

pride & remembrance run
2024 fundraising toolkit





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pride & remembrance run

welcome

Condragulations, henny!

You've sashayed your way into the 2024 pride & remembrance run set to spill the tea on June 29, 2024. Get ready to strut your stuff and show off your charisma, uniqueness, nerve, and talent in a day jam-packed with love, community, support, and slaying for your personal cause... that's right, we're talking about your "why"!

But don't forget, henny, this race is more than just lip-syncing for your life; it's about fundraising for those lives that need it. We've put together a sickening toolkit that will serve you all the T on how to turn the party and hit those fundraising goals. So, what's the tea in this toolkit?

- 💖 A gag-worthy look back at our herstory
- 💖 This year's theme that will make you go "Yasss!" - "remember your why"
- 💖 The 411 on why fundraising is a must for the community
- 💖 The T on our 2024 Beneficiaries and the gag-tastic projects your coin will help bring to life
- 💖 Tips to werk your fundraising runway like a pro
- 💖 Badges that'll have you Sissy That Walk all the way to success
- 💖 Fierce fundraising strategies, tips, and tricks that'll have you snatching wigs and donations
- 💖 Sickening incentives that will make you want to death drop with excitement
- 💖 Snatched templates that will help you paint the perfect message

Whether you're a first-time queen or a returning legend to our extravaganza, this toolkit is your secret weapon to slay the fundraising game.

We're living for your participation which is the true soul of the pride & remembrance run community. So, thank you, and let's make this year the most gag-worthy run ever!

Shantay, you stay,

Your Pride and Remembrance Association fam



pride & remembrance run

herstory of the pride & remembrance run

Alan Belaiche, the founder of the pride & remembrance run, had always seen philanthropy as an incredibly valuable exercise. In 1994, during a conversation with his dear friend, Richard-Robert Leroux, Alan realized he hadn't done anything to support the 2SLGBTQ+ community. When Leroux died of AIDS in 1995, that germ of an idea that his late friend had planted began to grow into what would become the pride & remembrance run in early 1996.

The race was initially conceptualized as a bike ride from Toronto to Niagara Falls. However, facing logistical challenges, organizers pivoted to a five-kilometer run starting and ending in The Village (Church and Wellesley) and looping around Queens Park - the route we still run today!

With no idea what to expect that first year, an agreement with Starbucks was secured to stock registration forms and hang race posters in all Toronto locations. Over 300 people participated on race day and raised \$8,000 for the ArQuives (formerly known as the Canadian Lesbian and Gay Archives) and the AIDS Memorial. The success of this first year showed the Run's potential to become an athletic-focused Pride event which raises funds for the community.

Since its inception in 1996, the Run has become a staple in many Torontonians and Canadians' Pride Month celebrations. Alongside the scores of newcomers participating in the Run each year, there is a strong contingency of community members that have been participating or volunteering for upwards of ten, or in some cases twenty, years. The race is also responsible for raising over \$3 million dollars to benefit over two dozen 2SLGBTQ+ organizations.

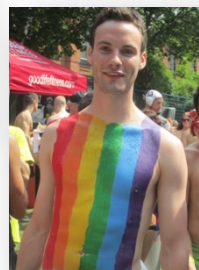
When current and past stakeholders of the Run were asked what made the pride & remembrance run so unique, many referenced the extremely passionate Board, staffed by volunteers who spend most of the year planning for race day to ensure each year is unforgettable!

1996



2003

2011



2022

remember your why

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pride & remembrance run

remember your why

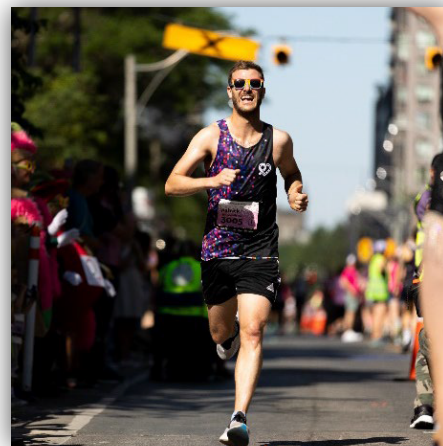
Our 2024 theme is remember your why. We place equal importance on both pride and remembrance. We want runners to reflect on the significance and history of this event while they are training, fundraising, and participating.

The first pride & remembrance run was held in 1996. We are proud of everything the 2SLGBTQ+ community has achieved since then. However, the remembrance aspect reminds us there is still work to be done.

This year's colors and design reflects the theme. The darker, somber tones represent the history and struggles of the 2SLGBTQ+ community, while the brighter colors celebrate the community's progress and diversity. The black and brown tones also represent BIPOC intersectionality in the 2SLGBTQ+ community, recognizing that BIPOC 2SLGBTQ+ folks face further marginalization, and play a central role in queer resistance and resilience. All the colors are from the Progress Pride flag. The beneficiaries of this year's Run have proposed projects that support health equity, gender inclusive religious education, mental health and well-being, and Two-Spirit community empowerment.

The crisscrossing shapes used in our new banner represent a city map. The unique shapes and sizes used throughout the banner's tapestry represent the body diversity we celebrate in the Run.

There are many ways to get involved. Whether you walk, run, sashay, cheer, or volunteer, we are all here for a reason. Remember your why!



remember your why

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slaying the fundraising game

So, you registered for the race... now what? Before you jump right in, understand the importance of fundraising. There are several reasons why fundraising for the run is significant:

servicing support for the 2slgbtq+ squad

We raise funds for beneficiary organizations that support the 2SLGBTQ+ community in social services, healthcare services, legal services, and educational services. These include organizations that provide support for newcomers, create connections for senior adults, 2SLGBTQ+ arts & culture and many more. Fundraising for the event can help ensure these critical services are available to those needing them. Learn more about this year's beneficiaries and their projects later in this document.

snatching celebratory crowns

The pride & remembrance run is a celebration of diversity and inclusivity and a way to show support for the 2SLGBTQ+ community. By fundraising for the event, you can help to create a more accepting and inclusive society.

working it community

We are proud to be a community event that brings together people from all walks of life. Fundraising for the event is a way to engage with your community and support a cause that is important to many people.

achieving your personal charisma

Training and participating in the Run and fundraising for the event can be highly rewarding. By setting a fundraising goal and working to achieve it, you can challenge yourself and make a positive impact on your community at the same time.

turning heads: raising awareness

By fundraising, you can also help to raise awareness about issues facing the 2SLGBTQ+ community, including discrimination, inequality, BIPOC intersectionality in the community, and lack of access to healthcare. By spreading the word about the event and its mission, you can help to create a more informed and empathetic society.



the fabulous 2024 beneficiaries

In this section, you can learn more about the beneficiaries that have been selected for this year, as well as the unique projects and initiatives that they are planning.

AndThenIWasFree (ATIWF)



AndThenIWasFree's vision is to create a world where everyone is free to live authentically. Our mission is rooted in addressing systemic barriers and issues that persist in the 2SLGBTQ+ community and providing support for youth and those who need it most. Through our work, we strive to dismantle the pervasive barriers of discrimination, violence, inadequate resources, limited access to mental health and addiction support, and the complex intersectionality of these challenges. The organization is dedicated to preserving and enhancing our community by sharing personal stories, fostering vulnerability, and carving out inclusive spaces where everyone's visibility is respected. Through accessible resources tailored to diverse identities, they aim to address the gaps in support and strive to create a society where everyone is free to live as their authentic selves.

Project Name: Critical Support for Two-Spirit and trans Youth

AndThenIWasFree's project, 'Critical Support for Two-Spirit and trans Youth,' will encompass interactive workshops and support groups tailored for Indigenous Two-Spirit youth, integrating Indigenous culture and teachings alongside discussions addressing lateral violence. Additionally, the initiative will feature workshops and support groups designed to address the unique challenges and shared experiences of trans and nonbinary youth. Inclusivity and anti-bullying workshops will be provided for middle and high-school students, while trans and Two-Spirit training and sensitivity workshops will be conducted for educators. Through this project, they aim to cultivate a community that celebrates diversity, empowers individuals, and amplifies the voices of trans and Two-Spirit youth.



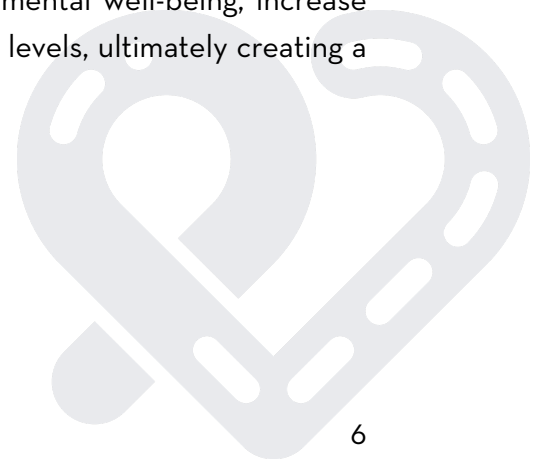
Durham Alliance Outreach (DAO)



Durham Alliance Outreach is committed to empowering individuals and nurturing inclusive communities through education and support. We offer transformative workshops and lectures that concentrate on essential life skills such as self-esteem, confidence, and communication, with a special focus on serving the 2SLGBTQI community in Durham. Our vision is to foster a society where everyone feels accepted and supported, promoting personal growth, resilience, and overall well-being within our vibrant community.

Project Name: pride & remembrance run feeds Durham

The proposed project by Durham Alliance Outreach (DAO) aims to enhance support for the 2SLGBTQ community in the Durham Region through the implementation of the DAO Pantry and Mental Health Calming Kits. This initiative seeks to address immediate needs by providing essential food items and hygiene products while promoting community, resilience, and mental well-being. By offering nutritious pantry items and stress-relief tools, the project aims to improve food security, enhance community connection, positively impact mental well-being, increase awareness of support resources, and measure reductions in stress levels, ultimately creating a holistic support system for the community





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Toronto People with AIDS Foundation (Toronto PWA)



Making a *positive* difference.

The Toronto People With AIDS Foundation (PWA) is a non-profit organization dedicated to engaging people living with HIV/AIDS in enhancing their health and well-being through practical and therapeutic support services and broader social change and inspiring them to live into their dreams and discoveries. Services provided by the PWA include housing support, financial assistance, healthcare and wellness programs, advocacy and education and community outreach.

Project Name: POZ Community Kitchen

The POZ Community Kitchen project intends to create a safe and sustainable space for 2SLGBTQ+ HIV-positive people to meet their basic needs in a low/no barrier environment, which provides a hot daily meal with wrap around services and support, as well as a place of respite for houseless and under housed individuals. This by-and-for program leverages the energy and talents of our community members to prepare and serve a meal together, in a positive kitchen environment.



remember your why

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Rainbow Faith and Freedom (RFF)

Rainbow Faith and Freedom

RFF is a multi-faith Movement to secure inclusion and affirmation for 2SLGBTQI+ people around the world by ending religious-based homophobia and transphobia. We believe a person's religious beliefs are part of their intersectional identity. And so, if religious-based homophobia and transphobia is not directly confronted, the world will remain an unsafe space for 2SLGBTQI+ folks. A religious problem requires a religious response.

***Project Name:* The Congress of Gay-Straight Alliances of Religious-based Schools**

The Congress of Gay-Straight Alliances of Religious-based Schools will establish a network and congress of gay-straight alliances in religious-based schools. GSAs have been the subject of religious-based homophobia and transphobia, and teachers, administrators, parents, and educational leaders in faith-based education institutions have continued to weaponize faith to justify this hate. RFF can provide education, resources, and support to organize GSAs in religious-based institutions across Ontario and Canada to help them confront and challenge their homophobic and transphobic teachers, administrators, parents, and educational leaders to ensure their schools are safe for everyone to be their authentic selves.





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Pride and Remembrance Foundation (PRF)

pride and remembrance foundation



Founded in 2010 by the Pride and Remembrance Association, the Pride and Remembrance Foundation (PRF) is the philanthropic branch of the pride & remembrance run. This foundation is responsible for handling all charitable donations received through the event, streamlining the tax receipt process for contributors. It also plays a key role in distributing these funds to various charitable organizations that are selected each year as beneficiaries by the Pride and Remembrance Association (PRA), in close collaboration with the PRF.

The PRF not only distributes received donations but also benefits from a portion of the event's charitable proceeds to support its own grant program. This program focuses on financially assisting registered charities within Canada that support the 2SLGBTQI+ community through a wide range of services, including health, education, legal aid, social services, sports, and cultural activities. The foundation reviews applications from charities nationwide annually, with granting decisions made each fall. In 2023 alone, the PRF donated close to \$100,000 to diverse organizations that offer vital support to 2SLGBTQI+ communities. Through its grant program, the foundation extends the impact of the run throughout the year, enabling the support of smaller, innovative projects and a wide array of charitable beneficiaries such as healthcare institutions, cultural and social service agencies, and educational establishments across Canada.



remember your why

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strut your stuff with fundraising swagger

...by crafting your fundraising fantasy

Take advantage of Race Roster, our race registration platform, to easily customize your fundraising page. You can specify your fundraising goal, upload a photo, and write a personal message that explains your own 'why'. Take some time to reflect on your connection to the run and share your story with your friends, family and colleagues:

- 💡 Is this your first 5K run or 3K walk?
- 💡 Is an athletic event your favorite way to join the Toronto Pride weekend?
- 💡 Do you have a personal connection with present or past beneficiaries?

...by forming (or joining) a fierce fundraising crew

Consider fundraising as a team! You can create your own team with family and friends, or join a team with your run crew or company! Your team can set a fundraising goal through Race Roster, and all team members can help reach that goal! Top teams will be featured on the fundraising leaderboard page!

...by setting your fundraising goals

Choose a realistic and achievable fundraising goal for yourself. This target will help you stay motivated and focused on your fundraising efforts. And for an extra incentive, if you raise over \$350 this year, you will receive a free entry for next year's race!

...by spilling the tea on your fundraising journey

People love giving to people they know! Adding personal touches to your fundraising page, like why you're fundraising, your connection to us or the selected beneficiaries, or personal photos and stories, helps your friends and family connect more with your mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to us and what we mean to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

...by making that first glam donation

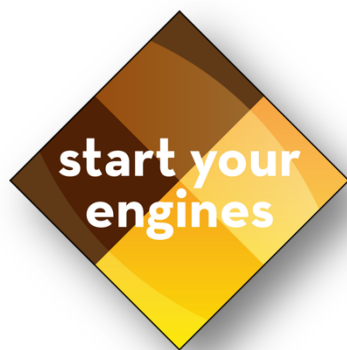
You can start generating momentum by making the first donation yourself! That demonstrates your commitment to the event and the charities you support.



glamming up your fundraising game

Show off your achievements on social media by showcasing the badges you collect along the way. There are a total of 8 badges to collect during your fundraising journey, with the first one earned upon receiving your initial donation. These badges can be proudly displayed on your fundraising page or shared on your social media platforms.

We eagerly anticipate seeing how many "legendary legend" badges are earned this year, and yes, we'll be keeping a close eye on the individual fundraising leaderboard page!



remember your why

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get ready, get set, slay the fundraising runway

It all starts with the ask. Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page

Share on social media. Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Social media can be used to share updates, photos, and both the short and long term outcomes of your fundraiser. Connect with your network by sharing your inspiring, personal stories that are related to the cause and upload lots of photos and videos before, during and after the event!

Hold mini-challenges for milestones. Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$100 donations reached, or dying your hair a fun color for a day at \$500 donations reached.

Don't forget about email. Email is a great way to send personalized messages to those who have personal connections to your fundraiser, or those that you think would be interested but don't use social media.

Include a link in your email signature. If you use email often, include a link to your page in your email signature to effortlessly spread the word.

Ask for donations as a gift in lieu of. If you have a birthday or big event coming up and you're willing to forego gifts for a good cause, let your loved ones know it.

Share the impact of a donation. Have another look at this year's beneficiaries page and share the details of the projects being supported in all your communications because people tend to give more when they know exactly how their donation will make a difference.



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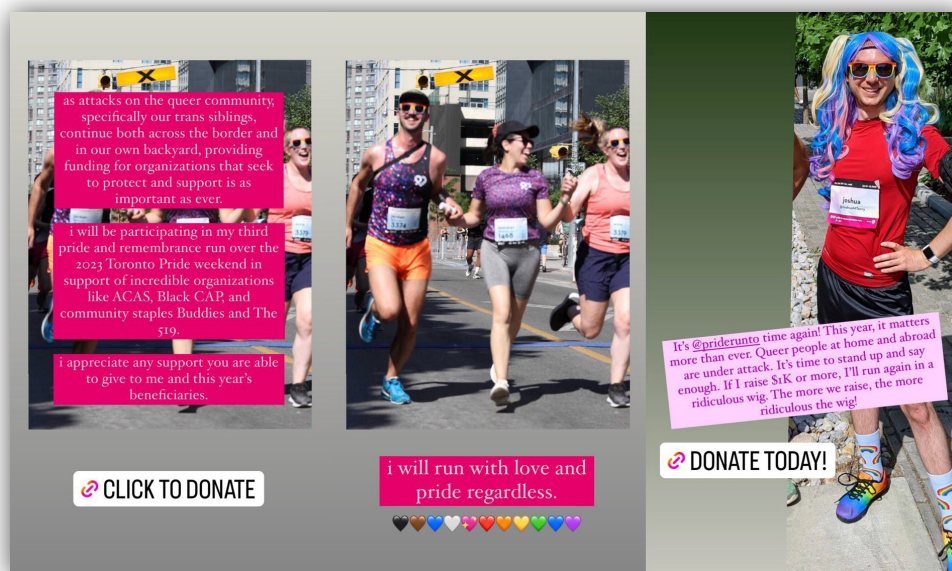
Create a video. Create a short video to share on social media that tells people about the cause you're supporting and why it's important to you. Videos often result in higher online engagement.

Reach out to people in your extended network. Try reaching your extended network through friends, family, or coworkers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.

Do one final push. A final call for donations on the day before and the final day of the fundraising event can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Get creative. There are no limits when it comes to fundraising. Some memorable or attention-grabbing (but safe) ideas can be very efficient. Some examples:

- 🎯 A cold plunge on Lake Ontario after a run if you reach a certain amount in donations
- 🎯 Undergo a "Drag for a day" experience if you pass your goal
- 🎯 Sing, dance, or do an improv - especially if this will be unexpected
- 🎯 Cook a special meal and set up a fundraising dinner for family and friends
- 🎯 Auction off a unique item from your travel souvenirs collection
- 🎯 You get the idea



Huge thanks to @jmvoss and @joshemtee for letting us share their amazing and inspirational fundraising posts!

remember your why

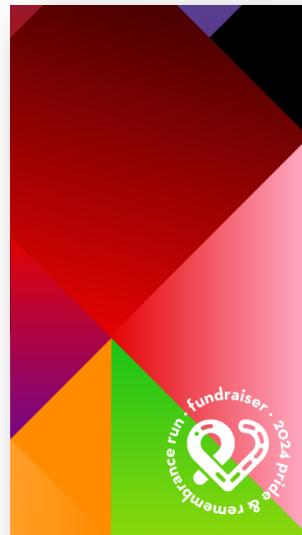
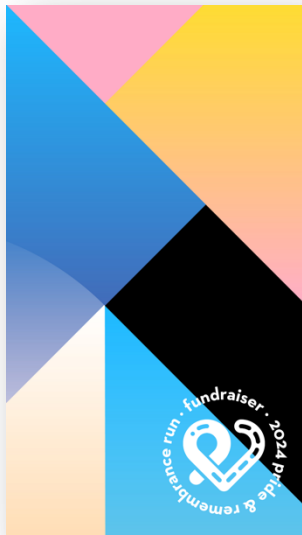
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fierce templates to serve your fundraising fantasy

Right click and hit that save button to use the fierce fundraising templates on your social media



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pride & remembrance run

keep your lashes glued on and stay connected, henny!

Hey, squirrel friends! Don't sashay away just yet—make sure you're werking that follow button on our social media to get all the juicy deets as we death drop closer to race day. And honey, if you haven't already kiki'd with our newsletter, you better subscribe, 'cause you don't wanna miss the tea!

Oh, and if you've been serving fundraising realness, spill the T and send us the receipts! We wanna gag on the eleganza of your event and show off your sickening efforts. Our drag race family is all about celebrating your charisma, uniqueness, nerve, and talent that helps make our Run everything! Remember, you better work!



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