



At-a-Glance Guide

Your Charipillar Journey Begins Here

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Welcome to Charipillar

Charipillar is a 90-day wellness and giving journey that helps you strengthen your wellbeing while supporting a charity you care about. This Quick Guide will help you register, get started, choose your challenges, understand the platform, and begin making an impact, personally and collectively.

For full instructions and challenge descriptions, see the complete Charipillar Journey Guide.

1. Getting Started

Registration Steps:

- Pick a Pillar: Choose one of the Eight Pillars of Wellness (physical, nutritional, emotional, social, spiritual, intellectual, financial, environmental).
- Pick a Challenge: Select one core challenge within your pillar to focus on for the full 90-day period.
- Pick a Charity: Choose one of Charipillar's ten partner charities. Your efforts and fundraising will benefit this organization.
- Join a Group (Optional): If you're part of a school, workplace, ministry team, or community group, add your group name so your contributions support your team's results.

Once registered, you'll be directed to your Charipillar Personal Page, where you can personalize your goals and track your progress.

2. Your Charipillar Personal Page

Your Personal Page is your home base for wellness, reflection, and fundraising.

Key Features:

- Fundraising Goal Bar – Shows dollars raised toward your goal
- Challenge Progress Bars – Track completion for each challenge
- My Purpose Section – Share why you're participating
- Invite Friends / Invite Donors – Easily share your journey
- Team Leaderboard – See collective impact and friendly competition
- Scrapbook – Upload photos and reflections from your journey

3. Choosing and Completing Challenges

How Challenges Work:

- At registration, you choose one core challenge and one pillar as your focus.
- Over 90 days, you may follow a curated set of smaller challenges or select your own from the full list.
- Challenges are all short and meaningful and fall into one of three lengths:
 - 1 week / one-time activities
 - 2-week activities
 - 4-week activities
- Challenge Points
 - 1-week / one-time challenges = 10 points
 - 2-week challenges = 20 points
 - 4-week challenges = 40 points
- \$1 raised = 1 point
- Your total score (challenge points earned + dollars raised) is your Impact Achieved.

Challenge Categories by Pillar:

- Physical Wellness: Movement, strength, flexibility, posture, rest, recovery

- Nutritional Wellness: Balanced eating, hydration, mindful food habits, nutrient boosting
- Emotional Wellness: Gratitude, self-reflection, stress reduction, mindset practices
- Social Wellness: Connection, kindness, communication, community engagement
- Spiritual Wellness: Meditation, gratitude, purpose, service, reflection
- Intellectual Wellness: Learning, creativity, problem-solving, focus, skill development
- Financial Wellness: Budgeting, saving, mindful spending, financial literacy
- Environmental Wellness: Sustainability, conservation, organizing, community stewardship

4. Teams, Engagement & Motivation

Joining or Creating a Team:

Whether you're participating as an individual or part of a school, company, congregation, or community, teams help you:

- Build accountability
- Encourage friendly competition
- Strengthen relationships
- Celebrate milestones together

Teams can be created or joined directly from your Charipillar Personal Page.

Ways to Stay Engaged:

- Follow themed mini-challenges
- Celebrate milestones (donation goals, challenge completion)
- Share your progress on social media
- Upload photos to your Scrapbook
- Invite friends, family, colleagues, and supporters to join

5. Fundraising & Impact

How Fundraising Works:

Donations go directly to your chosen charity through secure Stripe processing. Supporters can give via:

- Your Personal Page
- Shared links
- Team pages
- Social media
- WhatsApp/email invitations

Why Fundraising Matters:

- Charipillar is built on the belief that personal wellbeing grows stronger when paired with generosity.
- Every challenge strengthens you—every donation strengthens your cause.
- Charipillar Points Formula
 - $\text{Impact Achieved} = \text{Dollars Raised} + \text{Challenge Points Earned}$
- Your progress appears on:
 - Individual Leaderboard
 - Team Leaderboard
 - Challenge and fundraising progress bars

6. Quick FAQs

Q: Do I have to fundraise?

A: No, but fundraising amplifies your impact and increases your points.

Q: Can I complete more than one challenge?

A: Yes. You have one core challenge but may complete additional short challenges over 90 days.

Q: What if I forget to log progress?

A: You can update your challenge progress anytime manually.

Q: Can families, groups, or teams participate together?

A: Absolutely. Charipillar encourages collective wellness and shared giving.

7. Where to Go Next

For a complete walkthrough of the Charipillar experience, including pillar overviews, full challenge descriptions, scoring details, registration steps, platform navigation, fundraising tools, engagement ideas, team guidance, and best practices, visit the full Charipillar Journey Guide.



Closing Message

Your decision to participate in Charipillar already makes you part of something extraordinary. You are helping build a community that believes in becoming better and doing better, one challenge and one act of generosity at a time.

Sophie and I thank you for being part of this vision. Your energy, compassion, and effort move us closer to a shared goal: raising one billion dollars for an ever-growing community of remarkable charities, and creating a stronger, healthier, and more connected world for everyone.

Ian & Sophie Tonks
Co-Chairs, Charipillar