



Charity Partners Challenge Guide

Your Charipillar Journey Begins Here

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Extending Wellness and Purpose to Strengthen Your Mission

Welcome to the Charity Partner Experience

As one of Charipillar's selected beneficiary organizations, your partnership helps power a global movement of wellness and generosity. Our shared goal is to raise one billion dollars for worthy causes by 2036, and your organization is part of that mission.

This guide is not a requirement or an obligation. It is an invitation to explore how you can deepen your impact through Charipillar's platform if you choose. Charipillar already raises funds on your behalf through its growing community of individuals, groups, schools, businesses, and faith-based organizations. You are not expected to run challenges or manage campaigns.

However, if you wish to expand your reach and engage your networks—employees, volunteers, vendors, and donors—Charipillar provides optional tools and templates to make that simple and inspiring.

You can use this guide to:

- Educate your staff, volunteers, and key supporters about the Charipillar partnership and how it aligns with your mission
- Encourage your donor community to participate in a wellness challenge that supports your cause and introduces new people to your work
- Use the other five Charipillar Challenge Guides—for Individuals, Groups, Businesses, Schools, and Faith Based Organizations—to invite participation through their networks on your behalf

Participation is entirely optional. The Charipillar team manages the fundraising. You simply have the opportunity to amplify awareness and engagement through your own community if you wish.

What Charipillar Is

Charipillar is an interactive wellness and giving platform that connects personal wellbeing to collective good. Built around eight connected pillars—physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental—it empowers people and organizations to grow healthier while giving back to causes that matter.

Every challenge completed benefits participants personally while contributing financially to partner charities like yours. Through Charipillar, individuals and communities transform small daily actions into measurable global impact.

How Charity Partners Can Engage

1. Educate and Inspire Internally

Share the story of Charipillar within your organization to help employees, volunteers, and board members understand the impact of this partnership. This can be a learning experience rather than a fundraising effort.

- Include Charipillar in internal newsletters or staff meetings to highlight how wellness and giving connect to your mission
- Encourage team members to try a short challenge to experience the platform firsthand
- Use Charipillar's eight pillars as themes for volunteer training or wellness initiatives

This creates internal ambassadors who understand and can speak confidently about the partnership's purpose.

2. Engage Your Donor Network

Charipillar offers an opportunity to energize your existing donor base while expanding your reach.

- Invite donors to participate in a challenge that supports your charity, connecting their personal growth to your mission

- Encourage them to share their progress and invite friends, family, or colleagues to join in
- Recognize participation and impact through your own communication channels

This approach strengthens donor loyalty, brings new supporters into your ecosystem, and links health and purpose in a way people love to share.

3. Expand Through the Charipillar Network

Charipillar already engages five major audiences—Individuals, Groups, Businesses, Schools, and Faith Based Organizations. Each audience has its own Challenge Guide with ready-made templates that explain how to join and raise funds for one of our partner charities.

You can direct aligned partners, sponsors, or contacts to these guides to help promote your cause through their preferred channel. For example:

- A local business can use the **Business Guide** to run a workplace wellness challenge that benefits your charity
- A nearby school can use the **Schools Guide** to teach students about wellness and giving while supporting your cause
- A community group or congregation can use the **Groups** or **Faith Based Guides** to make your charity part of their service focus
- An individual donor can use the **Individuals Guide** to create a personal challenge and invite others to join

Each of these pathways builds awareness, inspires giving, and grows your donor base organically, without any additional effort from your organization.

Why Charity Partners Benefit from Charipillar

Charity partners gain meaningful value from participating in the Charipillar Wellness Challenge, including:

- **New Funding Streams:** Charipillar introduces your mission to new audiences who may never have encountered your work otherwise.
- **Ongoing Awareness:** Every challenge includes storytelling opportunities that highlight your impact and share your mission year-round.
- **Deeper Donor Engagement:** Supporters who participate in challenges feel emotionally and personally connected to your cause.
- **Wellness Culture for Your Team:** Staff and volunteers benefit from healthier habits and stronger morale when they participate in small challenges together.
- **Effortless Partnership:** Charipillar manages the fundraising. You receive the proceeds and the visibility while deciding how involved you wish to be.

Using Charipillar for Education and Inspiration

Even if you do not plan to raise funds through Charipillar directly, sharing the concept can deepen your community's understanding of your mission.

Sample Internal Message

Our organization is proud to be one of Charipillar's beneficiary partners. Charipillar connects health and purpose by inviting people to complete simple wellness challenges that also raise funds for important causes like ours. We encourage our staff, volunteers, and friends to explore Charipillar and experience how wellness and generosity come together to make a difference.

Using Charipillar to Engage Donors

If you choose to invite donors to participate, Charipillar provides a simple and inspiring experience.

Sample Donor Message

Join us in a Charipillar Challenge supporting our mission. Every wellness activity you complete earns points and contributes to positive change. Whether you walk, meditate, volunteer, or learn something new, your actions support our work and help us reach more people in need. Together we can make health and hope grow side by side.

Connecting to Other Challenge Guides

If your organization would like to promote Charipillar Challenges within your networks, please share links to our other five guides:

- Individuals Guide – For supporters who want to make a personal impact
- Groups Guide – For community, civic, or recreational groups that want to participate together
- Business Guide – For companies that want to connect wellness and corporate giving
- Schools Guide – For educators and students learning about wellness and social good
- Faith Based Guide – For congregations and faith communities inspired to serve others

Each of these guides provides everything needed to plan and promote a Charipillar Challenge in support of your charity.

Frequently Asked Questions

Q: How does Charipillar help our organization grow

A: Charipillar raises both awareness and funds by connecting wellness and generosity. Every challenge introduces your charity to new audiences and strengthens connections with existing supporters.

Q: What are the benefits of sharing Charipillar within our network

A: Sharing Charipillar inspires people in your network to live healthier, give more generously, and tell others about your mission. It turns participants into advocates who naturally expand your reach.

Q: How can we engage our staff and volunteers

A: Encourage them to participate in a Charipillar Challenge for fun and wellness. It builds teamwork, reinforces your mission, and helps them experience the platform they are representing.

Q: How can Charipillar complement our existing fundraising

A: It provides an additional channel for engagement without replacing your existing campaigns. It brings in new donors through lifestyle-based participation rather than traditional appeals.

Q: How can we share Charipillar with corporate or community partners

A: Direct them to the appropriate Challenge Guide for Businesses, Groups, or Faith Based Organizations and encourage them to choose your charity as their beneficiary.

Final Encouragement

Your organization is already making an extraordinary difference in the world. Charipillar exists to magnify that difference by connecting people to your mission through action, wellness, and generosity.

There is no obligation to do more, only an open invitation to use these tools if they can serve your goals. Whether you simply share the story of Charipillar, introduce it to your team, or invite your supporters to join a challenge, every effort helps grow awareness and impact.

Together we are proving that when people take better care of themselves, they also take better care of the world around them.

Your Charipillar journey continues here—one challenge, one act of wellness, and one ripple of generosity 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