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# Triathlon of Compassion Fundraising Toolkit





# Welcome

Welcome to our Triathlon of Compassion Fundraising Toolkit! Get ready to crush your fundraising goals with tips content in this kit. .

The Triathlon of Compassion is the Victoria Sexual Assault Centre's (VSAC) largest annual fundraiser. The event is community-driven and supports healing for survivors of sexualized violence.

The event is proudly brought to you by [Human Powered Racing](#).

**What:** 500m Swim | 20k Bike | 5k Run

**When:** Sunday, June 25, 2023

**Where:** Esquimalt Rec Centre





0 Years Of

# 30 Years of Impact

This year marks the 30th anniversary of the Triathlon of Compassion.

With the help of compassionate individuals like you, the Triathlon of Compassion has raised over \$400,000 for the Victoria Sexual Assault Centre. It's incredible what we accomplish together.

We look forward to celebrating 30 years of the Triathlon with another great event this year.



# What Your Fundraising Can Do

Our goal is to raise a total of \$25,000 for Victoria Sexual Assault Centre's services.

\$25,000 can:

- Provide 75 counselling sessions,
- Support 49 survivors to report to police, and
- Keep our clinic open for two weeks to provide immediate crisis support and medical care to recent survivors.



# Register for the Triathlon of Compassion

Register to race and fundraise in two easy steps:

1. Register to race on the [Triathlon of Compassion website](https://triofcompassion.com),  
(triofcompassion.com)
2. Create a [personalized fundraising page](https://triofcompassion2023.causevox.com) on our fundraising site.  
(triofcompassion2023.causevox.com)

Once complete, you'll receive a confirmation email and fundraising tips and encouragement to help you achieve your goal.





# Benefits of Fundraising



Raise awareness for a cause you care about.

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Collect much needed funds to support survivors.

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Meet like-minded individuals and build a sense of community.

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Gain a sense of personal accomplishment and boost your self-confidence.



# Time to Fundraise!



**I'M  
SWIMMING  
BIKING  
& RUNNING  
TO  
SUPPORT  
THE  
VICTORIA  
SEXUAL  
ASSAULT  
CENTRE**

Asking for money may feel intimidating for some. Others may love the challenge.

However you feel, know that your efforts will make a difference in a survivor's life.

Check out the fundraising tips on the following pages to help with your fundraising journey.



# Fundraising Tip #1



## Create Your Fundraising Page

Create a personal fundraising page on the [Triathlon fo Compassion fundraising site](https://triofcompassion2023.causevox.com). First navigate to the site([triofcompassion2023.causevox.com](https://triofcompassion2023.causevox.com)), then click on "Join the Campaign" and follow the prompts to complete your fundraising page.

Collecting donations through the secure online page makes it easy for your supporters to give and for you to manage.

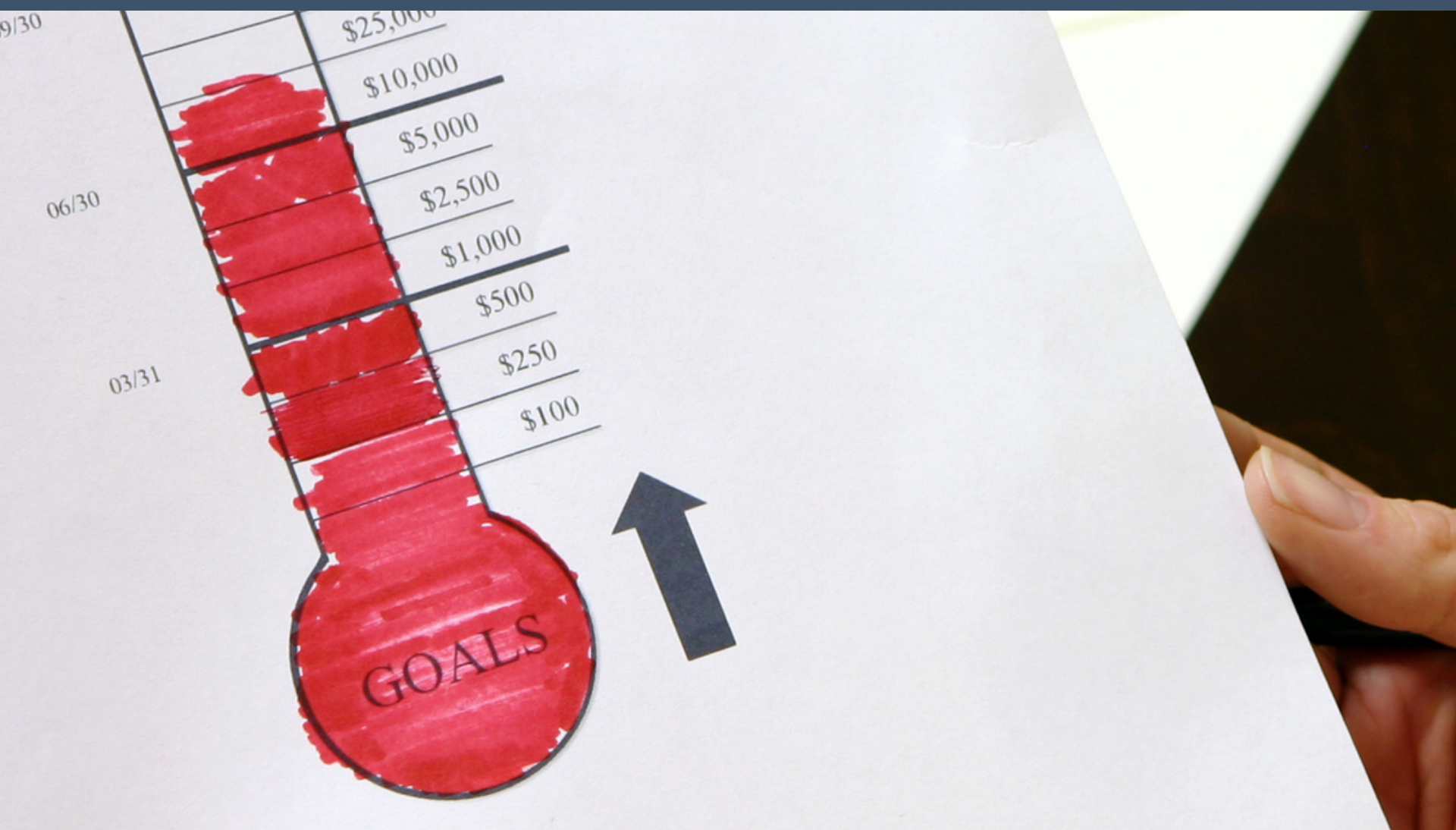


# Fundraising Tip #2

## Set a Goal

Setting a fundraising goal creates a challenge that you and your supporters can meet together.

A great way to reach out to people is to tell them how close you are to meeting your goal. They'll want to help you get there!





# Fundraising Tip #3

## Create Momentum

Kick off the giving by making a donation to your own fundraising page.

Other people are more likely to donate to your page when they see that someone has already contributed.



# Fundraising Tip #4



## Connect

Connect with your community and spread the word about the triathlon and your fundraising efforts.

Share why the cause is important to you. Let your networks know how the funds you are raising will make a difference in the life of a survivor.

Utilize social media, email, and phone calls to reach potential donors and supporters.



# Fundraising Email Template



Here is an e-mail template you can use when connecting with your friends, family, colleagues, and community:

"Hi [name],

I'm racing for survivors of sexual assault in the Triathlon of Compassion, a fundraiser for the Victoria Sexual Assault Centre. Please consider donating to help me reach my fundraising goal.

A \$20 donation can provide a cab ride to attend Victoria Sexual Assault Centre's Clinic for emergency medical care and emotional support after a recent assault.

A \$65 donation can provide one hour of crisis counselling.

You can make a donation securely online here [Include a link to your fundraising page].

Thank you for supporting my fundraising efforts."

# Social Media Post Template

There is enough  
pain in this world.  
Let's keep this centre  
alive so that we can  
alleviate as much as we  
can together.

- Survivor



Let's get social!

Here's a template you can use for your social media posts:

Hey friends! On June 25th I'm racing for survivors at the Triathlon of Compassion, a fundraiser for the Victoria Sexual Assault Centre. I'm fundraising because when a survivor receives immediate, compassionate care it has a significant impact on their healing.

I have a goal of raising \$ \_ \_ \_ \_ . Can you help me reach my goal? Every donation small or large makes a difference.

Thank you!

Remember to include a link to your fundraising page!



# Fundraising Tip #5



## Thank Your Supporters

Remember to thank people for supporting you!

You can send them an email, mail a card, or thank them on social media to bring more awareness to your fundraising!



## Questions?

If you have a question about fundraising or need help setting up your fundraising page, please contact Carissa at [carissar@vsac.ca](mailto:carissar@vsac.ca) or call 250-383-5545 ext.115





Thank you for standing with survivors and participating in the Triathlon of Compassion as a Fundraising Champion.

Every dollar you raise makes a difference.

Good luck with your training and fundraising!

