

# Get Outside Challenge

May 1 - 7, 2023

Visit [www.trails.ca/GO](http://www.trails.ca/GO) to learn more



**SPONSORSHIP INFORMATION**



# This spring, Get Outside for Trails

- 🌲 The **Get Outside Challenge (GOC)** benefits **Trails Youth Initiatives**, a charity supporting vulnerable Toronto youth through outdoor education.
- 🌲 As part of the GOC, participants pledge to spend 8+ hours outside over a week while raising money to support Trails.
- 🌲 The GOC is a low-barrier event where individuals, families and teams can choose whatever activities they want to do while spending time outdoors.
- 🌲 Trails participants spend whole weekends outdoors – let's do the same!

## Quick Facts

- Get Outside Challenge started in 2021 to support staff and participants who spent 8 hours outside every day
- 350+ participants have raised \$155k
- +32% participation growth YOY
- New donors growing 50% YOY
- 100% participation by Trails Board of Directors



# Why Sponsor the Get Outside Challenge?

- 🌲 Trails was built on the belief that all youth – especially those facing barriers based on race, income, education level and neighbourhood – benefit from a long-term, consistent approach to engagement. Our program uses outdoor experiential learning to teach leadership, resiliency, and conflict resolution, as well as physical and mental wellness.
- 🌲 Trails sources 100% of its funding from private donors rather than government funding.
- 🌲 Your participation in the 2023 GOC provides funding for our participants who each commit to four years: 1 weekend/month, 2 weeks/summer at our site near Aurora.
- 🌲 Demonstrate your commitment to the communities where you live and work.

## Sponsorship & Donation Opportunities

Become a sponsor, donate to our online auction or provide in-kind prizes. We'll get creative to find a solution that works for you and your organization.

Check out photos from the 2022 GOC!



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**CORPORATE CHALLENGE INFORMATION**



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# Join the Corporate Challenge!

- 🌲 Involve your employees in a week-long team building activity that promotes outdoor activity, health, wellness and having fun.
- 🌲 Engage your employees in a key citizenship support metric by supporting Trails' mission.
- 🌲 Rally your employees to a cause that matters to families.
- 🌲 Demonstrate your commitment to the communities where you live and work.

## How does it work?

- Create a corporate team on the GOC website.
- Share the link with your employees to sign up.
- Create your own campaign – we'll help! Challenge your employees to find creative ways to get outside from May 1-7.
- Choose to match donations, or donate on behalf of your team.
- Your participants can share their journey on social with #GETOUTSIDEFORTRAILS to be entered to win great prizes.



Check out the 2022 kick off video!!

