

SHOPPERS  
DRUG MART



run for  
women

# Corporate Challenge

## Employee Engagement Toolkit



# Welcome to the Run for Women Corporate Challenge

The Shoppers Drug Mart® Run for Women is Canada's largest community 5km and 10km run/walk event series, dedicated to women's mental health. More than \$27 million has been raised to date. Each spring, over 29,000 people across the country come together to make a meaningful impact for women's mental health.

This exciting team-building event creates an excellent opportunity for your organization to celebrate its spirit of philanthropy, community, and corporate social impact. No matter how you chose to participate, your #runforwomen team will support women's mental health across Canada.

## Our mission

Women experience depression and anxiety twice as often as men and are 3x more likely to face barriers to service. Our purpose is to bring communities together in support of local charities to improve access to mental health care and support.



## The Cause

Shoppers Drug Mart® has been leading the way in its support of women's health for more than a decade. And now more than ever is a critical time to show up for women and their health. Shoppers Foundation for Women's Health is a registered charity dedicated to advancing health equity for women. Through the Shoppers Drug Mart® Run for Women, the Foundation partners with local charities in 18 cities to fund programs that improve women's mental health. Every dollar raised through the Corporate Challenge makes a real impact across Canada – helping women access care, increase awareness of their unique health needs, and support vital research.



## Corporate Teams Matter

Corporate Challenge teams consistently raise more than individual participants. Driven by community-minded leaders, these teams make a real impact in the communities where they live and work. Funds raised through the Shoppers Drug Mart® Run for Women stay local, supporting vital mental health programs for women in need.

### In 2025, Corporate Challenge contributions helped provide:

- One-on-one sessions with nurse practitioners
- Training for mental health care workers
- Basic needs packages for patients
- Facilitator costs for mental health programs

# Your Role as Team Captain

Captains are the heartbeat of their team and the leader of their group! They drive participation, fundraising and team spirit before, during and after the event.

## Captain Responsibilities

### Recruitment

Invite colleagues, friends, and family to join the team and help grow your fundraising

### Communicate

Keep your team informed with key event updates, fundraising incentive deadlines, and event details so everyone is prepared for event day

### Motivate

Build excitement and team spirit by celebrating milestones, encouraging fundraising and participation, while recognizing individual fundraising efforts

### Lead fundraising

Set the tone for fundraising by leading by example, sharing fundraising tools, and inspiring your team to reach their goal

### Act as the connection to the charity

Serve as the main point of contact between your team, the charity and the event, sharing impact stories and reinforcing how your team's efforts make a difference in the lives of women in your community

## Quick Start Guide (10 simple Steps)

**TIP:** Consider splitting up your team into different departments to create friendly competition amongst colleagues! If you want to create multiple Corporate Challenge teams please feel free to reach out to [corporatechallenge@runforwomen.ca](mailto:corporatechallenge@runforwomen.ca)

### 1. Register your team

Register your Corporate Challenge team at [runforwomen.ca](http://runforwomen.ca).

### 2. Recruit a co-captain

Ask a colleague to help share leadership and keep momentum going.

### 3. Set a team goal

Set your team fundraising goal on your team page on Race Roster (the registration system).

### 4. Customize your fundraising

Customize your fundraising page on Race Roster & donate to yourself to get things started.

### 5. Notify your leadership team

Let leaders know you're participating in the Corporate Challenge and invite their support.

### 6. Send a company-wide launch email

Announce your organization's participation in the Corporate Challenge and invite colleagues to join your team. Include your personalized team link!

### 7. Host a brief kickoff meeting

Host a meeting with your colleagues to invite them to join your team and share why you're participating in the Run for Women.

### 8. Share fundraising tools & tips with your team

Share tools and tips with your colleagues to help them with their fundraising.

### 9. Host a lunch and learn with the charity

Contact your charity partner to see if they'll host a lunch and learn at your company to talk about how your fundraising dollars help support their programming.

### 10. Monitor your team to make sure everyone is on the same page!

Keep track of your team, send reminders and encourage colleagues to hit their fundraising goals.

# The Power of a Co-Captain

A co-captain helps share leadership, reduce workload, and keep energy high. With two champions leading the way, teams stay more engaged, organized, and motivated throughout the journey.

## Shared Workload

Tasks like recruitment, communication, and fundraising are easier and more manageable when responsibilities are divided. One captain can focus on recruiting participants while the other leads fundraising efforts, helping the team grow and raise more together.

## Improved Communication

Two leaders mean more touchpoints, faster responses, and better reach across different teams or departments.



## Captain Timeline

**3-5 Months Out:** Launch team, recruit early, secure corporate support

**8-12 Weeks Out:** Build momentum, run a small internal fundraiser, highlight fundraising rewards & registration perks

**2-4 Weeks Out:** Final push—recruit last participants, and encourage participants to share their personal fundraising goal

**May & June (Event Month):** Final fundraising, share event details, celebrate achievements

## How to Recruit Teammates

- Re-engage past participants
- Use internal channels to promote the Run (intranet, Slack/Teams, newsletters)
- Bring managers onboard to promote
- Use templates (email + message scripts)
- Post a poster in the office



# Fundraising Essentials

## How to launch fundraising

1. Personalize your page & team page
2. Share your “why”
3. Make the first donation yourself
4. Ask 5–10 people directly to start momentum



## Fundraising Checklist

- Identify your network (work, friends, clients, vendors)**  
Identify groups of people who would be happy to donate to support you or who are connected to the cause
- Start fundraising ASAP**  
The best time to start fundraising IS NOW! Kickstart your fundraising by making a self donation on your page
- Post your personalized fundraising link**  
You can find your personalized fundraising link on your fundraising page, use this link to send via email, text or on social so people can donate directly to your page
- Make the ask simple**  
Ask for a simple donation and don't overcomplicate your messaging.
- Use a mental health fact in each ask**  
Share a fact about the impact donations have so prospective donors can feel connected to the cause. Ask your supporting charity for information specific to the city you're participating in.
- Send one update halfway through**  
Update your donors and the people you've reached out to about donations about where you're at, this way you're top of mind and
- Request a matching gift or fundraising match to boost team fundraising**  
Matching donations double the impact of every gift, motivating donors to give more by showing their contribution goes twice as far. They create urgency, boost participation, and can significantly increase overall fundraising results.



## Fundraising Do's & Don'ts

**DO:** Personalize messages, share updates, celebrate progress, share photos, tag colleagues in linked-in posts, encourage friendly & internal competition

**DON'T:** Wait until last week, assume people won't donate, forget to share impact

# Incentives, Prizes & Tools

## Badges, Rewards & Recognition

### Individual fundraising incentives

- The Run for Women offers a variety of fundraising incentives, you can check out our fundraising incentives here

### Team prizes + milestones & AWARDS

- Exclusive Team Captain's Hat for Corporate Team Captains with teams of 5+ participants
- Lightweight Athletic Multi band branded with your company logo for each team member for all Corporate Challenge teams with 10+ participants registered 2 months before their event
- The top Corporate Challenge fundraising teams in each event city will receive
  - A post event shout out on social media tagging your company
  - On-stage recognition during speeches, and a team photo op
  - Top Corporate Team award
  - Recognition in post-event thank you email & on social
- Teams that reach \$7,500 in fundraising 3 weeks prior to the event are eligible to have their race kits delivered to their head office
- Teams that reach \$10,000 in fundraising 2 weeks prior to the event are eligible to have a tent onsite



## Templates & Resource

[Social Posts](#)

[Recruitment Emails](#)

[Posters](#)

[Fundraising Toolkit](#)



## Support

**Email:** [corporatechallenge@runforwomen.ca](mailto:corporatechallenge@runforwomen.ca)

[FAQ's](#)

Don't Have a team? [SIGN UP NOW!](#)

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