charities dedicated to making a difference.

- * **Campaign Page.** Once you have multiple teams, you get your own mini-event webpage with your own brand, message, and campaign results. It's easy to find, easy to track, and fun for building buzz and competition among your teams.
- * **Campaign Coaching.** From beginning to end, we're here to help you plan, recruit, and support your campaign. We provide fast one-on-one support for any team captains you recruit. Stress-free = easy to do great.

how it works

1. Register a team. Pick a name that reflects your organization, e.g. "YouCorp Walkers."
2. Choose a challenge category, and presto - your team gets listed on the challengeboard!
 - Choose... ▾
 - Business
 - Church
 - Service
 - School
3. If more than one team is walking for you, we'll give you your own page.

YouCorp
Raised: \$\$\$



support your staff,
better your community,
and get noticed on a
national stage.



- * **Staff Involvement.** This is a fun, family-friendly event that people of all ages and stages can participate in. Your staff, students, or volunteers will feel pride flying their colours in this national event, while having a great time together.
- * **Real Impact.** Money raised in the WALK gets disbursed to the local charity your teams are walking and fundraising for in their community. Your teams of walkers will know they're making a real difference in the lives of the hungry, homeless, and hurting in their town.

what's required?

Joining the Challenge is easy for any business, club, or organization - we ask for three commitments:

- * **Make the event a priority.** Because it matters!
- * **Recruit teams and walkers from your organization.** You'll be more successful... and have more fun.
- * **Commit to fundraising.** Because this is a fundraiser, and the charity you are walking for needs it.

i have more questions!

We've got answers! Read through our FAQ and see some Corporate Challenge pages in action - visit cnoy.org/challengeabout

next steps + contact

Contact us with any questions about the program and get your organization set up fast - normally within an hour!



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