



coldest
*night
OF THE YEAR

it's cold out there
cnoy.org

All About the Challenge

Bundle up your big-hearted business, club, church, or service organization in the Coldest Night of the Year, a winterrific family-friendly fundraising walk for charities serving people experiencing hurt, hunger, and homelessness.

step up to the challenge!

With over 200 charities across Canada organizing Coldest Night of the Year walks, CNOY is a unique way for your business, club, or church to reach the wide audience of a national event while aligning with difference-making local charities. Show up for your members and neighbours in a relevant and memorable way.

challenge types:

Challenge Team: 1-2 Teams

Challenge Group: 3-4 Teams

Challenge Partner: 5+ Teams and a goal of \$10k

"92% of Canadians think that it is important for a company to give back."

- study by [benevity.org](https://www.benevity.org)

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!



3. If 3+ teams are walking for you, we'll give you your own page.



“There has never been a more important time to support our most vulnerable Canadian families. Starbucks is proud to continue to work with Coldest Night of the Year, raising critical awareness and funding for those in need, while connecting people virtually through the power of service.”

- Starbucks Coffee Canada



features + benefits

Big benefits and bragging rights for Challenge Partners!

- **Campaign Page.** Once you have **three teams**, we create your own branded mini-event webpage with your own message and campaign results. Easy to find, easy to track, and fun for building competition among your teams.
- **Campaign Coaching.** We're here to help you plan, recruit, and support your campaign with a goal to launch **5 teams** and a desire to raise \$10k. We provide fast one-on-one support for any team captains you recruit.
- **Staff Engagement.** This is a fun, family-friendly event - people of all ages and stages can participate! 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 CNOY by each team is disbursed to the local charity your teams are walking and fundraising for - the money stays 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.

more questions?

We've got answers! Read through our FAQ and see some Corporate Challenge pages in action!

Visit cnoy.org/challengeabout

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Contact us with any questions about the program + we'll get you set up fast!