



Pulling for **My Community**

Team Registration and Info Package



United Way
Central & South
Okanagan Similkameen





Pulling for My Community

United Way Bus Pull

Date: **May 26, 2018**

Location: **Downtown Kelowna**

Time: **9:30 a.m.** Team Registration; **Event: 10 a.m. to 1 pm**



To register your team, donate or join a team, go to: www.pullingformycommunity.com

The United Way Bus Pull is our signature Spring fundraiser where we invite teams of 8 people to pull a BC Transit bus in time trials against other teams. These teams compete for the coveted Community Cup pulling a BC Transit bus in a round-robin styled event in downtown Kelowna. This year we are aiming to raise \$30,000 for kids, families and seniors in our community.

Fundraising: This is a peer-to-peer fundraising event challenging you to raise as much as you can by inspiring your social networks - friends, family, neighbours, colleagues - to support your efforts and our community! We encourage you to set a team fundraising goal. If each individual raises \$250, you will easily reach \$1500 or more as a team and the community wins! *NOTE: The bus pull team requires 8 people to pull however you can have as many fundraisers on your team as you like and knock your fundraising out of the park!*

Team set up: Pick a team captain and then set up is easy. We will help you personalize your team page with pictures, videos and an impact story for who are pulling for. Once your team page is set up, the system allows you to easily invite your colleagues and friends to donate, join your team or share.

Peer-to-peer fundraising toolkit:

- ✚ [Who are you pulling for?](#) Download this resource sheet for team goals and fundraising ideas.
- ✚ [Fundraising tips](#) – Create a fundraising page that engages and inspires people to give.

Prizes and Recognition: Your team will be duly rewarded for your efforts!

- ✚ Community Cup – Time Trials Winning team
- ✚ Top Individual Fundraiser
- ✚ Top Fundraising team
- ✚ Best Costume
- ✚ Most Enthusiastic Team – you got it...dead last!



This event is full of excitement and energy and fun to watch. A great opportunity to get out and show your love for your community. All funds are 100% invested locally.

New in 2018 - Kids Zone: Spectators and families are encouraged. The more the merrier. Invite your colleagues and bring your kids. This year, we will offer a new kids zone with a bouncy castle, face painting, mini-bus pull races and more!



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Why partner with United Way?

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. Our goal is to create sustainable, long-term change by addressing the root cause of social issues in our communities.

Our Priorities

United Way is working to improve lives locally by investing time and resources in **3 focus areas**:

- ✚ Helping children and youth reach their full potential - **All that kids can be.**
- ✚ Moving our most vulnerable people from **Poverty to possibility** by supporting their basic needs.
- ✚ **Building healthy, strong communities** by connecting families and seniors to supports and services that enable healthy, independent living.

Our Impact and Reach

- ✚ United Way Central and South Okanagan/Similkameen (CSO) serves 22 communities from Lake Country through to Osoyoos and over to Princeton.
- ✚ In 2017, we invested \$1.4 million supporting over 40 agencies impacting the lives of 1 in 3 people in our communities. For more information about United Way CSO, visit: www.unitedwaycso.com.
- ✚ Over 41 non-profit organizations received core and program funding in 2017.
- ✚ These investments impact over 85,000 people annually improving lives locally.

Why United Way?

- ✚ We do our homework and make smart investments to tackle the complex issues facing our communities.
- ✚ We invest locally...donations stay in our community, creating lasting positive change.
- ✚ We get results. We work with our community partners, civic leaders and policy makers and our corporate community to create a better future for everyone.

Thank you for supporting community through a United Way event!

For more details, please contact:

Team registration and fundraising:

Jeremy Lugowy, Community Engagement Coordinator

Email: jeremy@unitedwaycso.com

Marketing, Event Coordination and Logistics:

Marianne Dahl, Marketing and Events Manager

Email: marianne@unitedwaycso.com

Call: (250) 860-2356 or outside Kelowna/West Kelowna: 1-855-232-1321



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