



Life Lists Challenge is an opportunity to demonstrate your corporate social responsibility... to offer meaningful team building experiences to your employees... and to support Parkinson Canada while supporting them in living a shared dream.



We know you value giving back. We know you have business objectives, as well. Life Lists Challenge creates team building opportunities for your employees like no other employee engagement campaign.

Your employees are aspirational, motivated and achievement driven. They're also philanthropic and they value corporate social responsibility.

Our values align.

Life Lists Challenge is about living a dream, and sharing that dream with a person whose life you are impacting.

We provide the empowerment that comes with knowing you're making a difference; the sense of achievement that comes in meeting a goal; partnership with members of your team and with the Parkinson community; and we provide one-of-a-kind achievement in the form of a life lists dream.



DON'T JUST WALK, FLY!



## How it Works

- Life Lists Challenge events carry an individual fundraising minimum of \$350-\$1,000 depending on the event.
- Your employees can get there in three ways:
  - Lend your voice; employee participation and fundraising; promote Life Lists Challenge at your workplace
  - Company Pay; redirect costs from this year's team building exercise, for example
  - Share the impact; make a financial contribution to decrease your employee's goals
- Watch our [explainer video](#) for details on the program.

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## Engagement Made for All Ages

- “It’s not enough for a company to talk about their corporate social responsibility endeavors to gain public relations points... [they must demonstrate that they] give, get involved and connect.”
  - Achieve, 2014 Millennial Impact Report
- 82% of Millennials are likely to seek employment at companies recognized as responsible, and most employees are more likely to stay at a company that values philanthropy.
  - Aflac, 2015 Corporate Social Responsibility Report

All of our corporate arrangements and supports related to Life Lists Challenge are bespoke. Put simply, we'll ensure that our support meets your needs and those of your participants. Some examples:

- Custom Corporate Team Set Up
- Dedicated Team Captain and Participant Coach - Support of all in-campaign messaging and solicitation if required
- Posters, Pledge Forms, Preformatted Emails and more - Custom creation and co-branding available
- Custom co-branded email templates and graphics to share with employees, stakeholders and clients
- Fundraisers Tool Kit, Team Captains How To, and more
- Ready-made events – our vendors and partners have all the infrastructure you need to have a successful day!

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## Why Support LLC: Benefits

- Corporate recognition on Corporate Teams page
- Social Media Engagement with Life Lists Challenge partners
- Congratulatory Thank You email to all participants recognizing corporate teams
- Sponsor Recognition and Event Activation opportunities available

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## Why Support LLC: Brand

- Build social and overall campaign inventory
  - Participants: #ultimateselfie
  - Brand: #ultimatecorporateselfie
- Resonate with your next generation of customers
  - Leverage millennial brand power through shared experience
- Activate your philanthropy
  - Other brands write cheques; yours *lives* its impact
- Earned media interest and potential
  - [Metronews cross-Canada feature](#)
  - [P2P Canada Top-30](#) Spotlight for Innovation

We encourage our participants to share their 'doing good' socially... presenting our event as the ultimate image enhancing selfie... Life Lists Challenge presents the best way to put your corporate image/face forward with the millennial / selfie audience. Your organization is doing good; living on the edge and engaging alongside your target audience.

Your customers demand authenticity, and want to relate with your brand on a personal level. We're asking you to live an experience alongside them – and to share that proudly with the broader demographic.

Imagine the photo of your CEO or Executive branch taken at their skydive next to a member of the target audience (and a partner with Parkinson's). This sends a powerful message to those in attendance, and to their like-minded peers.

Per the 2014 Barkley Millennial Report: Once millennials have done their research (including the consulting with others in person, online, through text) they have a high degree of confidence in the decisions they've made. 70% agreed "When my friends agree with what I want to do, I feel more excited about doing it" vs. 48% of non-Millennials.





## Life Lists Challenge

We all have a life list, that physical or metaphorical accounting of life's accomplishments, dreams, and desires.

This Spring, Parkinson Canada is offering your employees an opportunity to cross an item off that list, and share the ultimate team building experience – participating at one of six 'life lists challenge' events centred in and around the GTA (Bungee in Ottawa/Quebec) – while sharing the knowledge that their efforts and your organization are having a meaningful impact on a condition that needs your attention.

With a built in engagement and rewards fulfillment opportunity, there is no additional corporate spend. Life Lists Challenge is pre-structured to ensure that your employees not only see the value in their efforts, and in your corporate support, but they have a concrete fulfillment opportunity to make the event memorable, and to further reinforce their bonds.



### Partners with Parkinson's

Our campaign is about more than the opportunity to live a dream, however. Through our partners with Parkinson's we aim to educate our audience about Parkinson's... to create a community of empathetic, understanding supporters. Further, we aim to empower our participants with the knowledge that they are having a concrete impact in the lives of Canadians living with Parkinson's.

Our partners share compelling stories of life with Parkinson's through different channels. They serve as your introduction to what it means to live life with Parkinson's, a form of encouragement to push your limits in fundraising and lived experience, and they're the voice saying thank you at the finish line, when fundraising comes to fruition and starts to have its impact on the lives of our Parkinson Community.

**DON'T JUST WALK, FLY!**



## Why support Parkinson Canada

- 100,000 Canadians live with Parkinson's today – by the year 2031, that number is expected to double.
- Parkinson Canada is there for Canadians living with Parkinson's today, through support services, education, advocacy and research and shares a vision of a world without Parkinson's tomorrow.
- As a trusted source of support, and as a research catalyst funding new and novel projects, Parkinson Canada is a beacon of hope for Canadians at any stage of their Parkinson's experience. The need is pressing, and only increasing.

### **You, and your employees will make a difference**

- Enhance employee morale and build team spirit.
- Demonstrate your commitment to important causes within your community
- Plan a healthy, fun and exhilarating way for your employees to spend a Spring weekend as part of a team
- Invite customers and associates to participate by donating, participating or joining the 'cheering section' to see your employees make a difference and live a dream first hand
- Compete with others within your sector, or with multiple offices across Ontario (and across Canada in future years)

Our partners represent the broad spectrum of Canadians who are impacted by Parkinson's and they are simply eight manifestations of the 100,000 Canadians living with Parkinson's who all have a life story worth sharing, and who your partners are truly representing in the fight against the disease.

Moreover, our partners are engaging. They are real people, with lived experiences who make compelling cases to support Parkinson Canada as they know the benefits of the organization's support directly. With a partner by their side through the journey, Parkinson Canada hopes to drive an understanding of and connection to the cause ensuring that your employees put more into, and take more out of the experience as well.



Parkinson Canada's efforts fund research, education, advocacy and support services on behalf of the 100,000 Canadians living with Parkinson's and the 400,000 who are directly impacted by the condition.

Should Life Lists Challenge meet its fundraising goals, it would represent a significant impact on our ability to deliver our mission across Canada.

As an example, A Parkinson Canada Research Program pilot project grant typically consists of \$45,000 of annual funding. Just \$856 funds the equivalent of one week of a researcher's work. Often our [Parkinson Canada funded researchers](#) can leverage their pilot project results to secure greater levels of funding from other funders, such as government agencies. One successful qualifier for our Life Lists \$1,000 minimum events funds the equivalent of one week of a Canadian doctor's efforts to unravel the mystery of Parkinson's.

For every \$45,000 grant our Life List Challenge participants help to fund, there is the possibility that your researcher will secure up to \$2,000,000 in new research dollars.

Together, we're hoping to change the landscape of Parkinson's in Canada through better understanding, better funding, and ultimately a cure.



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