



## Individuals Challenge Guide

Your Charipillar Journey Begins Here

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Wellness Challenges That Strengthen You and the World Around You

## Welcome to the Charipillar Challenge Experience

Your Charipillar Challenge is more than a wellness program. It is a personal journey of growth, gratitude, and giving. Through this experience, you will strengthen your body, mind, and spirit while making a real difference for causes you care about.

This guide will help you get started, stay motivated, and make your challenge meaningful from the first day to the last. Whether you participate on your own, invite family and friends to join, or simply use the experience to inspire others, Charipillar helps you live with intention and give with purpose.

Every challenge connects your personal wellbeing to a greater good. When you take care of yourself, you become better equipped to care for others.

Your journey begins here, with small, everyday actions that strengthen your life and uplift the world around you.

## What Charipillar Is

Charipillar is an interactive platform that combines personal wellness and charitable giving to create positive change. Built around eight interconnected pillars—physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental—it guides you to take meaningful steps toward a balanced and fulfilling life.

Each challenge you complete builds healthy habits, deepens your sense of purpose, and contributes to something bigger than yourself. It is wellness with impact.

## How It Works for Individuals

Follow these steps to start your journey, track your progress, and see your impact grow.

### Choose a Cause

Choose a charity from Charipillar's list of ten approved organizations that aligns with your personal values or inspires you to make a difference. You may complete your challenge privately or invite friends and family to support your chosen charity through your Charipillar page.

### 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.

### Select Your Challenges

You can choose a curated set of wellness challenges within one pillar or across all eight pillars. Each challenge is designed to be short, meaningful, and easy to complete, helping you build positive habits over time.

### Earn Points and Raise Funds

Every action you take on Charipillar contributes to three outcomes:

- Dollars Raised – Funds you collect through your donation page or from supporters who contribute to your cause
- Challenge Points Earned – Points you earn by completing activities that support your wellness and growth
- Total Impact – The combined total of dollars raised, and challenge points earned, representing your full contribution

You can track your progress on your dashboard and see how your actions turn into real impact.

### Celebrate and Reflect

At the end of your challenge, take time to look back on what you achieved. Reflect on your progress, celebrate how far you have come, and appreciate the difference you made, for yourself and for others.

### Why Individuals Choose Charipillar

Charipillar is about more than improving your health. It is about discovering who you can become when you live with intention and generosity.

- Strengthen Well Being: Build habits that nourish your body, mind, and spirit
- Find Purpose: Connect your daily actions to a meaningful cause
- Experience Joy: Turn growth into gratitude through giving
- Inspire Others: Lead by example and encourage friends or family to join your challenge

Every small action creates ripples of change. When you choose to grow, you help others grow too.

### Challenge Format Options

You can structure your Charipillar journey in the way that best fits your lifestyle and goals.

#### Personal Challenge

You set your own pace and complete challenges independently. This format is perfect for focusing on self-development and reflection, while still supporting your chosen cause.

#### Friends and Family Challenge

Invite friends, relatives, or neighbors to join you. Everyone completes challenges and raises funds for the same cause. It adds encouragement, accountability, and fun to your experience.

#### Hybrid Approach

Start your challenge on your own, then invite others to participate, donate, or simply cheer you on. This flexible approach allows your journey to grow naturally as you share it with people who care about you and your cause.

Each format gives you a way to deepen wellness, spread kindness, and make lasting impact, your way.

### 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 Intention

Start by choosing your cause and your why. Ask yourself what matters most and what change you would like to create. When you begin with intention, every step becomes more meaningful.

#### Choose Your Format

Decide whether you want to complete your challenge solo or invite others to join. Pick a 90-day window to build rhythm, consistency, and balance across the eight pillars.

#### Select Your Challenges

Choose your initial challenge, then explore a curated set of wellness challenges that inspire you. These may focus on one pillar or include activities from all eight pillars. Each challenge is designed to be short and meaningful, blending movement, learning, mindfulness, and acts of kindness to help you stay motivated and balanced throughout your journey.

## Register on the Platform

Create your Charipillar account, set up your donation page, and personalize it with your story. Share why you are participating and what your chosen cause means to you. This helps supporters connect with your mission and cheer you on.

## Kickoff Your Challenge

Start strong. Commit to your goals, schedule your activities, and invite others to support or join you.

## Sample Kickoff Message

Today I am beginning my Charipillar Challenge. For the next 90 days, I am focusing on improving my wellness and supporting a cause that matters to me. Each challenge I complete earns points and raises funds that help make the world a little better. If you would like to support me or join in, I would love to have you be part of my journey.

## Midpoint Check In

Halfway through your challenge, reflect on how you are feeling, what you have learned, and how your actions are impacting others.

## Sample Midpoint Message

I am halfway through my Charipillar Challenge, and I can already feel the difference. I have built new habits, supported a great cause, and learned a lot about balance and gratitude. I am staying focused and excited to finish strong.

## Final Stretch

As your challenge nears completion, finish with intention and joy.

## Sample Final Stretch Message

The final days of my Charipillar Challenge are here. I am wrapping up my remaining activities and celebrating how far I have come. Every challenge completed and every dollar raised has made this experience worthwhile. Thank you to everyone who has supported me along the way.

## Celebrate Your Success

Take time to appreciate what you have achieved. Share your experience, thank your supporters, and reflect on how this journey has strengthened your wellness, focus, and generosity.

## Sample Completion Message

I have completed my Charipillar Challenge, and it has been a powerful experience. I am healthier, more grateful, and inspired to keep making a difference. Thank you to everyone who joined me, donated, or encouraged me. Together we have shown that small actions can create big change.

## Awards and Recognition

Award categories may include:

- 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

Rewards can be as simple as self-reflection, journaling your growth, treating yourself to a healthy activity, or thanking those who supported your journey. The real reward is knowing that you lived intentionally and helped others along the way.

## Engagement Boosters

Keep your challenge inspiring and fun by adding variety and connection.

- Journal your progress weekly and note how each activity makes you feel
- Post short updates or reflections to inspire others
- Invite friends or family to join for specific days or activities
- Celebrate milestones such as completing a pillar or reaching your fundraising goal

These small steps help you stay focused, energized, and grateful as your journey unfolds.

## Frequently Asked Questions

Q: Do I need to be athletic to participate?

A: No. Charipillar challenges are for everyone. Choose activities that fit your abilities and interests.

Q: Do I have to fundraise to join?

A: No. You can complete wellness challenges for your own growth or raise funds for a cause you believe in. Both options are meaningful.

Q: Can I invite others to join me?

A: Yes. You can invite friends, family, or colleagues to join your challenge, create their own pages, or simply support your cause through donations.

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.

## Final Encouragement

Your Charipillar Challenge is about more than points or progress. It is about becoming your best self while helping others along the way. Every action, every reflection, and every moment of generosity brings new energy to your life and new hope to the world.

This is your journey, your cause, and your chance to grow in strength, purpose, and kindness.

Your Charipillar journey starts now. Let it inspire you to live well, give often, and make a difference, 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