



Book a Meeting!  
[thegrandparade.org/jim](https://thegrandparade.org/jim) 

# About the Challenge

Rally your big-hearted business, club, church, or service organization in The Grand Parade! Start multiple teams, locally or nationally, and unite to do good together!

## How It Works!



1. Register a team to support a charity. Pick a name that reflects your organization, e.g. "YouCorp Walkers."

2. Choose a challenge category, and presto - your team gets listed on the challengeboard!



3. Challenge your organization to start other teams!

4. We will create a unique campaign page for your multiple teams.



**The Grand Parade** is a super-fun, family-friendly fundraising walk that celebrates and supports seniors and their families across Canada.

## Features + Benefits

TGP is a unique way for your business, school, social club, or church to reach the wide audience of a national event, while aligning yourself with local charities dedicated to making a difference.

- **Campaign Page.** Once you have three or more teams, we create your own mini-event webpage with your own brand, message, and campaign results. It's easy to find, easy to track, and fun for building buzz and competition among your teams.
- **Campaign Coaching.** From beginning to end, we're here to help you plan, recruit, and support your campaign. We provide fast one-on-one support for any team captains you recruit. Stress-free = easy to do great.



Support your staff,  
better your community,  
and get noticed on a  
national stage.



- **Staff Involvement.** This is a fun, family-friendly event - people of all ages and stages can participate! Your staff, students, or volunteers across Canada can proudly unite in this national event, doing good, and having a great time together.
- **Local Impact.** Money raised in TGP by each team is disbursed to the local charity your teams are walking and fundraising for - the money stays in their community! Your teams of walkers will know they're making a real difference in the lives of the aging Canadians and their families here at home.

## What's Required?

Joining the Challenge is easy for any business, club, or organization - we ask for three commitments:

- **Make the event a priority.** Because it matters!
- **Recruit teams and walkers from your organization.** You'll be more successful... and have more fun.
- **Commit to fundraising.** Because this is a fundraiser, and the charity you are walking for needs it.

## Have More Questions?

We've got answers - read through our online FAQ and see some Corporate Challenge pages in action! Visit: [thegrandparade.org/challengeabout](http://thegrandparade.org/challengeabout)

## Next Steps + Contact

Contact us with any questions about the program and get your organization set up fast - normally within an hour!



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Corporate & Community Partnerships

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