



# READ-A-THON EXPRESS

## FUNDRAISING PROGRAM FOR NPOS, CHARITIES, CLUBS, ETC.



### DID YOU KNOW?

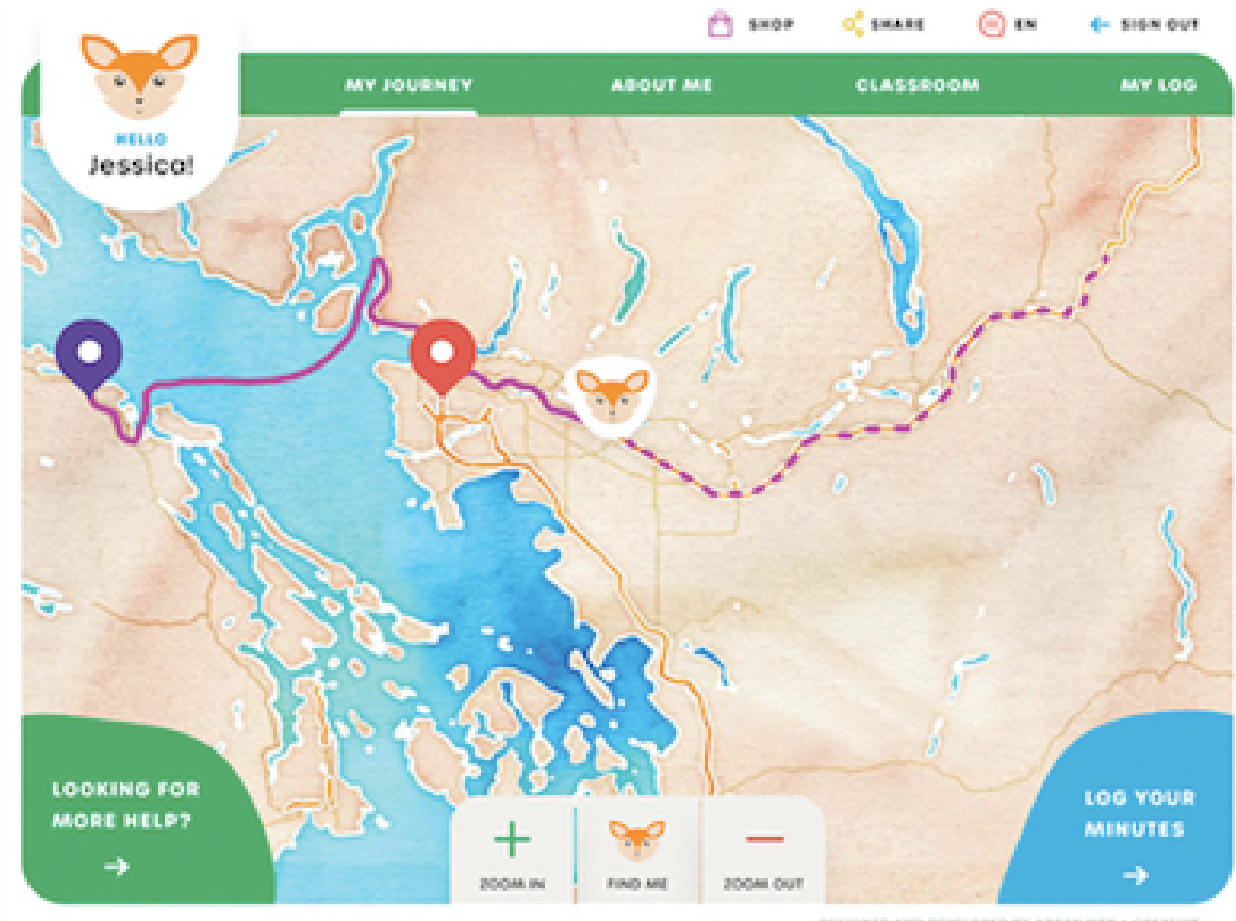
**You can raise so much money just by focusing on READING!**

- Kids **focus** on **reading** instead of selling a product.
- For **every dollar** raised, **one minute** will be read!
- Even friends or family out of town can **support** your reading efforts.
- All the money and reading minutes are handled and tracked **for you - online!**

### HOW IT WORKS

- The participants get **one day to fundraise the money** through their group's customized online campaign page ran by a third-party online fundraising site named "Charitable Impact" (Chimp) or "GoFundMe".
- **The following day**, each participant will get the total of minutes that need to be read for the following week, depending on how much money they have raised.
- As the participants read on a daily basis, they will need to log in their minutes after each reading session to accomplish their reading adventure goal across Canada or the World.
- **After the full week of reading**, a winner will be announced of which participant: read the most minutes + fundraised the most money and given a prize (to be determined and planned by the group's organizer).

### READING LOG PROGRAM PREVIEW



### WHAT YOU NEED TO KNOW

- There is **no cost** or no obligation.
- **No products to sell.**
- **No donation forms** to keep track of. Everything is done **online!**
- **Free starter pack** with all of the materials ready to go.
- Read-A-Thon's can be held at **any time** during the year.
- **A Mind Growth Education representative** will be assigned to your school to help with any questions you may have or if it's a question about how Chimp works, have a chat with them.
- Your group can choose from two different reading log programs: "**Read Across Canada**" or "**Read Across the World**".
- Available in both **French** and **English**.
- **Profits** going back to your group vary from 70% to 80% depending on the "**Rewards Program**" you choose.

- **Sign up today to book your fundraiser!**
- Have questions, check out our **Q&A** page on our website!
- Have more questions, email us at **info@mindgrowtheducation.com**



**MIND GROWTH**  
EDUCATION

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### WHAT'S INCLUDED?

- **Customized Online Campaign Page** via Charitable Impact Foundation or GoFundMe.
- **Organizer Handbook:** It includes instructions for running the easiest and most successful fundraiser possible.
- **Brag Tags for every participant!**



- **And much more, such as the rewards (if needed)!**

### WHAT WE NEED

1. **Your Group Information:** We will need your group name, address, contact information, the name of the appointed organizer for the fundraiser. We will need a short description of why you're raising money and we strongly suggest you send us a photo of your group, logo, mascot or anything else people will associate with your group.
2. **A List of Your Participants:** We will need each participant's first name and first letter of their last names and their parent's email addresses - that's it! Our fundraising program as well as our reading log program is FOIPPA compliant. Freedom of Information and Protection of Privacy (FOIPPA) is legislation that regulates the collection, storage, and use of personal information (regardless of how it is recorded) by public bodies.

### WE ARE HERE TO HELP!

#### Email address:

[info@mindgrowtheducation.com](mailto:info@mindgrowtheducation.com)

#### Website:

[www.mindgrowtheducation.com](http://www.mindgrowtheducation.com)

**All  
available  
in English  
& French!**

*Great things happen when you read!*

**"Read-A-Thon" Fundraising Program**

