

The logo consists of four horizontal bars of different colors: dark blue, light blue, yellow, and red, stacked vertically and slightly offset to the right.

BOYLE STREET 40 FUNDRAISING CHALLENGE

GET MOVING - GET CREATIVE - GET OUTSIDE THE BOX

Summer Fun for Everyone!

The Boyle Street 40 Fundraising Challenge is back! This is a chance to support an important cause right here in Edmonton – all the proceeds from Boyle Street 40 go straight to our 40+ programs and services that support vulnerable Edmontonians experiencing poverty and homelessness. Boyle Street 40 is designed to be easy, fun and to help get your community engaged in a cause you care about! Decide on which of our three challenges suit you best – get moving, get creative, or get out of the box. Team up with your family, friends or colleagues and choose a challenge to complete this summer to fundraise in support of Boyle Street Community Services.

Choose Your Own Challenge

How you participate is entirely up to you! It's not about what you're doing, it's why you're doing it. Choose a challenge that suits your interests, passions and comfort level! We developed BS40 with the intention to be as inclusive and safe as possible for everyone who wants to participate. The goal of this event is to fundraise, raise awareness, and have fun. That's why we've decided to leave the "what" up to you! **Remember, it's not what you're doing, it's why you're doing it!**

Get Moving - Get Creative - Get Outside the Box!

**Participate in your own #BS40Challenge on Saturday, June 18th
and help us reach our goal of raising \$40,000!**

Why the Number 40?

The number 40 refers to the 40+ programs and services offered by Boyle Street Community Services. These programs and services empower, support, and serve our neighbours in Edmonton who are experiencing poverty and homelessness. The diversity of programming reflects the diversity of people who access these services on a daily basis. Our child and family, youth, and adult programs walk beside individuals as they address their needs regarding physical, mental, and spiritual health, as well as housing, finances, food security, employment, and more. By participating in 40 of something on June 18, you're acknowledging and honouring each one of our programs and the clients it serves in every step, pedal, recipe -- or whatever -- you take on!





BOYLE STREET 40

FUNDRAISING CHALLENGE

GET MOVING - GET CREATIVE - GET OUTSIDE THE BOX

I'm biking 40 km for the
Boyle Street 40 Challenge!

I'm running 4.0 km for the
Boyle Street 40 Challenge!

I'm baking 40 cupcakes for the
Boyle Street 40 Challenge!

I'm _____ for the
Boyle Street 40 Challenge!

Fundraising Goals:

40 teams to help us raise \$40,000
- 100% of the proceeds raised will
go directly to funding our
40+ programs and services

Recruit your team and pick your challenge:

March 25 – May 11

Fundraising timeline:

May 12 – June 18

**There is no registration fee
for this event!**

Fundraising Impact

By participating in the Boyle Street 40 Fundraising Challenge you will:

- Contribute to the organization's financial security, ensuring these programs can continue to be accessed by those most in need
- Advocate for our city's most vulnerable populations by reducing stigma and spreading awareness of the cycle of poverty and homelessness
- Connect a wider community to Boyle Street's mission, helping to build relationships that will further our cause
- Support innovative projects like our flex housing program for female-identifying clients
- Show your support for clients accessing programs like our managed alcohol program
- Show Edmonton cares about the 7,000 people who accessed our Community Centre in 2021
- Support Harm Reduction

Sign Me Up!

To learn more and to register yourself and your team, please visit
www.boylestreet.org/40Challenge

Questions? Email: development@boylestreet.org or call: (587) 338-1740