



Business Challenge Guide

Your Charipillar Journey Begins Here

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Wellness Challenges That Transform You and the World

Welcome to the Business Challenge Experience

Your Charipillar business challenge is more than a wellness initiative. It is a proven way to build engagement, strengthen culture, and unite your people around shared purpose. This guide will show your organization how to create connection, improve wellbeing, and energize your workforce, with charitable giving as a natural result of your team's collective effort.

Every challenge encourages employees to participate in meaningful wellness activities while contributing to something bigger than themselves. The outcome is twofold: a healthier, more connected workplace and a measurable charitable impact that reflects your organization's values in action.

Your journey begins here, with everyday actions that strengthen your culture and make a lasting difference.

What Charipillar Is

Charipillar is an interactive employee engagement platform that combines personal wellness, team connection, and social impact. Built around eight interconnected pillars—physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental—it helps participants form habits that enhance their lives and bring people together.

The result is a workplace that feels more energized, more united, and more purpose driven. Charitable giving is simply what happens when engagement thrives.

How It Works for Businesses

Follow these steps to build connection, boost participation, and make a measurable impact.

Choose a Charity

Begin by choosing a charity that aligns with your organization's mission or inspires your people. The company or initiative leader can select one charity from our list of ten on behalf of everyone, or individuals and teams can each choose their preferred charity from the same list, allowing giving to be spread across multiple beneficiaries.

Set a Timeframe

While challenges can vary in length, a 90-day challenge creates the strongest impact. It gives participants time to build healthy habits, deepen relationships, and sustain enthusiasm for both wellness and service. And remember, you can always begin another 90-day challenge once you finish the first to keep your momentum going.

Engage Your Team

Employees participate individually or in teams, completing wellness activities across Charipillar's eight pillars. Each activity logged contributes to individual growth, team connection, and a shared sense of achievement.

Earn Points and Raise Funds

Every action on the platform contributes to three integrated outcomes:

- Dollars Raised – Funds generated through individual fundraising, department sponsorships, or company matching
- Challenge Points Earned – Points awarded for completing wellness activities across the eight pillars
- Total Impact – The combined total of dollars raised, and challenge points earned, representing each participant's and team's overall contribution

Leaderboards and reports track progress across all three metrics, helping teams celebrate their growth and see the ripple effect of their participation.

Celebrate Together

At the end of your challenge, bring everyone together to celebrate connection, commitment, and collective progress. Recognize top performers, share success stories, and highlight how the team's energy and participation made a real difference.

When employees feel valued, connected, and well, engagement grows and giving follows naturally.

Why Businesses Use Charipillar

Charipillar is not just about fitness or philanthropy. It is about culture, connection, and engagement.

- **Strengthen Connection:** Build stronger relationships and morale through shared wellness goals and team experiences
- **Boost Engagement:** Encourage participation through friendly competition and personal accountability
- **Promote Whole Person Wellness:** Support every aspect of employee wellbeing—body, mind, and purpose
- **Inspire Purpose:** Align company culture with contribution, turning everyday actions into meaningful outcomes

When your people are engaged, your culture thrives. The charitable impact is simply the reflection of that success.

Challenge Format Options

Businesses can shape their Charipillar experience in several ways. Each format supports teamwork, motivation, and impact.

Individual Leaderboard

Employees participate as individuals to earn the most points. This format highlights personal growth and friendly competition. It works best when several recognition levels are offered so more participants feel celebrated.

Department vs Department

Teams compete based on their department's total impact, which combines both dollars raised and challenge points earned per participant. This format keeps the competition fair, fosters teamwork, and encourages departments to inspire full participation. Each team's total impact appears on the team leaderboard, showcasing the collective wellness and generosity of every department.

Hybrid Challenge

The hybrid model highlights both individual and team achievements. Individuals are measured on the individual leaderboard, which tracks their total impact through dollars raised and challenge points earned. Teams are measured on the team leaderboard, where each department's total impact showcases collective wellness and generosity. This dual structure fuels friendly competition and ensures that both personal effort and team success are celebrated equally.

For most first-time business challenges, the hybrid format offers the best balance of engagement, inclusivity, and fun.

How to Run Your Challenge

This simple framework will help you plan, launch, and celebrate a successful Charipillar Challenge from start to finish.

Begin with Purpose

Start by choosing a charity or cause your business can rally behind. Discuss the purpose, share stories, and help members understand the difference their efforts can make.

Choose Your Format

Select the challenge type that best suits your company culture—individual, team based, or hybrid. Establish your desired timeframe, ideally 90 days, to allow habits, relationships, and impact to grow meaningfully over time.

Select Challenges

At registration, each employee selects one pillar and one core challenge to focus on. After registering, employees or teams can follow a curated set of related challenges or choose their own short challenges to complete over the 90-day period. This structure gives everyone a clear starting point while allowing the flexibility to choose activities that support wellbeing, strengthen team engagement, and build lasting positive habits.

Register on the Platform

Each participant creates an account on Charipillar using their name, email, and company or department name. Employees can either join an existing team page or create a new one. Team members can invite others to join their page, so scores and fundraising totals are combined. Participants who are not part of a team still have their own personal page to track progress and manage individual fundraising.

Prepare for Launch

Designate a Challenge Lead to coordinate communications and logistics. Schedule announcement emails, create promotional materials, and prepare your kickoff message so everyone feels informed and excited before the start.

Kickoff Celebration

Host a short meeting or virtual gathering to launch the challenge. Explain how to register, log activities, and monitor progress. Share your prize categories and recognition plans to inspire participation.

Sample Kickoff Message

Welcome to the Charipillar Wellness Challenge. Over the next several weeks, we will work together to improve our health, strengthen our connections, and raise money for a great cause. Every challenge you complete earns points and contributes to our overall donation total. Whether your focus is movement, mindfulness, learning, or helping others, there is a challenge for you. Let's make this one of the most rewarding and impactful quarters of the year.

Midpoint Connection

Halfway through your challenge, share updates, highlight top performers, and celebrate participation. A 90-day challenge provides opportunities for multiple check ins, each one a chance to reenergize your teams and remind them that every action contributes to something larger.

Sample Midpoint Message

We have reached the halfway mark in our Charipillar Wellness Challenge. Together we have made incredible progress, earning points, raising funds, and strengthening our community along the way. Take a moment to celebrate your efforts and look ahead to the goals you still want to reach. Every challenge completed and every dollar raised moves us closer to our shared impact. Let's keep the momentum going and finish the second half even stronger.

Final Stretch

As the finish line approaches, send reminders and spotlight easy win challenges to help participants stay active and finish strong.

Sample Final Stretch Message

The final days of our Charipillar Challenge are here. Now is the time to complete those last few activities, log your progress, and encourage teammates to join you. Each action you take makes a difference for your own wellness and for the cause we support. Let's give our best effort and make these final moments count.

Celebrate Your Success

End with gratitude and recognition. Host a brief ceremony, virtual or in person, to thank everyone who participated, reveal the total raised, and share how the charity will use the funds. Acknowledge individual and team achievements and reflect on the positive changes that came from this shared experience.

Sample Completion Message

Congratulations on completing the Charipillar Wellness Challenge. Together we have strengthened our wellbeing, deepened our connections, and made a real difference for a worthy cause. The points earned, funds raised, and total impact achieved reflect the collective heart of our organization. Thank you for being part of this journey and for showing that wellness and giving can grow side by side.

Awards and Recognition

Recognition is a powerful motivator. Celebrate both individual and team achievements by presenting awards that honor effort, engagement, and impact across all areas of participation. Award categories may include:

Individual Categories

- Wellness Champion – highest total impact score combining challenge points and dollars raised
- Challenge Achiever – most challenge points earned through completed wellness activities
- Fundraising Hero – most dollars raised for the selected charity

Team Categories

- Team Spirit Award – most supportive and enthusiastic team
- Full Participation Award – departments or teams with one hundred percent participation

Prize ideas can range from certificates and shoutouts to wellness kits, gift cards, or extra personal time. The most meaningful reward is the pride of knowing your efforts created change for both your team and your chosen charity.

Engagement Boosters

Keep energy and enthusiasm high by adding meaningful touchpoints throughout the challenge. Small surprises and moments of recognition remind participants that every action matters and that their efforts are seen and appreciated.

- Host short, themed contests that spark creativity, connection, or friendly competition
- Spotlight high participation teams and individuals in internal communications or meetings
- Share short video messages or updates from your supported charity to show real world impact
- Celebrate milestones such as reaching donation goals or completing sets of wellness activities

These simple gestures sustain motivation, strengthen community spirit, and keep the Charipillar experience fresh and rewarding from start to finish.

Frequently Asked Questions

Q: Do I need to be highly athletic to participate?

A: No. Each challenge offers flexible options suited to every fitness level and personal interest. Choose what fits your goals and abilities.

Q: How do I log my activities and keep score?

A: Simply record progress and completed challenges on your Charipillar personal page. The system automatically tracks points and progress.

Q: Is there a cost to join?

A: There is no cost to employees. Your participation itself contributes to the company's charitable donation.

Q: How long should my challenge last?

A: Charipillar recommends a 90-day challenge for the most lasting results. Ninety days gives you enough time to build meaningful habits and see real impact over time. And remember, you don't have to stop at just one. Many participants choose to begin a new 90-day challenge right after finishing the first to keep their momentum going and deepen the growth they've started.

Q: How is success measured?

A: Success is measured through three key outcomes: dollars raised, challenge points earned, and total impact made. Together, these metrics provide a clear picture of your team's collective wellness engagement and charitable contribution.

Final Encouragement

Your business challenge is not only about points or prizes. It is about people, about building healthier habits, stronger relationships, and a sense of shared purpose. Every step taken, every challenge completed, and every donation made reflects your organization's belief that wellness and generosity go hand in hand.

Together, you are transforming health into hope and teamwork into tangible good. The impact begins within your walls but reaches far beyond them.

Your Charipillar journey starts now. Let it inspire your company to thrive, give, and grow, one challenge at a time.



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