



Leucan Halloween Challenge

Organizer's guide

By organizing a fundraising event using the My Day for Leucan platform, you can demonstrate your social commitment to parents and your community, and offer your students fun projects that will reinforce the sense of solidarity and empathy within your school.

www.majourneeleucan.com/school



Leucan Halloween Challenge

Our traditional Halloween Campaign is back with a brand new name: the Leucan Halloween Challenge! Since 1998, Leucan has been bringing elementary schools together to celebrate Halloween while supporting the cause of children with cancer. Our iconic event offers a fun and educational experience centered around this holiday beloved by children.

The Leucan Halloween Challenge will allow students to carry out a series of themed activities and fill in the blanks in their passports on the way to Halloween. Teachers will have the flexibility to place the activities wherever they wish in the agenda in the weeks leading up to Halloween, and adapt them as they see fit.

The five thematic activities of the Leucan Halloween Challenge are :

- Halloween decoration (teacher's choice)
- Quiz (templates provided by Leucan)
- Writing/dictation activity (templates provided by Leucan)
- Halloween book or film (teacher's choice)
- Halloween costume (October 31)



What Leucan provides for the Challenge :

- Organizer's guide
- Activity guide with sample dictations and quizzes, plus a printable passport for recording students' activities.
- Letter to parents explaining the project
- Sample publications for schools and parents
- Educational presentation on pediatric cancer
- Online donation collection page for your school for easy and efficient collection



Register at
majourneeleucan.com/school

How it works

Date selection

First, choose the date of your Day for Leucan. This will be your special day to celebrate the achievements of the students who have taken up their Challenge in the preceding weeks. You'll announce the results of everyone's commitment and efforts by unveiling the amount raised by your school to support children with cancer and their families.

We suggest that the conclusion of your Leucan Halloween Challenge coincide with the traditional school costume day on October 31.

Registration

A responsible person will have to register as the organizer in order to create the school's collection page. It is also possible to register a class instead of an entire school.

- Visit www.majourneeuleucan.com
- Click on I WANT TO CREATE MY DAY FOR LEUCAN
- Click on I'M ORGANIZING A DAY FOR LEUCAN
- Select REGISTER A SCHOOL
- Find your region
- Accept the disclaimer
- Choose ORGANIZING A DAY FOR LEUCAN AS A TEAM
- First fill in the first part of the form to create the school page
- Then complete the section of the form that refers to you as the person responsible.
- Make a note of your username and password to log in later and manage the collection.
- To add or modify photos, text or objectives on the school page, log in to your profile and click on the Group tab.

Note

When you register, you'll create two pages: one linked to you as the person responsible, and the other as the school page. To carry out the collection, you'll need to use the school page and not your personal page. At the same time, you will use the Group tab and not the My collection tab when you log in to your profile. Your Leucan contact person will be able to guide you if necessary.

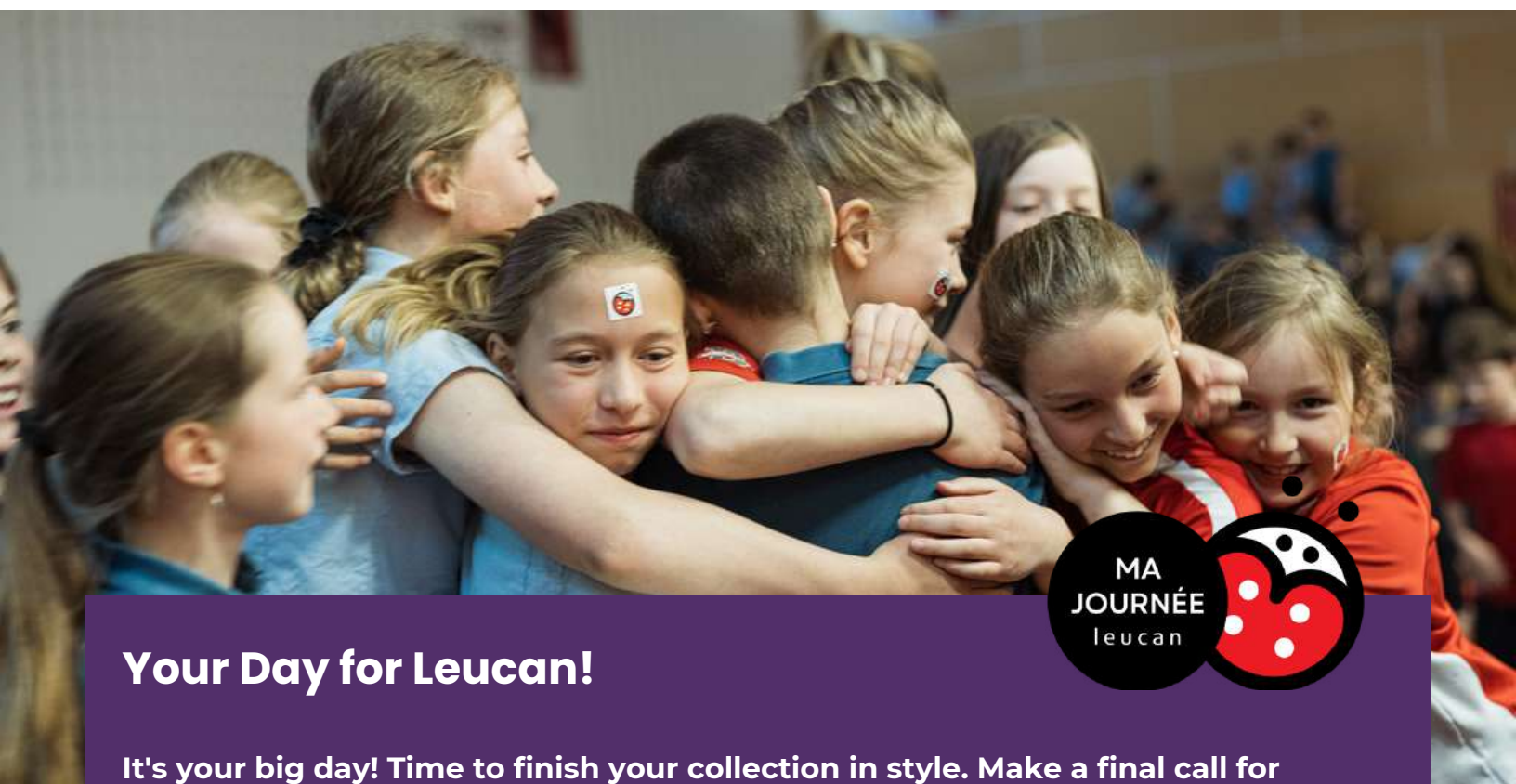
Activities and donations

Start by raising students' awareness of the Association's cause and demystifying pediatric cancer with them, using the tools Leucan will provide after registration.

Then give them the goal of completing all the themed activities in their Halloween passport and collecting donations from their friends and family for Leucan. As they complete each activity, the boxes in their passport will be filled in, and they'll collect donations on the way to reaching your group's fundraising goal. Once they've completed their Challenge, they can proudly announce to their loved ones that they've succeeded, and make a final appeal for donations to those who haven't yet given.

How to fill in your passport

Before passing the passport on to your students, personalize it by adding your group's fundraising objective. The passport contains five thematic activity boxes. At the teacher's discretion, the boxes can be filled in by the teacher or by the students as each activity is completed. The teacher can decide to write his/her name, put a sticker, have the child color, or suggest any other idea to highlight the completion of the activity. The QR code will take you to your school's donation collection page.



Your Day for Leucan!

It's your big day! Time to finish your collection in style. Make a final call for donations, thank your donors, announce the amount raised and, above all, be proud to have supported children with cancer.



How to raise donations

Online, on your virtual collection page (recommended)

Once you have completed your My Day for Leucan registration, a secure Web page for collecting donations will automatically be created to begin your collection. You will receive an e-mail with the link to the page, which you can then personalize and easily share with your friends and family. When someone makes a donation on your collection page, a tax receipt will automatically be e-mailed to them. So there's no need to fill out a donation form.

By cash or cheque

Although online fundraising is recommended, it is possible to collect donations by cash or cheque. If you collect donations in this way, you must not make an online donation to give the money. This would contravene the Income Tax Act, as you would receive a tax receipt in your name rather than in the name of your donors. For example, if you're organizing an object sale or selling tickets for an event, you can't make your donation online on your school's fundraising page. Your Leucan contact person will provide you with details on how to send these donations by bank transfer or cheque, and on eligibility for tax receipts. Please note that it is the school that is responsible for delivering donations collected elsewhere than on the online collection page, and not each donor individually.

Leucan does not authorize door-to-door solicitation.

How to raise more donations

Here are a few tips to encourage your students and boost your collection. Your network of parents will undoubtedly be able to lend you a hand.

- Solicit a business in your community to double your donations
- Contact your federal and provincial MPs.
- Contact your local council
- Organize a used Halloween costume sale
- Prepare a sale of small bags of sweets
- Organize a movie night (suitable Halloween film)
- Organize a haunted house or Halloween dance

Contest

Participating schools could even win prizes by organizing a fundraiser for Leucan! Random draws among participating schools will be held throughout the year. Details and rules to come.

Support from Leucan

Whether it's to answer your questions or give you tips on how to improve your collection, your Leucan contact will be delighted to help you organize the perfect day. Don't hesitate to contact us!

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The impact of your commitment on children and their families

There is about one new diagnosis of pediatric cancer every day in Quebec.

Your day, your contribution and your commitment to Leucan allow the Association to be a reassuring presence for these families whose lives have just been turned upside down forever.

By collecting donations or giving to Leucan, you are first and foremost investing in clinical research to fight childhood cancer and improve treatments. You increase the chances of survival, reduce side effects and improve survivors' quality of life.

Your contributions also enable Leucan to alleviate children's physical and mental suffering, and to break their isolation through personalized support and access to massage therapy and psychological support services, playrooms run by hospital educators, and safe social and recreational activities for sharing with families who share the same reality.

Finally, you also enable Leucan to set up funds and bursaries to help families directly. Cancer is never in the budget, and these financial boosts allow families to focus on what's most important: their child's well-being.



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