Inspire others with your perspective.
When it comes to helping the community, you and your team have what it takes to make all the difference. We are so glad that you have made the commitment to lead a team at UP 2019 as we climb the CN Tower to help communities rise from poverty to possibility. This guide offers tips to help you get started, build your team and reach your fundraising goals!

WHAT TO KNOW FOR 2019

**EVENT DAY DETAILS & EXPERIENCE**

**Date:**
Public and Student Climb: Saturday, November 2, 2019
Corporate Climb: Sunday, November 3, 2019

**Check-in time:**
5:00 a.m. to 9:45 a.m.
Participants must be in line to the CN Tower before 10:00 a.m. or they will not be permitted to climb.

**Climb time:**
6:00 a.m. to 10:00 a.m.

**Check-in location:**
Metro Toronto Convention Centre
North Building, Hall A,
255 Front Street West
Hall A will have coat check, water stations, food & beverage, entertainment, t-shirt pickup, and fun sponsor activations.

**Wristbands:**
All climbers must have their wristband stamped at the Metro Toronto Convention Centre, North Building, Hall A before proceeding to the CN Tower.

**NEW Corporate and Public Team Kit Mailing**
Teams of 15 or more people* whose climbers raise their minimum fundraising requirement by 5:00 p.m. on October 22, 2019 will have their timing chips mailed out to the Team Captain.

*Does not apply to School Climb teams

**Team Fundraising Challenge**
Teams that raise $5,000+ by 5:00 p.m. on October 22, 2019 will receive a $200 Metro gift card to support your team’s post-event celebration.

**Club 1776 Incentives**
Individuals who raise $1,776 will receive a backpack of goodies including a branded jacket and toque and front of the line access for all activations at the climb.

**Awards**
The Top 20 Corporate and/or Public teams will receive awards in the following categories:
- Fastest female
- Fastest male
- Top Team or Individual Fundraising

**Prizing**
- The Top Fundraiser will win a 7-night cruise for two valued at over $12,000.
- The 2nd Top Fundraiser will win a 2-night stay at any Waldorf Astoria Hotel for two.

For the full list of prizes & awards, see our Awards & Prizes uwota.org/up2019.

**Exclusive Event Invite**
All registered Team Captains who have recruited 4 members or more by September 23 will receive an invite to an exclusive event on October 4.
STUDENT CLIMB 2019

EVENT DAY DETAILS & EXPERIENCE

Date:
Saturday, November 2, 2019

Check-in:
All Student Climbers will check in at Metro Toronto Convention Centre, North Building, Hall A, 255 Front Street West.
Registration and wristband distribution will be at Metro Toronto Convention Centre, North Building.

Registration fee:
$10 per student*

Minimum fundraising:
$60 per student*

Age and height restrictions:
Climbers under 12 years of age must be a minimum of 42 inches/107 centimetres tall. They must also be accompanied up the CN Tower by their chaperone (aged 21 or older).

STUDENT RALLY
The Student Rally is back by popular demand and is open to all students. Wear your school colours, bring your cheerleaders and mascots!

The Student Rally takes place at 8:00 a.m. sharp at Metro Toronto Convention Centre, North Building, Hall A, 255 Front Street West.

Pull together the largest team, show the most school spirit and your school could win the Top School Award. There will be three categories this year: elementary, secondary, and post-secondary schools. The winning school keeps a trophy and all inherent bragging rights for the whole year! This award will be presented during the Student Rally.

PRIZING (for students only):
• Fastest male and female (12 years of age and under)
• Fastest male and female (age 13-17)
• NEW - Largest team (Elementary School)
• Largest team (Secondary School)
• Largest team (Post-Secondary School).

*18 years and under
WHAT WILL STUDENTS NEED TO BE ELIGIBLE TO CLIMB?

Elementary/secondary students (including youth group participants):

To be eligible for the Student Climb, students’ must be:

- Affiliated with a school (elementary/secondary) or a youth group; and
- Accompanied by a chaperone (aged 21 or older)

HOW WILL I RECEIVE MY WRISTBAND?

- School teams will receive their wristband and electronic timing chip from their Team Captain on event day at Metro Toronto Convention Centre.
- Students must pick up their wristbands from their Team Captain on Saturday, November 2 at the Metro Toronto Convention Centre.
- Only climbers who have submitted the minimum fundraising amount as well as the signed waiver will receive a wristband.
- Wristbands for the Student Climb will NOT be mailed.

WHO NEEDS TO SIGN STUDENTS’ WAIVER FORM?

There are three signatures required for the student waiver:

1. The signature of the participant.
2. The signature of a parent/guardian for climbers under the age of 18. This must be completed for each member of your team by the day of the Student Climb.
3. The signature of a chaperone to be completed at the event. If you are a member of a team for the Student Climb, the teacher or parent/guardian accompanying your team must sign everyone’s form at the event.

Have more questions?
Contact unitedwayevents@uwgt.org.

*18 years and under
STEP 1: REGISTER ONLINE

There are two ways to set up a team.

1. To set up your team page visit uwgta.org/up2019 and follow these easy steps:
   - Select ‘Form a team’ tab
   - Select ‘Join as a new participant’ or sign in if you are a Returning User
   - Fill out the necessary team information (make sure to choose your company in order to be associated with your company).
   - Select a participation type from the list
   - Create a personal fundraising goal
   - Accept the waiver and complete registration

2. If you want your team to be associated with a company, visit uwgta.org/up2019 and follow these easy steps:
   - Select ‘Register with a company’ tab
   - Search for your company
   - Select ‘Form a team’ tab
   - Select ‘Join as a new participant’ or sign in if you are a Returning User.
   - Fill out the necessary team information
   - Select a participation type from the list
   - Create a personal fundraising goal
   - Accept the waiver and complete registration

Tip: If you are unable to find your company through the search engine, follow the steps provided on the page to register and type in your company name under “Enter a new company”.

FAQs

Registration deadline:
Teams must be registered by Tuesday, October 22, 2019, at 5:00 p.m. to be eligible for advanced kit pick up. To avoid disappointment, register early.

Registration fee:
Adults $20, Students* $10.
The registration fee is not tax receiptable, and non-refundable.

Minimum Fundraising Requirement:
Adults $100, Students* $60.

Team size:
Teams must consist of four or more climbers.

Registering team members:
Team members must complete their own registration, personally review and accept the waiver conditions, and fundraise the minimum requirement. Team Captains cannot register other people online when registering themselves.

*18 years and under
Now is the time to reach out to your family, friends and colleagues by sharing the link to your team page.

Ask people to join your team by registering online.

- Login to your “Participant Centre”
- Click on the ‘Email’ tab
- Choose the desired email template from the three options: ‘Donor Thank you’, ‘Recruiting’ and ‘Ask for Donations.’
  Emails can be customized.
- Choose ‘Recruiting’ from the menu
- Send emails to potential team members. These emails will contain a link to your team page, where people can sign up and join your team.
- Promote event details (and your team-building and fundraising efforts) on your social networks to entice others to join and/or donate.

Tip: Join us online for up-to-date event details.
Facebook - facebook.com/UWGreaterTO
Twitter - twitter.com/uwgreaterTO
Instagram - instagram.com/uwgreaterTO
LinkedIn - linkedin.com/company/uwgreaterto
Encourage team members to fundraise. Promote your participation on social media to gather donations. Be sure to share your team goal and fundraising ideas, and keep everyone aware of your team’s progress.

Log in to your Participant Centre to get started!

- Choose the ‘Email’ tab
- Choose the desired email template from the three options given, ‘Donor Thank you’, ‘Recruiting’ and ‘Ask for Donations.’ (Emails can be customized)
- Choose ‘Ask for Donations’ from the menu
- Send emails to potential sponsors. These emails will contain a link to your page, where people can easily make a pledge. You are able to add/import contacts.

**FAQs**

**Minimum fundraising requirements per person:**
- Public Climb - Saturday, November 2: $100
- Student* Climb - Saturday, November 2: $60
- Corporate Climb - Sunday, November 3: $100

*(18 years and under)*

**Fundraising deadline:**
Minimum fundraising requirements must be submitted by event day to be eligible to climb.

Here are 6 small steps to help you and your team raise $500 in just 1 week.

1. **Make a self-pledge**
   Lead by example! Make a self-pledge of $50 to kick-start your fundraising and encourage your team members to do the same. This will show your commitment to potential donors and they will follow your lead.

2. **Connect with your family**
   Your family will be so proud to hear that you are climbing the CN Tower to help communities rise from poverty to possibility. Connect with four family members and ask them to donate $25 each. That’s another $100!

3. **Talk to your workplace**
   Many companies offer a matching gift program. Find out if your workplace will match your self-pledge of $50.

4. **Fundraise on social media**
   Post on social media about your participation in UP 2019. Include a link to your Team Fundraising Page and ask your network for donations of $20. No amount is too small! If you receive five donations of $20, you have raised another $100.

5. **Host a team fundraising event**
   Raise $100 by hosting a team bake sale, car wash or garage sale. Create posters to tell your customers that all proceeds from your event are going to fuel United Way’s work to help communities reach their full potential.

6. **Ask your friends**
   Reach out to your friends by sending them emails through your Participant Centre and remind your team to do the same. It is super easy! Email six friends and if four of them make $25 donations, you have added another $100 to your fundraising total.
**STEP 4: TRAINING TIPS**

Are you ready to take 1,776 steps UP the CN Tower? Here are some tips to help you and your team train for UP 2019.

1. **Take the stairs**
   Take the stairs whenever you can. Try not to take escalators and elevators when stairs are an option. The more stairs you can climb, the better!

2. **Organize a team training event**
   Coordinate a small team training event with your team members. Reach out to your workplace or apartment building and ask if you can practice climbing in the building’s stairwell. You can also find outdoor staircases around the city!

3. **Warm up**
   Don’t forget to warm up before you start training. Stretching before and after you climb will help to reduce muscle tension.

4. **It is not a race**
   Although some climbers may climb faster than you, don’t forget that UP 2019 is not a race. Take your time, climb safely and enjoy stepping #UP4Community!

5. **Wear athletic footwear**
   At UP 2019, it is important to wear proper athletic footwear to avoid injury while climbing the CN Tower. It is a good idea to wear the same shoes that you used when training for the climb so that you are most comfortable.

6. **Take the advice of experts**
   Talk with the instructors or trainers either at your local gym or fitness studio and ask them for suggestions on training for UP 2019. They know best!

**STEP 5: PICK UP YOUR TEAM KIT**

**Mandatory advance climbing chip pick up**
- To improve your event experience and reduce wait times at UP 2019, this year we’re making it MANDATORY to pick up your climbing chips in advance of the event (not applied to Student Climb).
- Team captains should pick up their team kit containing timing chips and admittance wristbands and distribute to their team members before the event.
- Hand in any offline pledges (i.e. cash and cheques), if applicable, and a completed pledge form when you pick up your team kit.

Remember: if you are picking up on behalf of your team, please let your team members know.

**Location:**
United Way Greater Toronto
26 Wellington St. East
12th Floor Meeting Room

**Pickup dates:**
Saturday, October 26 from 9 a.m. to 3 p.m.
Monday, October 28 from 10 a.m. to 7 p.m.
Tuesday, October 29 from 10 a.m. to 7 p.m.
Wednesday, October 30 from 7 a.m. to 7 p.m.

**Free delivery of climbing chips for Corporate and Public teams**
If your team has 15 or more members* who have fundraised the minimum by 5:00 p.m. on October 22, we will ship your climbing chips to your team captain via courier for FREE!

*Does not apply to School Climb teams.
Here are a few guidelines for making your climb as seamless and enjoyable as possible. Please share this information with your team members!

- **Arrive early to Metro Toronto Convention Centre (MTCC), North Building, Hall A, 255 Front Street West.** Check-in begins at 5:00 a.m. and the climb begins at 6:00 a.m. We encourage you to arrive early to avoid long lines and top of tower congestion. Participants must be in line for the tower before 10:00 a.m. or they will not be permitted to climb.

- **Only climbers who have submitted the minimum required fundraising amount will be eligible to climb.**

- **Team members leave coats and other personal items with the provided coat check.**

- **All participants must get their wristbands stamped at MTCC before heading to the tower.**

- Once your team leaves Hall A, the climb takes approximately 45 minutes. However, there may be unforeseen delays in waiting to climb the CN Tower. These delays are to ensure your safety, and we appreciate your patience.

- **Keep to the right to allow faster climbers to pass.**

- **The top of the CN Tower can get very busy and warm during the climb. In the interest of public safety, please make your way back to ground level (via the elevators) as soon as possible.**

- **Return to the MTCC, North Building, Hall A, 255 Front Street West, to receive your official 2019 UP T-shirt and to enjoy our onsite activities.**

NOTE: Climbers under the age of 18 must be accompanied by an adult (21 or older). Waivers must be signed by a legal guardian prior to the event, and by the climber and adult (21 or older) at the event. Waivers signed by legal guardians must be presented at the climb.

For a copy of the waiver, visit our event homepage at uwgta.org/up2019 and select the EVENT FAQ tab, then scroll down to section WHY DO I HAVE TO SIGN A WAIVER.
WHAT CAN I BRING UP THE CN TOWER?
For safety reasons, climbers must be hands-free and cannot carry anything during the climb, including water. All items MUST be left with friends or at the free coat check area at MTCC in Hall A before heading to the Tower.

Volunteers and/or CN Tower staff cannot hold any personal items for climbers.

NOT PERMITTED:
- Water (hydrating stations will be provided just before climbing and as they exit the stairwell)
- Backpacks/infant carrier
- Recreation equipment, e.g. wrist weights, etc.
- Electronics, photo/video recording devices: (Note: listening to music through any portable music device is not permitted while climbing the CN Tower)
- Cell phones
- Portable music devices
- Cameras
- GoPros or action cameras
- Candy/food/gum (diabetics who wish to carry candy must provide a doctor’s note in advance)
- Non-prescription medication
- Coins (any collected on site will be donated to United Way Greater Toronto)
- Hand towels
- Open toed and/or open heeled footwear
- Canes, unless for a medical reason. Arrangements must be made in advance and these climbers must climb at the end of the climb

Items are not limited to the list above.

PERMITTED:
- Fanny Pack (must be secured) will be permitted for the purposes of carrying identification and keys ONLY
- Keys (must be secured in pocket or fanny pack)
- Regular, fitness and smart watches
- Secured pedometers
- Secured Fitbit (or equivalent compact fitness trackers)
- Prescription medication
- Prescription glasses
- Medical heart monitor, diabetic monitors, etc.
- ID including school documentation form for children
- All clothing worn properly, not tied around waist
- Proper athletic footwear
- Cash (no coins) must be secured in pockets or fanny pack

WHERE CAN I STORE MY BACKPACK, PURSE OR JACKET?
Please leave all valuables at home. There will be a coat and bag check, located in Metro Toronto Convention Centre, North Building, Hall A. This area gets very busy. We encourage you to bring as few items as possible to the event; this will lessen the changes of lost or misplaced articles. Please note that United Way Greater Toronto, CN Tower and Metro Toronto Convention Centre are not responsible for lost or stolen articles.

WHERE DO I PICK UP MY EVENT T-SHIRT?
Return to Hall A at the Metro Toronto Convention Centre, after climbing the CN Tower. Here, you can pick up an official 2019 UP t-shirt (featuring space to record your climb time).

CAN I CLIMB MORE THAN ONCE?
No. Multiple climbs are not permitted.
Encourage your team members to continue fundraising for UP 2019. Teams who raise $5,000+ by 5:00 p.m. on October 22, 2019 will receive a $200 Metro gift card to support their post-event celebration.

Tip: Ensure that your team members have asked all of their potential sponsors (including family, friends, neighbours, co-workers, company vendors, etc.) for a donation. Send a final reminder to those who have been contacted, but who have not yet donated. Don’t forget, it generally takes three emails to get someone to act!

You can also win great prizes including a 7-night cruise for two valued at over $12,000. Visit our event homepage uwgta.org/up2019 and select the Awards & Prizes tab for complete prizing details.

Fundraising Deadline for Top Team Awards and Individual Prizes:
Friday, November 15 at 5:00 p.m.

If you have any questions, please email us at unitedwayevents@uwgt.org. In the meantime, happy recruiting and happy fundraising.