

2027 CORPORATE IMPACT CHALLENGE

TEAM FUNDRAISING GUIDE

2027 IMPACT PARTNER

YOUR ROLE AS TEAM CAPTAIN

Congratulations on recruiting your team. Your job is to keep the team engaged, encourage fundraising and make sure donation reports are completed so CSM can accurately identify Impact Challenge gifts.

- ✓ Encourage each team member to mobilize family, friends, colleagues, clients and their network.
- ✓ Ask every team member to keep a record of donations using the CSM Google Form Donation Report.
- ✓ Remind donors to select “Canadian Ski Marathon - Trails” and identify the Impact Challenge in the comment box.
- ✓ Confirm that each team member has submitted a final report by X .

SAJO

?Through the CSM Impact Challenge, we want to bring a new dimension to the Canadian Ski Marathon by bringing businesses together around three values that are central to our mission: physical activity, teamwork, and community engagement. Our partnership with SAJO allows us to turn that commitment into meaningful benefits for young people in the Petite-Nation region by supporting access to activities that promote personal development, well-being, and healthy lifestyles. Every participating team contributes to a goal that goes beyond the sporting challenge itself: investing in the vitality of our community and the future of its youth.?

· Chris Téron, Chair of the Board, Canadian Ski Marathon

BEFORE YOU FINISH

- ☐ Fund selected: Canadian Ski Marathon - Trails
- ☐ Comment includes Impact Challenge + team member + team name
- ☐ Donation entered in the CSM Google Form report
- ☐ Final report submitted by the deadline

HOW TEAM MEMBERS FUNDRAISE

Four simple steps for every donation

1

Share your challenge

Ask family, friends, colleagues, clients and others to support your participation in the 2027 CSM Corporate Impact Challenge. Donations are made online through Nordiq Canada / CanadaHelps and are eligible for tax receipts.

FASTEST ROUTE FOR DONORS Use the direct CanadaHelps donation page: canadahelps.org/en/dn/146061

1A

If starting at the Nordiq Canada website

Click the red “Donate” button in the upper-right corner. Then scroll to “Club Donations” and choose “Donate Today”.

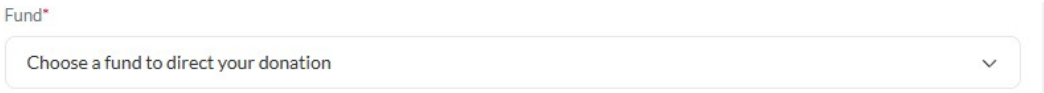




2

Choose the correct Fund

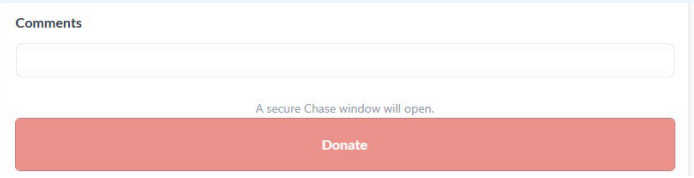
On the CanadaHelps donation page, open the Fund menu and select “Canadian Ski Marathon - Trails”. This is essential so the donation reaches the CSM account used for the Challenge.



3

Use the donation comment box

Before clicking “Donate”, ask the donor to enter: “CSM Impact Challenge - [Team Member Name] - [Team Name]”. This helps CSM identify the gift when reviewing donation records.



4

Submit your Donation Report

Each team member must record their donations using the CSM Google Form Donation Report. Include the donor name, address, amount and donation date. Submit your final report by **X** .

WHY THE REPORT MATTERS

CSM does not have a foolproof way to determine from Nordiq Canada records whether every donation is part of the Impact Challenge or a regular donation to CSM. Team reports provide the cross-check needed to accurately total the funds raised by each team and by the Challenge overall.