



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/ecole



MY
DAY FOR
leucan



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/ecole



Welcome to the Leucan Sports Challenge

Thank you for joining us and getting involved in this wonderful adventure! By participating in the Sports Challenge, you rally your students and community around an important cause while engaging them in fun, community-building activities.

The Leucan Sports Challenge offers schools and students the opportunity to play a key role in the fight against pediatric cancer, all while encouraging physical activity and the discovery of new passions. Whether you are a single class, a group of classes, or an entire school, you can get involved in this inspiring initiative.

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.



Hello, my name is Alice.

In September 2022, I was diagnosed with Hodgkin lymphoma. Before my diagnosis, I was very active: dance, volleyball, and extracurricular activities were part of my daily life.

In fact, it was through sports that I first noticed my symptoms. I would get short of breath while dancing and had trouble breathing when raising my arms during volleyball. I then sought medical advice and received the bad news.



The hardest part of my treatment was not being able to go to school and being separated from my friends. Thanks to Leucan, I was able to take part in wonderful activities that helped take my mind off things and showed me I wasn't alone.

Thank you for supporting Leucan and children with cancer.





Activities and fundraising

First, raise the students' awareness of the Association's cause and demystify childhood cancer using the tools Leucan will provide upon registration.

Next, introduce them to the Leucan Sports Challenge and ask them to set a concrete personal goal related to the challenge —such as running a total of three kilometers. As they make progress, they can fill out their tracking sheet and collect donations while working toward their personal athletic goal and your group's fundraising target. Once they have completed the challenge, they can proudly announce their success to family and friends and, if they wish, make a final appeal for donations to anyone who hasn't yet contributed.

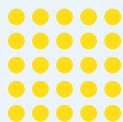
How to use the tracking grid

Before distributing the grid to students, customize it by adding the activity to be performed, the method of measurement, and your group's fundraising goal. Students will then set their own goals for the activity, record their achievements, and compile their results. The QR code will link to your school's fundraising page.

\$1 250



collective goal



25 students



50 \$ / student



// **How to raise funds**

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

Support from Leucan

Whether it is to answer your questions or provide advice on how to improve your fundraising, your Leucan contact person will be happy to help you organize the perfect day. Don't hesitate to get in touch with us!

You can also find a list of Leucan contact persons by region by visiting majourneeleucan.com. Select *Guide for a perfect Day* from the top menu, then click on *I need help*.

The impact of your commitment

There is approximately one new diagnosis of pediatric cancer per day in Quebec.

Your commitment to Leucan makes a real difference for children with cancer and their families.

Your donations contribute to clinical research and to improving treatments and the quality of life for survivors, while enabling Leucan to provide families with personalized guidance, psychological support, and adapted activities.

They also provide direct financial support to families, allowing them to focus on what matters most: their child's well-being.

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

**Thank you for
supporting**

leucan 

ASSOCIATION FOR CHILDREN
WITH CANCER

**MY
DAY FOR**
leucan

