



## Schools Challenge Guide

Your Charipillar Journey Begins Here

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Wellness Challenges That Strengthen Character and Change the World

## Welcome to the School Challenge Experience

Your Charipillar School Challenge is more than a fundraising event. It is an interactive learning experience that helps students understand the importance of personal wellness, teamwork, and giving back. Through this guide, your school will discover how to inspire healthy habits, nurture empathy, and bring purpose to everyday actions.

Each challenge connects personal wellbeing to collective good. When students learn to care for themselves and serve others, they develop habits and values that last a lifetime. Charipillar brings those lessons to life through meaningful activities that unite classrooms, strengthen school spirit, and make a difference in the world.

Your journey begins here, with simple, powerful actions that help students grow in character, connection, and compassion.

## What Charipillar Is

Charipillar is an interactive learning platform that combines personal development, wellness education, and charitable giving. Built around eight interconnected pillars—physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental—it helps students explore what it means to live well and do good.

Every challenge completed is both a step toward stronger personal wellbeing and a contribution to a greater cause. Charipillar turns important life lessons into experiences that are fun, rewarding, and rooted in purpose.

## How It Works for Schools

Follow these steps to help your students learn, grow, and make a difference together.

### Choose a Charity

Begin by choosing a charity that aligns with your school's mission or connects to an area of student interest. The initiative leader can select one charity from our list of ten on behalf of the entire school, or individual classes can each choose their preferred charity from the same list, allowing giving to be spread across multiple beneficiaries and creating excitement and ownership among students.

### 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. A 90-day period also aligns closely with the rhythm of a school semester or program term, making it an easy fit for structured routines. And remember, you can always begin another 90-day challenge once you finish the first to keep your momentum going.

### Engage Students

Students participate individually or in class teams, completing wellness challenges across Charipillar's eight pillars. Teachers or faculty members can guide reflection and discussion, helping students understand how each activity contributes to their own growth and the greater good.

### Earn Points and Raise Funds

Every action in Charipillar contributes to three measurable outcomes:

- Dollars Raised – Funds collected through student, class, or community fundraising
- 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 student's or class's overall contribution

Leaderboards and reports track progress across all three metrics, encouraging friendly competition and celebrating growth. Students can see how their actions add up to real world impact.

### Celebrate Together

At the end of your challenge, bring students, teachers, and families together to celebrate. Recognize participation, share success stories, and show how the funds raised will help others. When learning, wellness, and service come together, everyone wins.

### Why Schools Use Charipillar

Charipillar is not just about raising money. It is about developing students' sense of purpose, responsibility, and wellbeing while strengthening school community.

- Build Character: Students learn self-discipline, empathy, and gratitude through action and reflection
- Strengthen Connection: Classes work together toward common goals, building unity and school pride
- Encourage Whole Person Learning: Activities span all eight pillars to promote balance and self-awareness
- Inspire Purpose: Students experience the joy of making a difference and discover that giving back starts with personal growth

When students understand that wellness and generosity are connected, they learn lessons that go far beyond the classroom.

### Challenge Format Options

Schools can design their Charipillar Challenge to fit their size, schedule, and culture. Each format supports learning, engagement, and community spirit.

#### Individual Leaderboard

Students participate as individuals, earning challenge points for activities and raising funds through personal or class donation pages. This format highlights personal responsibility and allows every student to shine for their effort and commitment.

#### Class or Grade Challenge

Classes or grades compete based on their team'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 school challenges, the hybrid format offers the best mix of education, engagement, 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 selecting a charity from Charipillar's list of ten preferred organizations that your students can connect with personally. Encourage them to research the options, present ideas, and vote as a class or grade. This involvement builds ownership and enthusiasm from day one.

### Choose Your Format

Decide whether to run your challenge individually, by class, or as a hybrid. Set your timeframe—ideally 90 days—to help students form meaningful habits and understand how consistency leads to impact.

### Select Challenges

At registration, each student selects one pillar and one core challenge to focus on. After registering, students or teams can follow a curated set of related challenges or choose their own short challenges to complete over the 90-day period. This approach provides a clear focus while still giving students the freedom to pick activities that support wellbeing, encourage teamwork, and build lasting positive habits.

### Register on the Platform

Each participant creates an account on Charipillar using their name and email and creates or joins a team or group page. Participants who are not part of a group still have their own personal page to track progress and manage individual fundraising.

### Prepare for Launch

Designate a School Challenge Lead to oversee planning and communication. Share the challenge details during a school assembly or in classroom announcements. Use posters, videos, or student-created materials to build excitement.

### Kickoff Celebration

Host a short assembly or virtual event to officially launch the challenge. Explain how to register, log activities, and track progress. Share award categories and inspire participation by connecting the challenge to the school's values and goals.

### Sample Kickoff Message

Welcome to the Charipillar School Challenge. Over the next several weeks, we will grow together in health, kindness, and community. Every challenge you complete earns points and helps raise funds for a great cause. Whether you focus on moving more, learning new things, or helping others, every action makes a difference. Let's make this one of the most meaningful and inspiring seasons of the school year.

### Midpoint Connection

Halfway through your challenge, celebrate progress, share stories, and remind everyone of the difference they are making. A 90-day challenge allows for multiple check-ins that keep students motivated and connected.

### Sample Midpoint Message

We are halfway through our Charipillar Challenge and already making a difference. Together we have grown stronger, helped others, and shown what it means to live with purpose. Keep going, stay positive, and remember that every action you take brings us closer to our goal. Let's finish the second half of this journey with energy, teamwork, and gratitude.

### Final Stretch

As the challenge nears completion, encourage students to complete remaining activities and celebrate small wins.

### Sample Final Stretch Message

The finish line is in sight. Now is the time to complete your last few challenges, log your progress, and encourage your classmates. Each action counts, and together we can make this final push our most impactful yet. Let's end strong, with full hearts and lasting memories of what we achieved together.

## Celebrate Your Success

End with gratitude and reflection. Gather as a school to share results, celebrate participants, and highlight how the funds raised will help others. Encourage students to reflect on what they learned about wellness, teamwork, and generosity.

## Sample Completion Message

Congratulations on completing the Charipillar Wellness Challenge. As a school community, we have strengthened our wellbeing, supported one another, and made a meaningful difference for others. The points earned, goals reached, and funds raised show what can happen when students and teachers come together with kindness and determination. Thank you for your energy, teamwork, and generosity. We are proud of what we achieved together and of the positive impact you helped create, both in our school and beyond.

## Awards and Recognition

Recognition motivates participation and reinforces positive values. Celebrate both individual and class achievements with awards that reflect effort, teamwork, and impact. 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 – groups or teams with one hundred percent participation

Prizes can include certificates, service hours, classroom privileges, or recognition at a school assembly. The most meaningful reward is the pride of knowing that every effort contributed to learning, wellness, and the betterment of others.

## Engagement Boosters

Keep enthusiasm high by adding fun and recognition throughout the challenge. Small surprises and moments of encouragement keep students motivated and connected.

- Host short, themed contests such as poster designs, journal reflections, or team videos
- Spotlight classes or students showing strong participation or kindness
- Share video messages from your supported charity to show real world impact
- Celebrate milestones like donation goals or completion percentages

These simple ideas build school spirit, deepen learning, and keep the Charipillar experience rewarding from start to finish.

## Frequently Asked Questions

Q: Who can participate?

A: Students ages thirteen and older can take part in Charipillar challenges. Teachers and staff are encouraged to join in as mentors and role models.

Q: Do students need to be athletic to participate?

A: No. Every challenge offers flexible options for all interests and abilities. Students can choose activities that match their goals and comfort levels.

Q: Is there a cost to join?

A: There is no cost to students or teachers. Participation itself supports the school's charitable donation goals.

Q: How long should our challenge last?

A: Charipillar recommends a 90-day challenge for the greatest educational and cultural impact. This timeframe helps students form habits, learn consistently, and understand how personal growth leads to positive change.

### Final Encouragement

Your school challenge is about more than points or prizes. It is about helping students understand that wellness, kindness, and purpose are all connected. Every challenge completed, every dollar raised, and every moment of teamwork represents the kind of world we all want to build.

Together, your students are learning how to thrive, care, and lead. The impact begins in your classrooms but reaches far beyond your campus.

Your Charipillar journey starts now. Let it inspire your students to learn, 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