



# Great Canadian GIVING CHALLENGE

AN INITIATIVE OF

**GIV3**

AND



FOUNDERS OF

**GIVINGTUESDAY™**



#GivingChallengeCA  
June 2019

Hello - nice to meet you!



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GIV3

AND



FOUNDERS OF

GIVINGTUESDAY™



#GivingChallengeCA

June 2019

## Today's Agenda

- Why get involved in the Great Canadian Giving Challenge?
- Some great campaigns
- 5 tips to make the most of the Giving Challenge:
  1. Email
  2. Social media
  3. Website, blog, etc.
  4. Matching funds
  5. Support from local media
- Planning checklist
- Q&A



#GivingChallengeCA

June 2019

## What is the Great Canadian Giving Challenge?

- An exciting month-long contest that gives registered Canadian charities the chance to win a **\$10,000** donation!
- Kicks off on June 1<sup>st</sup>, 2019
- Charities are automatically given 1 entry for every \$1 they receive in June via [CanadaHelps.org](http://CanadaHelps.org) or [GivingChallenge.ca](http://GivingChallenge.ca).

**\$1 = 1 chance to win**

- On July 1<sup>st</sup>, one randomly winning ballot is selected, resulting in a \$10,000 donation (from GIV3) to the charity.



#GivingChallengeCA

June 2019

# Why get involved? It's proven to inspire giving!





# #GivingChallengeCA

## June 2019

## Some of the winners ...

**GIV3** GIV3 Canada  
@GIV3\_Canada

Following

It's official! This year's \$10,000 winner of the Great Canadian Giving Challenge is Camp B'nai Brith of Ottawa.... [fb.me/53WU9igEy](https://fb.me/53WU9igEy)

12:00 PM - 3 Jul 2016



**CanadaHelps** @canadahelps

Following

#TBT Last year @CAHumaneSociety were our lucky winners of the 2017 #GivingChallengeCA and won \$10,000. This year, YOUR favourite charity could be our lucky winner! Watch the Central Alberta Humane Society chat about the impact \$10,000 can make:



**GIV3** Canada @GIV3\_Canada · 2 Jul 2018

**GIV3**

We have a winner! Congratulations to @TruthForTeens1 in Markham, Ontario for winning this year's Great Canadian Giving Challenge and \$10,000 grand prize! Thanks again to every Canadian from coast to coast who gave so generously in June. Until next year! #GivingChallengeCA 🇨🇦





#GivingChallengeCA

June 2019

# Winning \$10,000 would be great, but the win for all charities is to inspire supporters

*The top reason organizations participate is to engage existing and new donors.  
– GivingChallenge charity survey*

A \$10,000 win would be amazing and provide 5,000 dozen eggs but regardless we all win thanks to every June online donation through the Giving Challenge! ”

-Marjorie Bencz, [Edmonton's Food Bank](#)

The Great Canadian Giving Challenge provides the opportunity for donors to imagine the possibilities of what their donation can accomplish.”

- Lindsay Pomper, [Victoria Sexual Assault Centre](#)



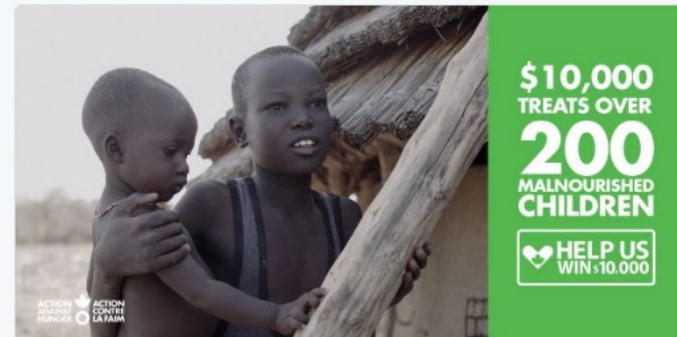


# Great campaigns: clear and simple goal

**Lonny's Smile** @lonnyssmile · 27 Jun 2018  
For every \$1 donated to our charity from June 1-30 earns us a chance to win a \$10,000 donation! \$10,000 ensures 200 first aid kits are available at camp! ❤️  
Donate here: [bit.ly/2sS1pa](https://bit.ly/2sS1pa) @Camp\_Oki @SickKids @CanadaHelps  
#GivingChallengeCA #CHD



**ActionAgainstHunger** @acfcand  
Without the support of donors like you, we can't help kids like Keynyang. Thank you. #GivingChallengeCA #ZeroFamine [canadahelps.org/en/charities/a...](https://canadahelps.org/en/charities/a...)



**Moorelands CS** @MoorelandsCS · 25 Jun 2017  
Less than a week til #givingchallengeca ends! Make a donation through @canadahelps before the end of the month! [ow.ly/Fz9M30ce7Mm](https://ow.ly/Fz9M30ce7Mm)



**Museum - Health Care** @MuseumoffHealth · 21 Jun 2017  
Don't forget to help us win the Great Canadian today! #GivingChallengeCA [canadahelps.org/en/charities/m...](https://canadahelps.org/en/charities/m...)







#GivingChallengeCA  
June 2019

# Great campaigns: use multiple channels – email, website, social media, video, open house



Hi

Just a few weeks ago, we ventured in to areas unknown for one of our most complex rescues yet.

Pictured above is Jin. Before he arrived in Toronto, Jin was not a beloved pet dog. He wasn't even a roaming stray. His fate was far worse.

Jin, like millions of other dogs, was earmarked for the meat trade in China. He was facing a nightmare of abuse, torture and eventual slaughter.

But thanks to you, we were able to work with partner organizations and rescue Jin and nine other dogs from this awful fate. He and his friends endured a long and tiring fight to Canada, where on landing our team were waiting to transport them back to the shelter.

Jin and his friends are so friendly and loving, despite everything they've been through!

Our Rescue Transport Program allows us to rescue animals from all over the world. We have saved hundreds of dogs and cats from certain euthanasia because of this program. Will you make a donation as part of the Great Canadian Giving Challenge and help us rescue even more animals?

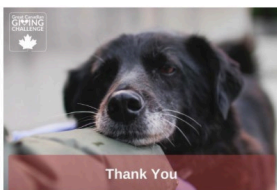
Donate Now

Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide life-saving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

Give \$15 = 15 chances

Give \$25 = 25 chances

Give \$40 = 40 chances



Toronto Humane Soc.  
@THS\_tweet

Follow

Thx SO much to all who gave to our **#GivingChallengeCA** appeal so far! Every \$ brings us closer to winning \$10,000!  
[bit.ly/1KlamCt](https://bit.ly/1KlamCt)

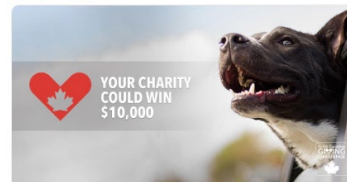
The Toronto Humane Society (@THS\_tweet) needs your help to reach their \$10,000 fundraising goal to help hundreds of animals in need. Plus, if you donate before June 30, you'll enter them for a chance to WIN \$10,000 from the **#GivingChallengeCA**! Learn more: [bit.ly/2slF8s5](https://bit.ly/2slF8s5)



GivingTuesday Canada  
@GivingTuesdayCa

Following

"[#GivingChallengeCa is] a very important aspect to our summer fundraising program as we do see a dip in donations around this time of year," -Rosie, Integrated Direct Marketing Manager, @THS\_tweet.  
[bit.ly/2lOyF2i](https://bit.ly/2lOyF2i)



9:30 PM - 15 Jun 2018





# Great campaigns: not shy to reach out to supporters

United Way @uwaysc · 24 Jun 2018

Donate any amount in June to help us win 10k to help keep shelters open  
#home #housingfirst #asafeplace #givingchallengeCA #wearepossibility  
ow.ly/4nF30kpfN



United Way @uwaysc · 17 Jun 2018

Donate any amount to help us win 10k to support young fathers to be the best  
they can be #dads #fathersday #givingchallengeCA #wearepossibility  
ow.ly/4nF30kpfN



United Way @uwaysc · 20 Jun 2018

Donate any amount to help us win 10k to help fund After School Programs,  
keeping kids out of trouble! #allthatscanbe #givingchallengeCA  
#wearepossibility #wednesdaywisdom ow.ly/WyJA30kxql



United Way @uwaysc · 18 Jun 2018

Donate any amount to help us win 10k to help provide community hospice  
support services. #dignity #givingchallengeCA #wearepossibility  
#mondaymotivation ow.ly/WDUf30kxco



United Way @uwaysc · 12 Jun 2018

Donate any amount to help us win 10k to help empower & engage female youth  
#gogirls #givingchallengeCA #wearepossibility ow.ly/A7n30kpfjB



United Way @uwaysc · 7 Jun 2018

Donate any amount to help us win 10k to support individuals living with epilepsy  
#givingchallengeCA #wearepossibility #thursdaythoughts ow.ly/qGk30kieVp



Donate any amount to help us win 10k to  
provide healthy mentorship to youth #match  
#wearepossibility #givingchallengeCA  
ow.ly/Dyul30kpxN



United Way @uwaysc · 11 Jun 2018

Donate any amount to help us win 10k to help support individuals with  
disabilities #differentabilities #givingchallengeCA #wearepossibility  
#mondaymotivation ow.ly/mZP730kxPQ







#GivingChallengeCA

June 2019

## Great campaigns: have some fun!



*Help Gateway Theatre win \$10,000!*  
**The Great Canadian  
GIVING CHALLENGE**  
**DONATE BY JUNE 30<sup>th</sup>**



[bit.ly/GTGiving](http://bit.ly/GTGiving)



Gateway Theatre @Gateway\_Theatre · 30 Jun 2016

final day of #GivingChallengeCA! help us win 10K for youth performing arts programs: [bit.ly/GTGiving](http://bit.ly/GTGiving) #donate  
[pic.twitter.com/mKVRrL47Jr](https://pic.twitter.com/mKVRrL47Jr)



#GivingChallengeCA

June 2019

Engage supporters  
using email



#GivingChallengeCA

June 2019

## Engage with supporters via email!

Win \$10,000 for charity!

**Great Canadian  
GIVING CHALLENGE**

**Please Help our Charity Win \$10,000**

Every \$1 you donate to our charity in June via [GivingChallenge.ca](https://givingchallenge.ca) counts as a ballot to help us win \$10,000 from the GIV3 Foundation. Please donate today - we really appreciate your help!

**Donate to help us win**

For full contest rules and regulations, please read the [Official Contest Rules](#)

Email is highly effective. Plan to send a few to your supporters:

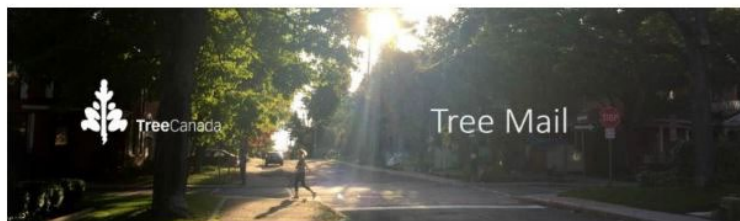
- Let them know there's something big coming on June 1<sup>st</sup>
  - (Make it part of your usual messaging)
- Send a launch email. Let your supporters know how their donations will help and that they can help you win
- Tell supporters what you could do with \$10,000
- Keep them up to date throughout June and send a final push

Create a custom email on  
[GivingChallenge.ca](https://givingchallenge.ca)



#GivingChallengeCA  
June 2019

# Give your email a clear call to action



## Deadlines Approaching!

In this issue: Don't miss these important deadlines for community grants, RFPs, conference registrations and more...



## Last Chance to Help Us Win!

Every \$1 you donate to us in June counts as a ballot to help us win \$10,000 from the GIV3 Foundation.

The more you give, the more chances we have to win and the more chances we have to plant more trees! It's a win-win!

Deadline: June 30, 2018

[Donate Now](#)

[Donate Now](#)

Every donation made to our Giving Challenge page not only saves a life straight away, it also enters us in to a draw to help us win a donation of \$10,000.

Imagine how many lives that could save!

Every \$1 donated = 1 chance for us to win a \$10,000 prize. That could provide lifesaving surgeries for animals in crisis, or feed every animal in the shelter for over two months.

[Give \\$15 = 15 chances](#)

[Give \\$25 = 25 chances](#)

[Give \\$40 = 40 chances](#)





#GivingChallengeCA

June 2019

# Engage supporters on social media





#GivingChallengeCA  
June 2019

## Get social with your supporters!

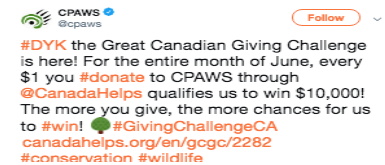
Use the hashtag #GivingChallengeCA

Post reminders daily!

Use images and video to engage.

Share what your charity could do with \$10,000.

Early momentum is key, but plan mid-campaign reminders and end of campaign “last minute” calls to action





#GivingChallengeCA  
June 2019

## Social media tips

### Strong images get engagement

- Kids and babies
- Puppies and other animals
- Happy people
- DO NOT just share your logo

### Include a call to action

### Tell your impact story

### Link to a donation page

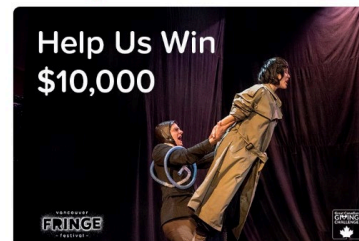
### Ask for shares

 **Kamp Kiwanis** @kampkiwanis · 30 Jun 2018  
It's the last day your donations help us to win \$10,000 and to support summer camp experiences for kids in Calgary and Area! Go to [canadahelps.org/en/ggoc/57851](https://canadahelps.org/en/ggoc/57851) to donate. Thanks so much for your support!  
#GivingChallengeCA #CanadaHelps #KampKiwanisYYC  
#DonateToKampKiwanis #HelpUsWin



 **Vancouver Fringe** @VancouverFringe

Today is the LAST DAY to help the Fringe at #GivingChallengeCA! For as little as \$3, YOU can help us win \$10k. Please donate--you only have until 11:59:59pm Pacific Daylight Time! [ow.ly/T1PW30kZjmm](https://ow.ly/T1PW30kZjmm)



2:00 PM - 30 Jun 2018

 **RAPS** @RAPSociety

June is the Great Canadian Giving Challenge. Every \$1 you donate through CanadaHelps gives RAPS an entry to win \$10,000! Help the Regional Animal Protection Society save and improve the lives of animals. Donate today at [ow.ly/9aaz30kqfyi](https://ow.ly/9aaz30kqfyi) #GivingChallengeCA



2:00 PM - 10 Jun 2018

 **KW Art Gallery** @kwartgallery

We're entering the final stretch of the Great Canadian Giving Challenge! Donate to KWAG before 30 June to help us win \$10,000 for our new digital education hub: [kwag.ca/content/get-in-...](https://kwag.ca/content/get-in-...) #GivingChallengeCA



Great Canadian  
**GIVING**  
CHALLENGE



#GivingChallengeCA

June 2019

Always link directly to your donation page

[GivingChallenge.ca](http://GivingChallenge.ca)



HELP | FR  
Powered by CanadaHelps.org

#### Your Donation Will Support:

Canadian Olympic Foundation

BN: 817729346RR0001

Great Canadian  
**GIVING**  
CHALLENGE



WIN a \$10,000 gift for this charity. Every dollar you donate in June is a chance to win. [See Details](#)

#### DONATION DETAILS

##### ONE-TIME DONATION

\$ Amount

##### MESSAGE FOR CANADIAN OLYMPIC FOUNDATION

#### Payment Information



[CanadaHelps.org](http://CanadaHelps.org)



Français Help

Giving Basket

[Sign In](#)

[Donate](#)

[Explore](#)

[Fundraise](#)

[Why CanadaHelps](#)

[Blog](#)

[For Charities](#)

[Back to my Charity Search Results](#)



### Canadian Olympic Foundation

Registered Name: CANADIAN OLYMPIC FOUNDATION/ FONDATION OLYMPIQUE  
CANADIENNE

Business Number: 817729346RR0001

[★ Add to my Favourite Charities](#)

[Donate Now](#)

Share this page



[About](#)

[Our Impact](#)

Daily training, year-round coaching, proper nutrition, breakthroughs in technology in sport science, competing in national and international competitions, and state-of-the-art equipment are all essential in propelling our athletes to the top of the podium. By supporting the Canadian Olympic Foundation, you will be helping provide our athletes with access to the high performance resources they need to achieve their full potential. Funds raised will support the Canadian Olympic Team, the next generation of Olympic athletes and will help strengthen the Canadian sport system.



### The Great Canadian Giving Challenge

Do something extra special for our Olympians this Canada Day. Donate to the #GivingChallengeCA during the month of June & the Canadian Olympic...

[Read more](#)



#### DONATION DETAILS

##### ONE-TIME DONATION

\$50 **\$75** \$150 \$500 \$ Other

You can also make a monthly donation

MESSAGE FOR CANADIAN OLYMPIC FOUNDATION

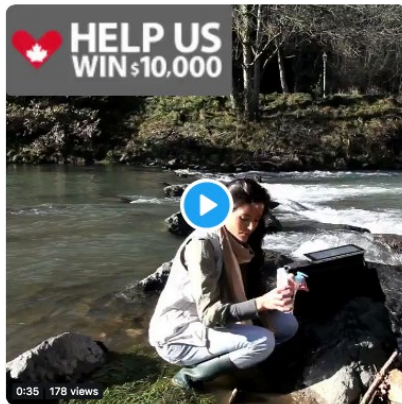


# Use the free buttons, badges and social media images!



Pacific Salmon Fdn. @PSF · 29 Jun 2018

Just 1 day left to win \$10,000 for wild salmon and the volunteers who protect them! Every \$1 donated online by June 30 is 1 vote to win the grand prize thru the #GivingChallengeCA. We have 4,500 so far, help us get another 1,000! Please donate: [ow.ly/m630kHr55](https://ow.ly/m630kHr55)



Great Canadian  
**GIVING**  
CHALLENGE



Tyndale St-Georges @TyndaleStGeorge · 28 Jun 2018

You can help us win \$10,000! It's easy. By donating to our Community Centre via @canadahelps, you give us the chance to win big! Visit [tyndalestgeorges.com/give](https://tyndalestgeorges.com/give) to learn more and GIVE! #GivingChallengeCA #OneTyndale #NonProfit #Education #Community



Big Brothers Vancouver @BigBrothersYVR · 25 Jun 2018

There's still time to donate to help win \$10,000 to support kids in Greater Vancouver! Every dollar that you donate (min. \$3) in June = 1 contest entry for @BigBrothersYVR. Donate at: [bigbrothersvancouver.com/donate-now](https://bigbrothersvancouver.com/donate-now) #givingchallengeCA #CanadaGivingChallenge

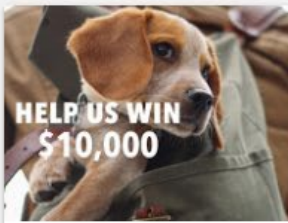




# Use the free buttons, badges and social media images!




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 1200x1200-19.jpg



 1200x1200-18.jpg



 1200x1200-1.jpg



 1200x1200-2.jpg



 1200x1200-3.jpg



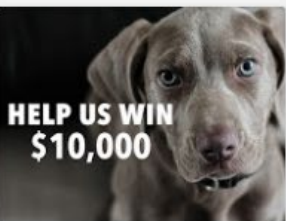
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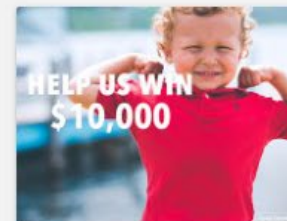
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 1200x1200-11.jpg



 1200x1200-12.jpg



#GivingChallengeCA  
June 2019

## Short videos get engagement

Video is a great way to engage people with your message

- Can be used on your web site and social media
- Easily shareable
- Social posts with video tend to get higher engagement rates
- Posting videos natively on Facebook and Twitter performs better than linking to YouTube

CanadaHelps @canadahelps · 25 Jun 2018  
What would @Timeraiser do with \$10,000? The possibilities are endless! This June, you can help Timeraiser turn their dreams into a reality with the #GivingChallengeCA. Learn more: [bit.ly/2slF8s5](https://bit.ly/2slF8s5)



CanadaHelps @canadahelps

Following

Today is your LAST CHANCE to give charities like @ACFCanada the chance to WIN \$10,000! Until MIDNIGHT tonight, every \$1 you give enters your favourite charity for a chance to WIN. Give now: [bit.ly/2slF8s5](https://bit.ly/2slF8s5) #GivingChallengeCA





#GivingChallengeCA

June 2019

Adapt your website,  
blog etc.





#GivingChallengeCA

June 2019

## Use your website, blog etc...

Have a dedicated place to send supporters who click

- Simple layout
- Clear call to action
- Easy to donate

You can also get a ready-to-use donation page for your charity at [givingchallenge.ca](http://givingchallenge.ca)





# #GivingChallengeCA

## June 2019

## More websites



About Get Help Get Involved Partnership Donate Contact

### Help Us Win \$10,000! Great Canadian Giving Challenge starts June 1

With \$10,000, the New Canadians Centre can provide life-enriching programs for newcomer youth that allow them to express themselves – building confidence and a sense of belonging to the city they call home.

This month, Canada Helps and GIV3 is donating \$10,000 to a deserving charity through their Great Canadian Giving Challenge. Every \$1 donated through Canada Helps during the month of June gives the New Canadians Centre an entry to win \$10,000. The selected charity will be announced on Canada Day, July 1! Help us be this charity!



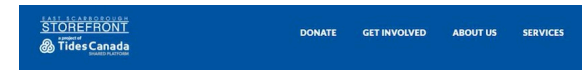
Donate Today through Canada Helps



### STEP UP TO THE GREAT CANADIAN GIVING CHALLENGE

We need to change the numbers! **Less than 3% of donations in Canada support the environment.** We hope to inspire Albertans to say YES to charitable giving this June, a time when giving reaches its lowest levels by participating in the **Great Canadian Giving Challenge**, a joint initiative from CanadaHelps and The GIV3 Foundation.

The Great Canadian Giving Challenge is a national public contest running from June 1 to June 30, 2018 to benefit any registered Canadian charity. Every \$1 donated to a registered charity in June via [CanadaHelps.org](#) or [GivingChallenge.ca](#) automatically enters the charity to win an additional \$10,000 donation. The grand prize draw is on Canada Day and one lucky charity will receive the grand prize of \$10,000 – we really hope it will be us!



### News

#### YOU can help us win \$10,000 – The Great Canadian Giving Challenge is Back – June 1st–30th, 2018!



Already know what The Giving Challenge is and you're ready to make your gift? [Click here to jump to our secure CanadaHelps donation form.](#) Need more info? Keep reading...

**What is The Great Canadian Giving Challenge?**  
It's a National public contest to benefit any registered Canadian charity. The Storefront is participating again in 2018. From \$1 donated between June 1st and June 30th using the form below enters The Storefront in.



#GivingChallengeCA

June 2019

Multiply your impact  
with matching funds




# Multiply your impact with a matching partner!

**Seva Canada** @SevaCanada ·  
Only 3 more days to double your impact AND enter Seva to win \$10k!  
[bit.ly/CanadahelpsSeva](https://bit.ly/CanadahelpsSeva) #GivingChallengeCA #charity #GiveSight



**Seva Canada** @SevaCanada ·  
Hurry, today is the last day to have your donation matched AND enter Seva to win \$10k! [bit.ly/CanadahelpsSeva](https://bit.ly/CanadahelpsSeva) #GivingChallengeCA #GiveSight



## And if you haven't had the chance yet...

"The Toronto Challenge" may be over,  
but CanadaHelps' "[Great Canadian Giving Challenge](#)"  
continues until June 30:

During the month of June, every dollar donated  
via [our CanadaHelps donation page](#)  
counts as one ballot in a draw for PAL to win  
**\$10,000!**

## DOUBLE YOUR DONATION CONTINUES!

Again this year, our private angel donor has pledged to  
**match every donation dollar-for-dollar!**  
That means every \$1 you donate **counts as \$2!**

[Click here to donate](#), and for more information on the **Great Canadian Giving Challenge**, click on the banner:



# More matching offers



Jennifer Ashleigh @jenashcharity ·

LAST DAY to double your donation's impact & help us win \$10k (=over 900 hrs of respite care). [jenash.org/donate](https://jenash.org/donate) #GivingChallengeCA

LAST DAY  
TO DOUBLE  
YOUR  
IMPACT!

Great Canadian  
**GIVING**  
CHALLENGE



CANADA 150

Every \$1 donated in  
June qualifies JACC  
to win  
**\$10,000**



## The Great Canadian **GIVING** CHALLENGE

This June, every dollar you **donate through Canada Helps** automatically enters Help Lesotho into a draw for \$10,000 from the Great Canadian Giving Challenge.

**3x**  
the impact!

Thanks to the generous support of a private donor, your donation will be **TRIPLE MATCHED** up to \$5,000.

[DONATE NOW](#)



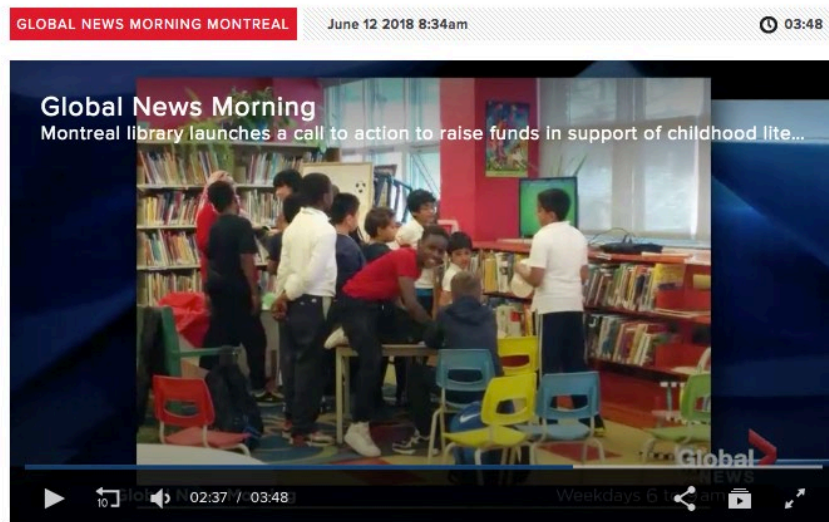
#GivingChallengeCA

June 2019

Ask for support from  
local media



# Engage with local media!



## Montreal library launches a call to action to raise funds in support of childhood literacy

Join Global's Laura Casella and Montreal Children's Library President Alexandra D'Arrisso as they talk about a pan-Canadian fundraiser – The Great Canadian Giving Challenge – that will benefit children's literacy in Quebec.

The Great Canadian Giving Challenge is a unique story you can use to get some local media attention.

- Give your story a local hook – your supporters can help in their community and be part of a national event
- Let your community know what you would do with the prize money





# More local media

LOCAL NEWS VIDEO CLASSIFIEDS OBITUARIES E-EDITIONS JOBS CONTACT MARKET



## CLOVERDALE REPORTER



Dolly Parton's Imagination Library program participant Noah reads one of the books sent to his family. (Contributed photo)

### Sources raising money for literacy

Organization could win \$10,000 to boost book-giving program

AARON HINKS / Jun. 9, 2018 1:00 p.m. / LOCAL NEWS / NEWS



It's a win-win situation for [Sources Community Resource Centre](#).

Sources is participating in the Great Canadian Giving Challenge. For every dollar donated to the organization, Sources will earn a chance to win \$10,000.

The challenge, which started June 1, runs until the end of the month. The grand prize draw is to take place on Canada Day.

Whether or not Sources wins, the organization has set a fundraising target of \$5,000 for its Dolly Parton's Imagination Library program.



Global Halifax  
@globalhalifax

Follow

Robin levy from @PhoenixHfx tells us about the 4th Great Canadian Giving Challenge @canadahelps #GivingChallengeCA.  
[globalnews.ca/halifax/videos/](http://globalnews.ca/halifax/videos/)



#### Great Canadian Giving Challenge

Robin levy with the Phoenix Youth Programs tells us about the 4th Great Canadian Giving Challenge beginning June 1st.

8:46 AM - 31 May 2018

[Home](#) / [Community](#) / East Scarborough Storefront Participates...

### East Scarborough Storefront participates in Giving Challenge

Charity will use donation to create leadership opportunities

COMMUNITY JUN 02, 2017: SCARBOROUGH MIRROR



The East Scarborough Storefront Great Canadian Giving Challenge Scarborough Storefront/Photo

The third annual Great Canadian Giving Challenge East Scarborough Storefront is asking charitable giving from Thursday, June 1, donating \$1.

For every dollar donated to the Storefront, the charity to win an additional \$10,000.



HOME NEWS SPORTS ENTERTAINMENT LIFE MONEY OPINION EVENTS MARKETPLACE

### NEWS

## Volunteer Edmonton: Great Canadian Giving Challenge runs until June 30

By Sharon Maundara Volunteer Edmonton  
Wednesday, June 8, 2016 9:46:13 MDT AM

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What would you do if you won the lottery? Maybe you would take a portion of the money and donate to your favourite charity. Few people get the opportunity to donate a large sum of money to a cause they support. In the month of June, CanadaHelps and GIV3 are giving Canadians a chance to win big for the charity of their choice.

The Great Canadian Giving Challenge kicked off June 1st and runs until June 30th. Every \$1 donated to a registered charity enters that charity into a draw to win \$10,000.

Last year, The Great Canadian Giving Challenge raised \$6.3 million for more than 7,500 charities. 41,000 Canadians contributed and helped increase donations by 22% compared to 2014. Next year, 2017, is Canada's 150th anniversary and GIV3 aims to spotlight Canadians' giving spirit for our country's milestone anniversary.

The impact \$10,000 could have for a charitable organization is enormous. For an after-school program, it could upgrade playground equipment or it could purchase new tires for a seniors transportation service — the possibilities are endless.

So how can you get involved and win big for the charity of your choice?



# Follow up and say thanks!



Help Lesotho  
@helplesotho

Follow

Although we did not win #GivingChallengeCA grand prize draw, with your support we raised \$32,488 in the month of June! Because of YOU, the community of rural Pitseng will continue to have a place to call home at the Pitseng Centre.

\$32k!



GRID  
@grid\_org

Follow

THANK YOU to everyone who supported us throughout the #GivingChallengeCA challenge. You helped us raise \$56,580, 21% of our #ght2018 team's goal! You can still support our #ght2018 team by donating at [bit.ly/2JpM4yg](http://bit.ly/2JpM4yg)!

\$56k!



Thank you to all of our supporters, and we hope all of you have a safe and fun Canada Day! #ThankYou

\$1.5k!





#GivingChallengeCA

June 2019

# What to do next?



#GivingChallengeCA

June 2019

## GivingChallenge checklist

- ✓ Donation page and links
- ✓ Launch email ready
- ✓ Create social media posts and images, website integration
- ✓ Contact local media