

June is Seniors' Month. Celebrate with us!

2019 NYSC CHALLENGE

WALKATHON + BBQ

THURSDAY, JUNE 27TH @ 8AM @ 21 HENDON AVENUE



HELP RAISE FUNDS FOR SENIORS
IN YOUR COMMUNITY



THANK YOU
for taking on the challenge.

Whatever your why is,
we very much appreciate your support.

NYSC Challenge is an annual event organized by North York Seniors Centre (NYSC), a not-for-profit organization, to raise funds for programs and services that help over 5,000 seniors in the North York area to stay active and stay well.

The Challenge welcomes people of all ages or fitness levels, and anyone who wants to help and have fun.

Here's your guide to join the Challenge. For any questions not covered, contact us at 416 733.4111 or generaladmin@nyseniors.org.

**GOOD LUCK, HAVE FUN AND
THANK YOU FOR
SUPPORTING SENIORS IN
OUR COMMUNITY.**

HERE'S THE CHALLENGE

This year's goal is to raise \$15,000 throughout June and we need your help.

To participate in the challenge, you can walk, run, bike, swim, dance or whatever physical activity you wish to do. Do it your way, but don't forget to raise money for NYSC!

There are two challenges to choose from:

1. NY Challenge

Join us on June 27th (Thursday) for either the 1K Fun Walk or 5K Run/Walk through Hendon Park. Meet up is at the Active Living Centre at 21 Hendon Ave. (across from Finch Station) at 8:00 AM .

2. Virtual Challenge

Can't make it on June 27th? Be a virtual participant and still raise money. Choose your favourite physical activity and set your own personal goal. Do it anywhere at anytime throughout June.

For example:

- Run a kilometer every weekend
- and ask friends and family to
- support your fundraising goal;
- Join a dance class, get fit &
- healthy, and raise \$500 for
- NYSC; or
- Form a team. Ask your co-
- workers to run or walk with you
- during lunch break. Decide on
- a team goal and raise money
- for seniors together!

PARTICIPATING IS EASY!

1. Choose your challenge.
2. Join alone or form a team.
3. Register in person or online.
4. Pay the entry fee of \$25 per participant (waived if a participant raised a minimum of \$200).
5. Start fundraising for NYSC right away!

TWO WAYS TO REGISTER

1. Online

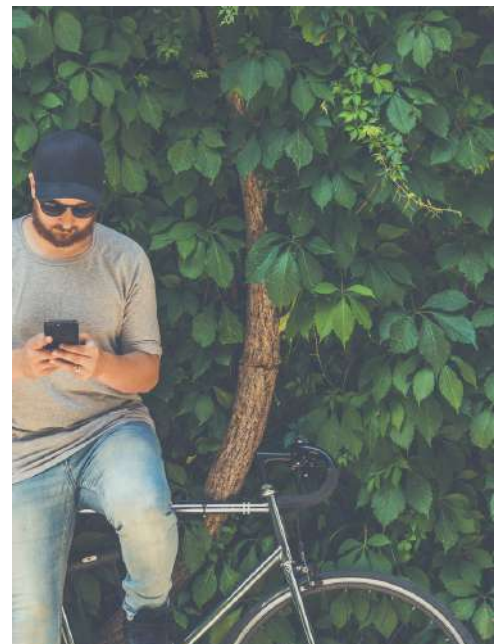
Click here or copy the link into your browser: <https://www.nyseniors.org/get-involved/2019nyscchallenge/>

2. In Person

- Register in person at the Active Living Centre @ 21 Hendon Ave.
- Fill out the registration form available at the reception.
- Submit your form to the Admin Office.
- Pay the entry fee.

"PARTICIPATING IS EASY. JOIN ALONE OR FORM A TEAM. GET YOUR FAMILY AND FRIENDS TO JOIN YOU AND MAKE A DIFFERENCE TOGETHER."

A charitable receipt is issued for a donation of \$10 and above.



KEEP YOURSELF UPDATED

Don't miss out on news and announcements about the Challenge or learn about what other challengers are doing. Follow us on Facebook @NYSCentre.



FUNDRAISE FOR NYSC

There are two ways to fundraise for NYSC:

1. In person

There is nothing like face-to-face appeal! Choose this one if you want to reach out to your personal and professional networks in person. Promote the NYSC Challenge and tell them about your participation in the Challenge, your fundraising goal, and how their support will help.

Print these materials to help you fundraise:

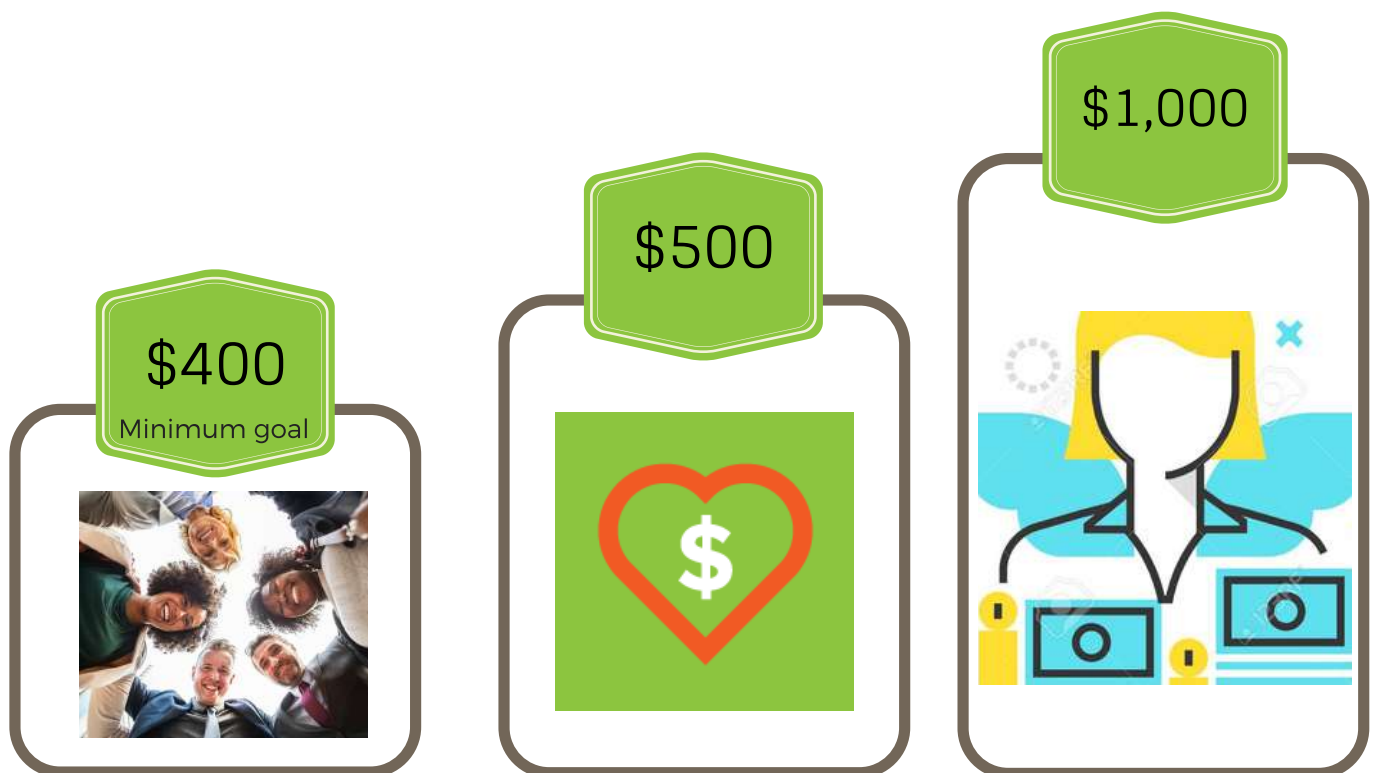
- 2019 NYSC Challenge Flyer
- Pledge Sheet to track your donors

2. Online

It takes just minutes to create your personal fundraising page on CanadaHelps. For the steps, copy this link into your browser: <https://bit.ly/2W5QsIT>

YOUR COMPANY CAN MAKE A DIFFERENCE - SPONSOR US

Sponsor this charitable event and gain exposure,
goodwill and support a great cause!



1 Join and form a team (min of 2 members)

- Promote your team's progress on your challenge fundraising page, and on social media
- Your company logo on our website

2 Be an event sponsor

- Your company logo on our website and social media
- One promotional item to include in all giveaway bags for participants

3 Be a major sponsor

- Your company logo on our website, and all promotional info: event flyers, Facebook, e-News announcements, and press releases, one promotional item to be included in all giveaway bags for participants, and a table at the 2018 Active Living Fair in September.

WHY SPONSOR US?

Sponsors of the 2019 NYSC Challenge will benefit from exposure to our community of 5,000+ clients, including 1,500+ members of the Active Living Centre.

All proceeds from the event will support NYSC's programs and services which help seniors stay active, socially connected, and live safely and independently in their home.

EVENT PROMOTION

The event will be promoted through advertisements in which sponsors will be listed, as well as through the following:

Facebook – 20,000 monthly page reach

Email blasts – 2,500+ email subscribers

Website – 10,000 monthly page views

Participants are requested to promote the event through their own social media platforms, increasing exposure for sponsors.

TO JOIN OR SPONSOR

Call 416 733.4111

Email generaladmin@nyseniors.org

POST-EVENT BBQ PARTY!

Join us for BBQ right after the challenge at the Active Living Centre Cafe!
We promise you a great time with lots of exciting giveaways, and prizes!

Find out who will be this year's
Challenge Rock Star God/Goddess

and other cool awards e.g. 'NYSC Challenge Superstar' for the most famous
participant on social media, 'Best in Attire', and more.



- Thank You -