



Leucan Sports 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 Sports Challenge

The Leucan Sports Challenge is more than just a fundraiser. It's an opportunity for schools and students to play a key role in the fight against pediatric cancer, while encouraging the practice of sports and the discovery of new passions. Whether you're a class, a group of classes or an entire school, you can get involved in this inspiring initiative.

Examples of activities:

- Running or walking (measurable in distance or time)
- Sliding (measurable by number of downhill)
- Basketball (measurable by number of successful baskets)
- Skating (measurable in distance or time)

"For several years now, we've been supporting Leucan's cause by inviting our elementary school students to run a distance determined by their level. In the first cycle, the race is 1 km, in the second cycle 1.5 km and in the third cycle 2 km. Each student tries to get sponsors for the race. I have to say that the Leucan team makes it easy, and the online fundraising page works very well. Students don't have to bring money to school, as donations are made electronically. We're very happy to be part of it, and to be shaping a more philanthropic youth."

Richard Gionet

Elementary health and physical education teacher, Collège Français

What Leucan provides for the Challenge :

- Organizer's guide
- Printable grid to track students' progress
- Letter to parents explaining the project
- Sample posts for school and parents
- Educational presentation on pediatric cancer Online fundraising page for your school to make collecting donations easy and effective.



Register now at
majeurneeuleucan.com/school

How it works

Choosing a date

First, choose the date of your Day for Leucan. This will be your special day to celebrate the achievements of 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.

First, decide on the activity to be carried out and how it will be measured. Allow about a month between the launch of your project and its conclusion. You can hold your Leucan Sports Challenge at any time of the year, but we suggest you do it in the spring.

Registration

A person in charge 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.majourneeleucan.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 collecting donations

First, raise students' awareness of the Association's cause and demystify pediatric cancer with them, using the tools Leucan will provide after registration.

Then introduce them to the Leucan Défi sportif and ask them to set a concrete personal goal in line with the proposed challenge, such as running a total of three kilometers. As they achieve their goal, they can fill in their grid and collect donations on the way to reaching their personal sports goal and your group's fundraising goal. Once they've completed their Challenge, they can proudly announce to their loved ones that they've succeeded, and if they wish, make a final call for donations to those who haven't yet given.

How to use the tracking grid

Before sending the grid to your students, personalize it by adding the activity to be carried out, the way it will be measured and your group's donation collection goal. Students will then determine their goal for the activity. They will record their achievements and compile their results. The QR code will take you to your school's donation page.



Your Day for Leucan!

It's your big day! It's time to end your fundraising in style.

Make a final appeal for donations, thank your donors, announce the amount raised and, above all, be proud of having 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 fundraising efforts. Your network of parents will undoubtedly be able to lend you a hand.

- Solicit a business in your community to double your donations
- Apply to your federal and provincial MPs
- Apply to your municipal council
- Organize a used sporting goods sale

Contests

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!

Région Québec - Karina Turcotte

karina.turcotte@leucan.qc.ca

Mauricie-et-Centre-du-Québec - Nicolas Arel

nicolas.arel@leucan.qc.ca

Saguenay-Lac-Saint-Jean - Josiane Cloutier

josiane.cloutier@leucan.qc.ca

Abitibi-Témiscamingue - Manon Choquette

manon.choquette@leucan.qc.ca

Outaouais - Catherine Beudet-Bélanger

catherine.beudet-belanger@leucan.qc.ca

Laurentides-Lanaudière - Catherine Beudet-Bélanger

catherine.beudet-belanger@leucan.qc.ca

Montréal-Laval - Arnaud Le Blanc

arnaud.leblanc@leucan.qc.ca

Montérégie - Marie-Pier Cloutier

marie-pier.cloutier@leucan.qc.ca

Estrie - Élisabeth Hémond

elisabeth.hemond@leucan.qc.ca

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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