



# CLASSROOM READ-A-THON EXPRESS

## FUNDRAISING PROGRAM



### DID YOU KNOW?

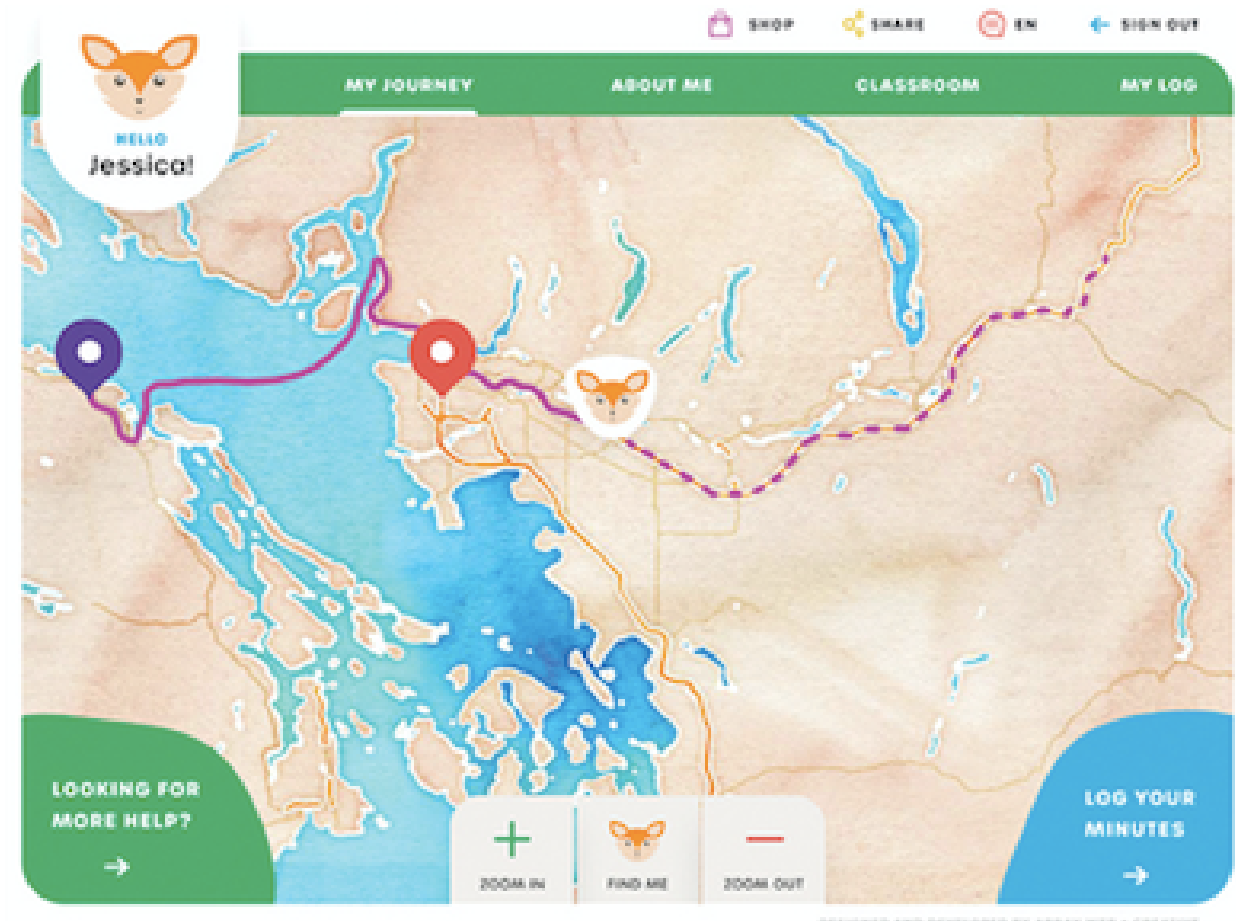
**You can raise so much money just by focusing on READING!**

- 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 students get **one day to fundraise the money** through their school's customized online campaign page ran by a third-party online fundraising site named "FundRazr".
- **The following day**, the teacher will get the total of minutes that each student will need to read in the following two weeks, depending on how much money they have raised.
- As the students **read on a daily basis** in their classroom or at home, the students logs in their minutes **after every 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 student: read the most minutes + fundraised the most money + traveled the furthest on their reading route adventure.

### 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 class 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**

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## FUNDRAISING PROGRAM

### WHAT'S INCLUDED?

- **Customized Online Campaign Page** via FundRazr.
- **Organizer Handbook:** It includes instructions for running the easiest and most successful fundraiser possible.
- **Posters** for your hallways!
- **Fun Door Signs** to show other classes what you are reading that day for the Read-A-Thon!
- **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 school's name, address, contact information, the name of the appointed organizer (the teacher) 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 school/classroom.

#### 2. **A List of Your Students:**

We will need the first name and first initial of the last name of each student and their grade - that's it! Our fundraising program as well as our reading log programs 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

#### **Website:**

www.mindgrowtheducation.com

**All  
available  
in English  
& French!**

*Great things happen when you read!*

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