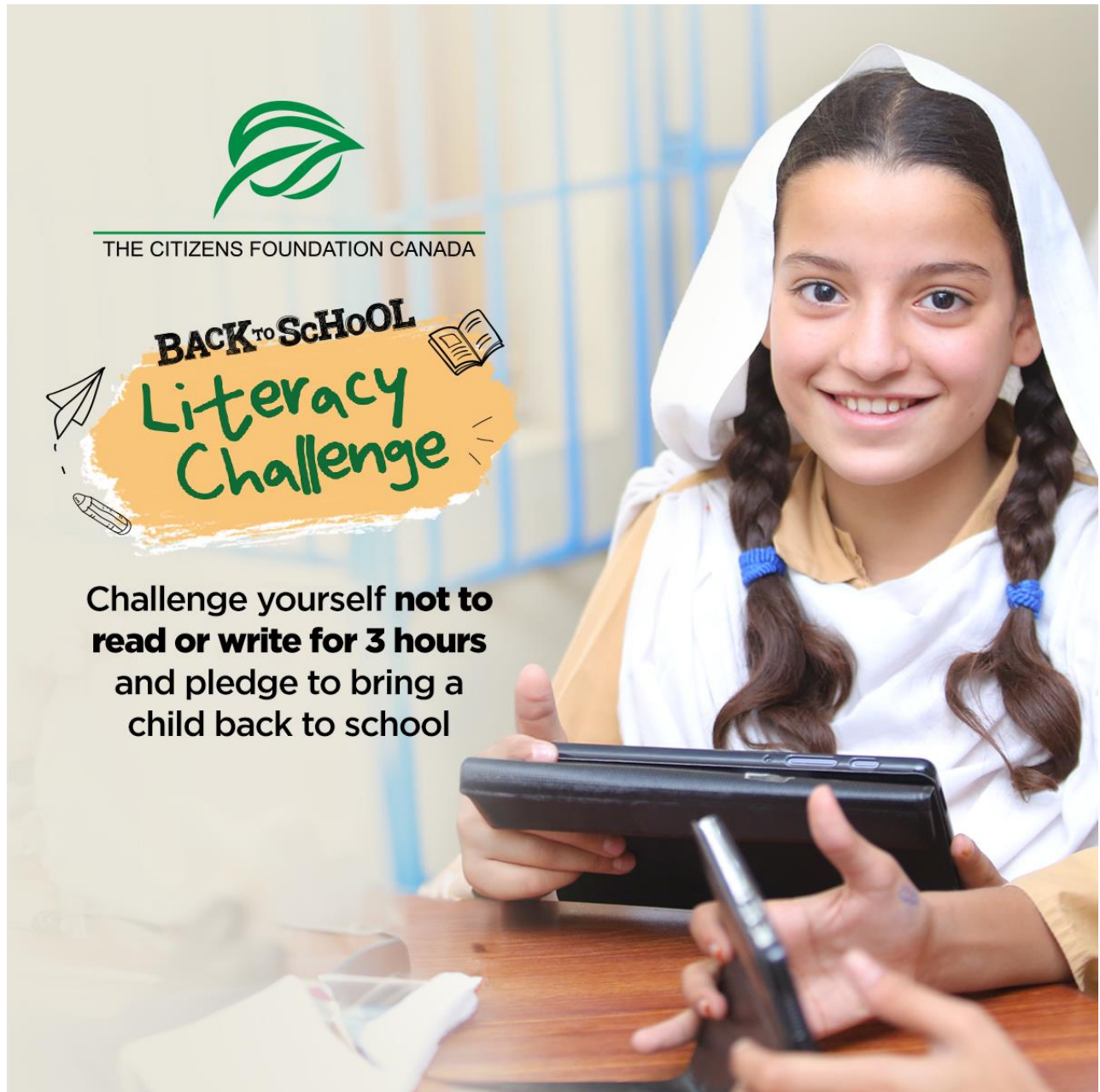




THE CITIZENS FOUNDATION CANADA



Challenge yourself **not to read or write for 3 hours** and pledge to bring a child back to school



The Literacy Challenge

FAQs

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What is TLC?

The Literacy Challenge is The Citizens Foundation Canada's peer-to-peer fundraising campaign that challenges participants to spend three hours without the ability to read or write to raise funds and awareness for underprivileged children in Pakistan who are currently not in school.

92 million individuals currently live without the ability to read or write, with 22.8 million being children aged 5-16.

The challenge for participants is to spend three hours on September 8TH, 2023, which is International Literacy Day (6:00 – 9:00 PM local time), without the ability to read or write. This means no reading books, scrolling through social media, or searching for TV/movies to watch, as you would need to be literate to do these activities. After the experiment, we encourage you to reflect on this experience and share it on social media to begin the conversation with your friends and family.

How does peer-to-peer fundraising work?

Peer-to-peer fundraising allows individuals to leverage their personal networks to raise funds and awareness for a cause. Teams or individual fundraisers can effortlessly and effectively reach out to their contacts by sending pre-populated messages about their personal or team fundraising goals and/or aspirations.

The fundraising platform provides a shareable link, allowing donations to the whole team or support an individual within a team. Fundraisers (individuals or teams) can upload their own team picture and story sharing why they would like to take part in TLC 2023!

A few other examples of peer-to-peer fundraisers you may have heard of include, but are not limited to: Movember, CIBC's Run for the Cure, Ride to Conquer Cancer, and JDRF.

Where do my contributions go?

Any funds generated by The Literacy Challenge 2023 will go towards educating children in Pakistan for one year. Students will be provided with schoolbooks, a uniform, clean drinking water, and a safe classroom to learn in.

How do I set up my fundraising page?

Please follow the steps outlined below to create your own fundraising page for The Literacy Challenge!


1. Please click on [Back-to-School: The Literacy Challenge](#) to begin.
2. Click on “Start Fundraising”



3. Create an account by clicking the circled prompt.

Login to your account

Email address *

Password * 

[Forgot password?](#)

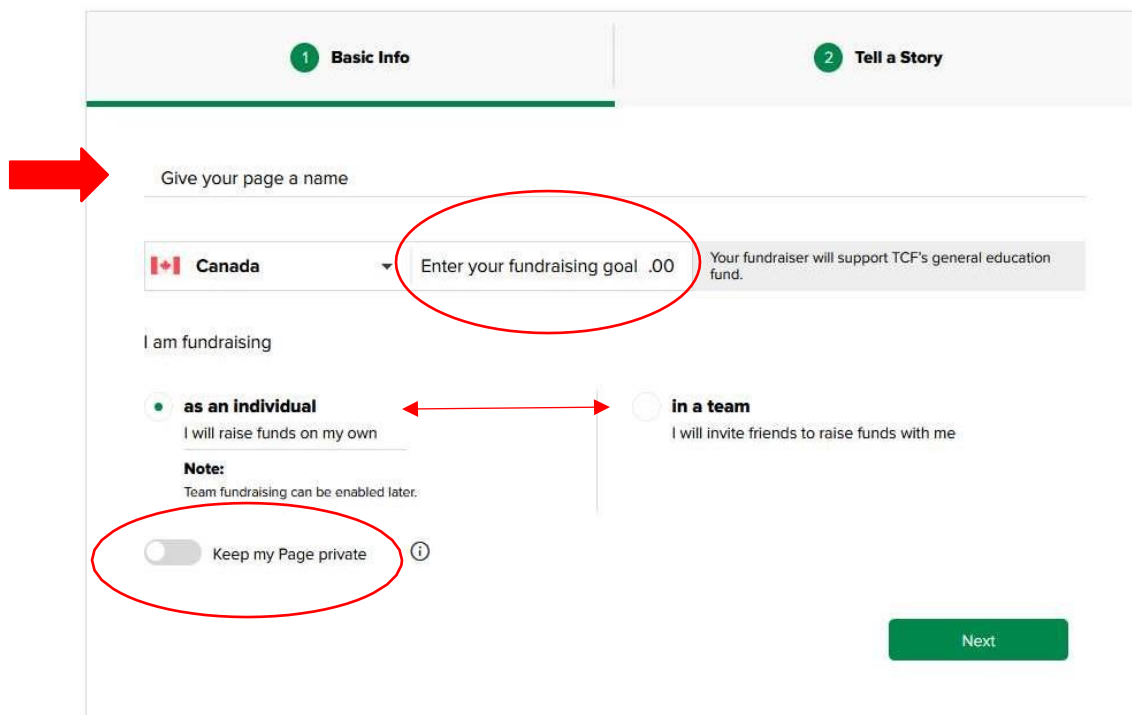
Login

Create an account

4. Fill out the required information to create your account:
- Individual/Team Fundraiser Name
 - Enter your fundraising goal. Please note that the fundraising dollar amount will immediately show you the number of children you or your team will be supporting in one year.
 - Please choose whether you will be fundraising as an individual or as a team.
 - We recommend keeping your page live, rather than private to see your progress as compared to other teams across Canada for some friendly competition!
 - Click "Next".

Create your fundraiser


Get your page up and ready to accept donations! Fill out your information below to create a fundraising page. You can always edit these later.



The screenshot shows the 'Basic Info' tab of the fundraiser creation form. A red arrow points to the 'Give your page a name' field. A red circle highlights the 'Enter your fundraising goal' field, which currently shows '.00'. A red double-headed arrow points between the 'as an individual' and 'in a team' radio button options. Another red circle highlights the 'Keep my Page private' toggle switch, which is currently turned off. A green 'Next' button is located at the bottom right of the form.

1 Basic Info **2 Tell a Story**

Give your page a name

 **Canada** Enter your fundraising goal .00 Your fundraiser will support TCF's general education fund.

I am fundraising

☒ **as an individual**
I will raise funds on my own

☐ **in a team**
I will invite friends to raise funds with me

Note:
Team fundraising can be enabled later.

☐ Keep my Page private ⓘ

Next

5. Please click on “Are you fundraising as part of a TCF Campaign?” and choose **TCF Canada’s Back-to-School Literacy Challenge**. You do not need to choose an item for “Are you fundraising for an Occasion?”- its optional

Create your fundraiser

Get your page up and ready to accept donations! Fill out your information below to create a fundraising page. You can always edit these later.

1 Basic Info

2 Tell a Story

Are you fundraising for a TCF Campaign?

TCF Canada's Back-to-School Literacy Challenge

Baghbaan - Summer Camp

BAP Direct

BAP North

BAP Plus

Karachi Marathon 2023

Save Dreams


TCF Canada GTA Cricket Tournament

TCF Canada's Back-to-School Literacy Challenge

TCF Flood Relief Appeal

TCF's Run for Education

Are you fundraising for an Occasion?



Upload your own

Choose one of ours

Your Story

Every child has the right to a quality education, to learn, grow and carve their destiny. Yet, there are millions of children in Pakistan for whom this remains a dream due to shackles of poverty. They have never entered a school, held a pencil, learnt to read, and will never get a chance to discover their true potential. Together, we can change this! As we approach the Back to School season, by supporting their education, we can give the children a brighter future, transforming lives and communities. I believe in the power of education, so I have started this fundraising campaign for vulnerable children in Pakistan to go to school. You can help me make this happen by donating to the cause-anything that you can manage! Your contribution will go a long way in creating a life-changing impact for these children. Together, let's give more power to the children.

Save For Later

Publish

6. Scroll down and feel free to upload your own picture of you or your team or choose one of our TLC branded stock photos for your page. Underneath, you are welcome to share your own story of why you would like to participate in The Literacy Challenge or use the pre-populated story. Once you are done, please click on “Publish” to get started!

Your Story

Every child has the right to a quality education, to learn, grow and carve their destiny. Yet, there are millions of children in Pakistan for whom this remains a dream due to shackles of poverty. They have never entered a school, held a pencil, learnt to read, and will never get a chance to discover their true potential. Together, we can change this! As we approach the Back to School season, by supporting their education, we can give the children a brighter future, transforming lives and communities. I believe in the power of education, so I have started this fundraising campaign for vulnerable children in Pakistan to go to school. You can help me make this happen by donating to the cause-anything that you can manage! Your contribution will go a long way in creating a life-changing impact for these children. Together, let's give more power to the children.

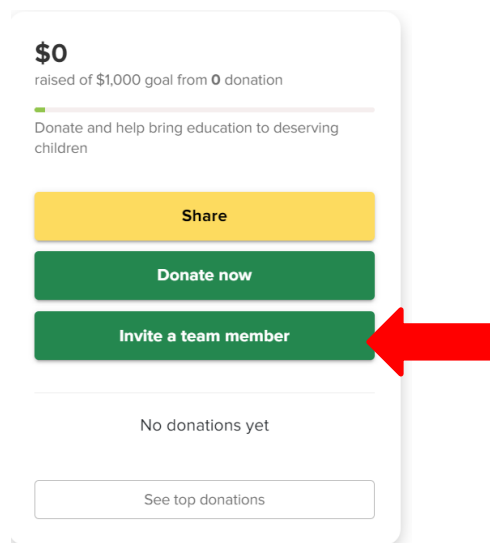
P

Save For Later

Publish

How do I add other members to my team?

The individual who created the page will automatically act as a “team organizer”. You can add more team members by clicking on “Invite a team member”. They will receive a link they can click on, to join. To share the fundraising page, you can click on “share”.



\$0
raised of \$1,000 goal from 0 donation

Donate and help bring education to deserving children

Share

Donate now

Invite a team member

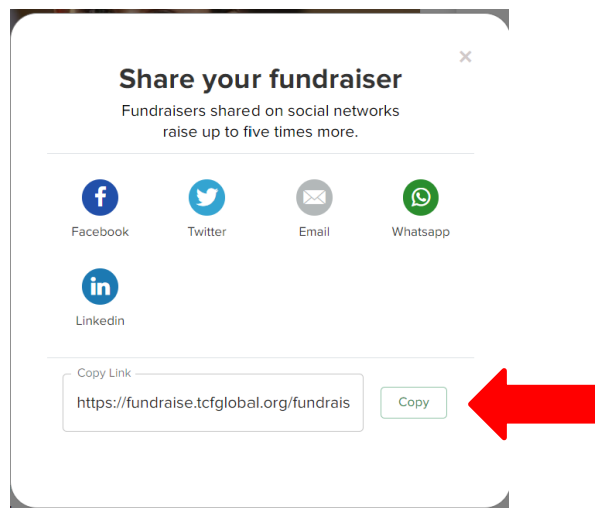
No donations yet

See top donations

How do I share my Fundraising Page?

You can copy link of your Fundraising page and start sharing on your social network. Let your friends, family, and followers know that you are raising money and share why the cause is important to you. Be sure to use #TCFLiteracyChallenge or #BacktoschoolTLC and tag us so people can find your fundraising pages!

You can also send an email to your friends and family with a pre-populated email or you can add your own email.



Is there a registration fee?

No, there is no registration fee. Simply register on the link on page 4 to begin!

Is there a minimum donation amount?

The minimum donation amount on the platform is CAD\$1.00.

Are donations tax-deductible?

Donations above \$20.00 will receive a tax receipt from TCF Canada as we are registered with the Canada Revenue Agency (CRA).

To whom do I address my cheque?

All cheques can be addressed to [TCF Canada](#) and mailed to our main office in Oakville Ontario.

The address for our office is:

407 Iroquois Shore Rd. Unit 8, Suite 143

Oakville, Ontario L6H 1M3

Canada

If you would like to drop off a cheque in Oakville, ON please connect with Asifa Nasreen to coordinate a date/time at admin@tcfcanada.org or +1 (365) 398-0826

E-Transfer Details

You can directly pay via Interac E-transfer or credit card on the P2P platform. If you would like to e-transfer your amount to a fundraiser, they can put in the information for you.

Fundraisers – please note that if you are entering a specific amount for a donor, please ensure you are entering the donor's information (name, address, email), etc. to ensure they will receive their tax receipt. Failure to comply with this can cause a delay, backlog, and confusion for tax receipting.

Can I donate to a TLC fundraiser outside of Canada?

Yes, this is possible. If you are a Canadian taxpayer, donating in Canadian dollars, TCF Canada will be the issuer of your tax receipt. If you are donating within one of our country partners, and the associated country partner provides tax receipts, you will receive a tax receipt from them (i.e., USD - USA, Pounds - UK, PKR - Pakistan).

If you are donating through a link sent to you by a TLC fundraiser, the primary option will be to donate in Canadian Dollars (CAD). All major credit cards and debit cards are accepted on this platform.

Cost of Supporting students in Pakistan

Our price list for supporting children in Pakistan has changed in early March. Please look at the price list below to understand how to set your target and how many children you can support!

<u>Item</u>	<u>Price</u>
Educate a Child for 1 year	\$180
Educate a Child (KG – Graduation)	\$2,000
Sponsor a class for a year	\$5,000
Supporting 1 school unit for a year	\$30,000

What are the guidelines for the fundraiser?

We reserve the right to decline association with any activities or third-party fundraisers if we believe the activity may have a negative effect on our reputation.

All events must comply with federal, provincial, and local laws, including fundraising rules and regulations.

The activity will be promoted and conducted in a manner to avoid the appearance of our organization endorsing any product, firm, organization, individual, or service.

Our official organization's logo should be appropriately used in conjunction with any activity but may not be altered in any way.

Our organization operates under the Better Business Bureau (BBB) guidelines for charitable giving. In compliance with these guidelines, TCF Canada requires full disclosure on all packaging, advertising, and promotional materials when funds are raised.

What steps should I take to maximize donations?

Donate to your page: others are more inclined to give when they see that you are also dedicated to the cause.

Upload personal pictures/stories: Feel free to share a photo or story on why you are raising funds to TCF Canada. By telling your story, your friends and family will feel more connected to the cause.

Reach out: Use your social networks, email, word of mouth, and any means necessary to get the word out!

Get Social: Did you know that fundraisers raise 40% more by using social media? Let your friends, family, and followers know that you are raising money and share why the cause is important to you. Be sure to use #TLC2023 or #TCFLiteracyChallenge and tag us so people can find your fundraising pages!

Follow Up: Every hand extended to support the cause, helps! Don't be afraid to follow up with a potential donor – be sure to thank them for their generosity! No amount is too little!

TCF Canada Social Media Pages

When sharing your experiences or fundraising page, feel free to stay connected by tagging us on our official platforms:

Facebook: The Citizens Foundation – TCF Canada

Instagram: tcfcanda

LinkedIn: The Citizens Foundation Canada

Who do I contact for help?

Please direct all inquiries to Rida Hussain at rida.hussain@tcfcanda.org