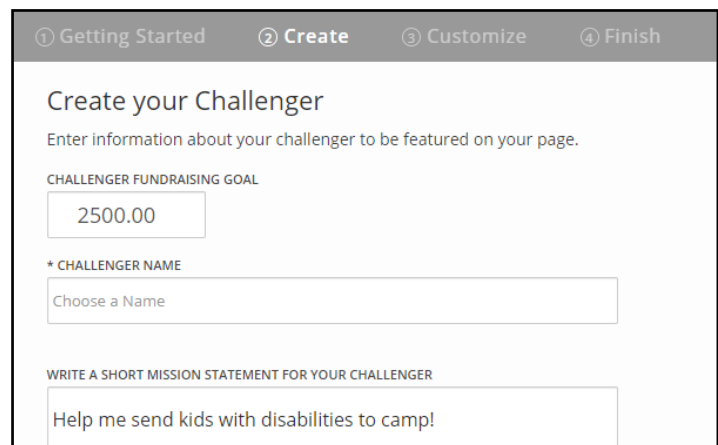


HOW TO REGISTER FOR THE WPEC CEO CHALLENGE 2022

1. Go to wecare.kindful.com/smokes-poutinerie-wpec-2022 and click Create a Challenger.

2. If you were a Challenger last year, click the Sign In link at the bottom. Otherwise create a new account. On the Getting Started page, click Continue.

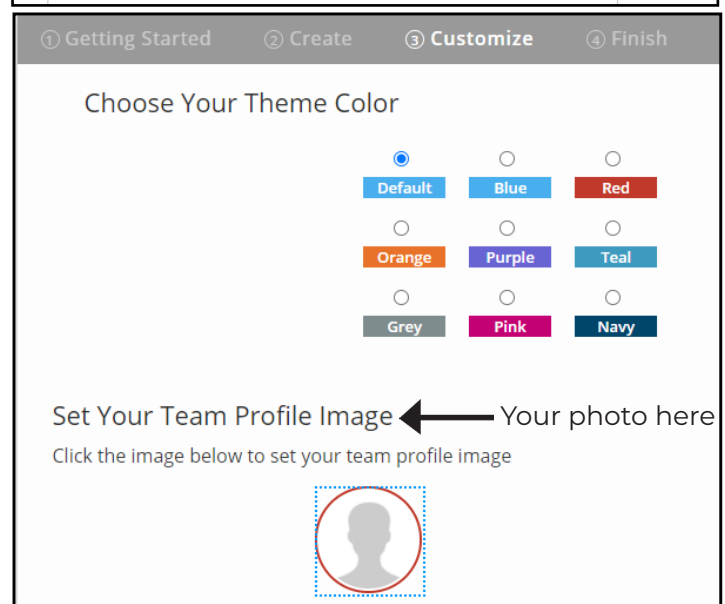
3. Create: enter your fundraising goal, your name, a short mission statement, and a description about you and why you're taking on this challenge in support of We Care kids. Click Create and Continue.



The screenshot shows the 'Create your Challenger' step in a four-part process (Getting Started, Create, Customize, Finish). The form asks for the following information:

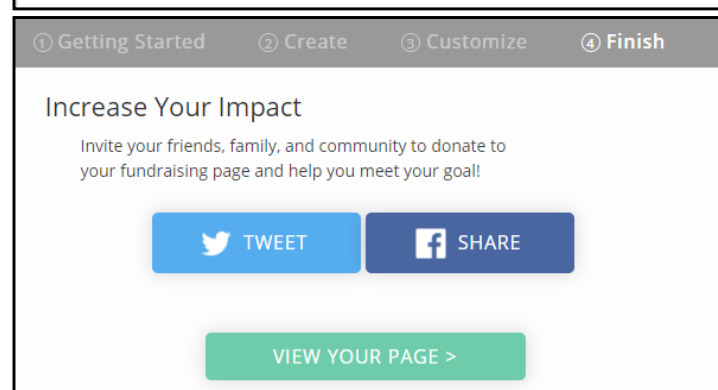
- CHALLENGER FUNDRAISING GOAL:** A text input field containing '2500.00'.
- * CHALLENGER NAME:** A text input field with the placeholder 'Choose a Name'.
- WRITE A SHORT MISSION STATEMENT FOR YOUR CHALLENGER:** A text area containing the text 'Help me send kids with disabilities to camp!'.

4. Customize: choose a colour theme, add a profile picture, and add an image or video to your page (for video you must use a YouTube or Vimeo link; for an image you can use an image link or upload a photo - using a link will eliminate any need for cropping or editing). Click Save and Continue.



The screenshot shows the 'Customize' step. It features a 'Choose Your Theme Color' section with a grid of color options: Default (selected), Blue, Red, Orange, Purple, Teal, Grey, Pink, and Navy. Below this is a section titled 'Set Your Team Profile Image' with an arrow pointing to a placeholder image of a person's silhouette. The text says 'Your photo here' and 'Click the image below to set your team profile image'.

5. Share your challenge with the world through Facebook or Twitter. Click View Your Page to open your fundraising page and copy your unique URL.

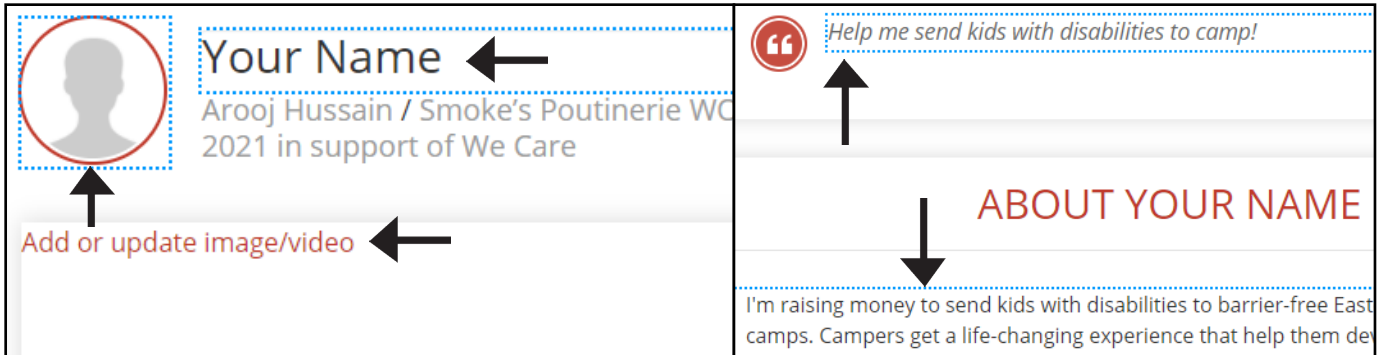


The screenshot shows the 'Increase Your Impact' step. It includes the text 'Invite your friends, family, and community to donate to your fundraising page and help you meet your goal!' and two social media buttons: 'TWEET' and 'SHARE'. At the bottom is a green button labeled 'VIEW YOUR PAGE >'.

Questions? Email Tiana at trodrigue@wecare-canada.org

HOW TO EDIT YOUR WPEC FUNDRAISING PAGE

1. Log into your account at wecare.kindful.com/users/sign_in.
2. On the left-hand menu, go to Causes and click on Details.
3. Editing page: you can change your stage name, profile picture, image/video, mission statement and About section.



The screenshot shows the editing interface for a fundraising page. On the left, there is a profile picture placeholder with an arrow pointing to it and the text "Add or update image/video". To the right of the profile picture is a text field labeled "Your Name" with an arrow pointing to it, containing the text "Arooj Hussain / Smoke's Poutinerie WC 2021 in support of We Care". On the right side, there is a quote icon with an arrow pointing to it and the text "Help me send kids with disabilities to camp!". Below this is a section titled "ABOUT YOUR NAME" with an arrow pointing to it, containing the text "I'm raising money to send kids with disabilities to barrier-free East camps. Campers get a life-changing experience that help them de".

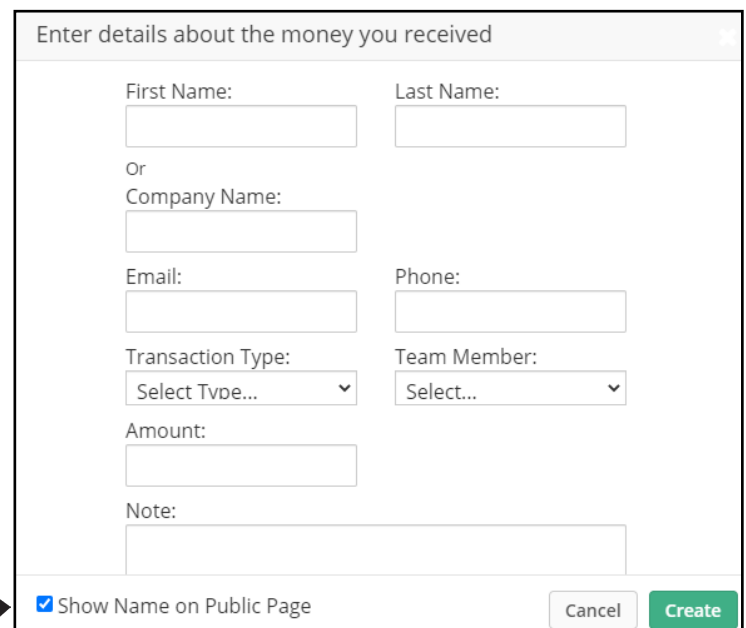
4. Click on the Public Page button to see your fundraising page and copy your unique URL.

[Enter Pledge](#) [Your Personal Page](#) [Public Page](#) [Edit Team Info](#)

HOW TO ENTER A CASH/CHEQUE DONATION

1. Log into your account and go to your Editing page (as above).
2. Click on Enter Pledge in the menu at the top. [Enter Pledge](#) [Your Personal Page](#)

3. Enter the donor's information, the transaction type (cash, cheque or if someone has pledged a donation), team member (i.e. YOU), the amount, and any notes. You can also choose to display the donor's name on your page by checking the box (if left unchecked, they will be listed as Anonymous).



The screenshot shows the "Enter details about the money you received" form. It contains the following fields: First Name, Last Name, Or Company Name, Email, Phone, Transaction Type (dropdown menu), Team Member (dropdown menu), Amount, and Note. At the bottom, there is a checkbox labeled "Show Name on Public Page" which is checked, and two buttons: "Cancel" and "Create".

4. Click Create. The amount will be added to your fundraising total. Please bring cash and cheque donations with you to the event.

WHAT'S YOUR FUNDRAISING PAGE WELCOME MESSAGE?

You'll get more donations if you have a personal welcome message, which can go in the About section. But what should you write?

MAKE IT PERSONAL

Let us know why you're stuffing yourself with poutine for We Care. Do you have a direct connection to the cause? Or do you just believe all kids should get to have fun at summer camp? Tell us your story.

WHERE DOES THE MONEY GO?

Your donors want to know who they're supporting. After a 2-year interruption due to COVID, kids with disabilities in every province are finally returning to in-person overnight camps. The camps allow them to have barrier-free fun, learn to rely on themselves, and make friendships that last a lifetime. You're raising money to bring joy to kids, no matter where they go to camp.

TELL THEM ABOUT WE CARE

We Care partners with the Foodservice and Hospitality Industry to send kids with disabilities to barrier-free Easter Seals camps. We give kids the opportunity to have a fun, confidence-building, life-changing summer camp experience, where they can focus on their ~~dis~~ABILITIES.