



2026 BSSF Info Package



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**Register for the
2026 fundraiser
here:**



bssf.ca

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Executive Team & Advisory Board

Executive Team



Aariz Mawji
Founder & Director



Anandita Shah
Director of Operations, Ottewell Designate (2027)



Zach Chia
Director of Finance



Nathan Stinner
Director of Technology



Alex Sokolovski
Director of Marketing



Dutt Vyas
Director of Promotions



Mya Mangan
Director of People & Engagement

Advisory Board



Mike Morison
Principal, Lillian Osborne High School



Jason Smith
Principal, Ottewell School



Ziyah Karmali
Media Relations & Communications, Explore Edmonton



Henry Madsen
Former Principal, Nellie Carlson School



Tara Jones
Teacher, George P. Nicholson School



Leanne Moncrieff
Principal, Constable Daniel Woodall School



Iain Jamieson
Principal, Namao School

ABOUT US

We are a team of more than 50 students from across Canada working together to fight childhood cancer and help bring Proton Therapy to Canada for the first time.

Last year, we raised \$285,000 in 50 Edmonton schools. This year, we've already raised more than \$180,000 before our school fundraiser has even begun, and we're excited to make an even bigger impact.



Learn more about our student-founded organization at bssf.ca/about.

Team Member Spotlight - Alex

Alex Sokolovski first joined the Ben Stelter School Fundraiser in 2025 as the Student Leader at McKernan School. Through the program, he developed confidence while building leadership, communication, and marketing skills, all while pursuing his passion for helping others.

After seeing the impact of the fundraiser firsthand, Alex joined the BSSF internal team and now serves as Director of Marketing. In this role, he leads marketing initiatives, supports the communications team, helps secure corporate sponsorships, and works to bring the program to more schools.

Alex is passionate about giving students the same opportunity he had at McKernan — to develop real-world skills, grow as leaders, and discover the positive impact they can have in their communities.



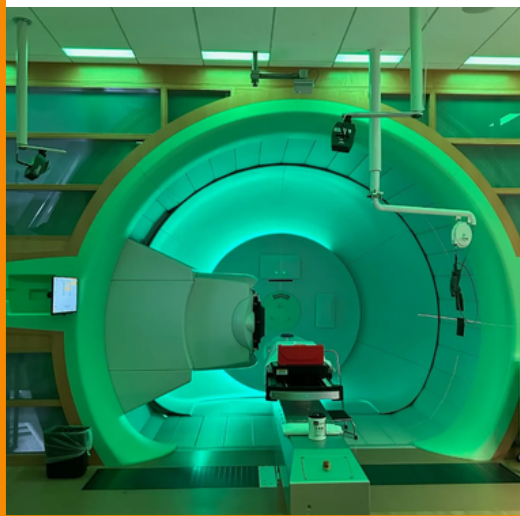
From One Student with One Dream...

What began with one student at one school in 2023 has grown into Canada's largest student-led and multi-school fundraiser. Today, students come together to create meaningful change for children and families affected by cancer.

Kids Raising Money for Kids

Our Cause

Proton Therapy is a precise form of cancer treatment that causes minimal damage to surrounding healthy tissue. It is revolutionary in treating cancer in children, as it has a shorter recovery time and less side effects.



Canada is the only G7 country without Proton Therapy. As a result, families often face the financial and emotional burden of travelling abroad to receive this life-saving treatment.

All funds raised through the Ben Stelter School Fundraiser support the Ben Stelter Centre for Proton Therapy and Neuroscience, helping bring this vital treatment to Canadians closer to home.

More information about our cause can be found at bssf.ca/cause

"I'm again, not supposed to be here, but this facility, this technology has saved my life and I want to help others be able to have access to that."

-Justin Wu, Proton Therapy Patient



"I'm a big supporter of what the Ben Stelter Foundation is trying to do. Together, let's bring Proton Therapy to Canada."

-Dr. Ankur M. Sharma, Harvard Graduate & Radiation Oncologist

Program Information

By leading these initiatives, students gain practical experience that is difficult to replicate in any standard classroom lesson plan.

Tara Jones, Teacher at
George P. Nicolson School



The Ben Stelter School Fundraiser's student-leadership program allows students to run their own campaigns, allowing them to come up with creative ideas, learn and spread awareness about a great cause, and get a chance to lead a team in a low-stakes environment.

01

Upon signing up, schools select two student leaders to lead their fundraiser.

02

After being selected, students plan their fundraiser and encourage school spirit and excitement!

Each school receives a dedicated fundraising coordinator who will support their campaign.

03

We will host webinars, where experienced professionals, past student leaders, and BSSF executives teach fundraising skills to support the students' campaigns.

It is recommended that students have 2-5 weeks to plan their fundraiser, and that the student leaders build a team at the school to help them put the fundraiser into action.

05

At the end of the fundraiser, a draw is hosted for the McDavid Assembly, and all school/student leader prize winners are announced.

04

After the planning period, students run & promote their school fundraiser, collecting donations and spreading awareness to the school community.



CAMPAIGN STAGES



SETUP

After your school signs up, two student leaders are selected to lead the fundraiser. They begin choosing their team and get to know their assigned coordinator.



PLANNING

Students set up their donation pages, share folders with their marketing materials, and begin planning the events for their campaign.



ROLLOUT

Students run events with the support of their assigned coordinator. We offer in person visits, online support, and many other systems to ensure successful campaigns.

**“Kids Raising
Money For Kids”**

Our program strives to empower students to take charge of the initiative; they gain an opportunity to contribute to a cause that impacts our community while learning valuable leadership skills.

Student Supports

We provide a vast selection of support systems to provide students with the necessary materials to run their campaigns effectively.

01 Personalized 24/7 Support

Every participating school is assigned a dedicated fundraising coordinator from our student-led team in September. Your coordinator provides ongoing guidance, reviews marketing materials, and supports your student leaders every step of the way. There is one assigned fundraising coordinator for every 5-8 schools.

02 Video Call Support

Staff members and student teams can book virtual meetings with our team anytime via their coordinator's booking page. These strategy sessions provide personalized fundraising advice and hands-on planning support.

03 Fundraising Chatbot

Our technical team is building a comprehensive chatbot that provides instant fundraising ideas, tailored guidance, and real-time support for both students and teachers.

04 Welcome Package

Participating schools receive a welcome package in September filled with tools and materials designed to kickstart your fundraiser and energize your school community.

05 In-Person Visits

During the main fundraising weeks, schools can request inspiring in-person visits from Foundation Director Mike Stelter and BSSF Director Aariz Mawji. A form to request these will be provided in the fall.

06 Text Support

Schools can request direct text-based support or create a group chat with our team to ensure fast communication and seamless coordination.

07 Merch

Schools can order bracelets, stickers, and T-shirts to sell as part of their fundraiser. Items ship directly to your school and are easy to request through our fall order form. Student leaders will receive a free T-shirt each, and schools can order merch in the fall via our official merch order form until October 31st.

08 Marketing & Planning Materials

Editable flyers, posters, slideshow templates, social media graphics, and planning documents are provided in September to help your school's fundraising team launch professionally and confidently.

Alternative Participation

Schools participating in the fundraiser are not required to follow the set student leadership & fundraising program. While this doesn't affect eligibility for the McDavid prize, it may affect eligibility for other prizes, specifically those meant for student leaders. If you would like to participate another way, please contact your school's fundraising coordinator.

Donation Info



Collecting Donations

Each school receives a Crowdchange donation page they can use to collect online donations.

Cash donations can either be donated via a cheque to the "Ben Stelter Foundation" or they can be collected by the school, and then later transferred onto the school's donation page using the school's credit card.

Our finance team tracks your school's cash & online donations daily, and a cash donation form is provided where schools can update their cash numbers on our official donation tracker throughout the fundraiser.

Where the Money Goes

Last year, internal expenses totaled just **\$7,491.81**, representing only 2.6% of total revenue. **As a result, 97.4% of all funds raised went directly to the cause.**

The Ben Stelter School Fundraiser's student-led finance team carefully manages expenses to ensure that as much funding as possible supports the mission.

Thanks to the dedication of student volunteers, participating schools, sponsors, and supporters, the maximum amount of every dollar raised can be directed toward bringing Proton Therapy to Canadians.





Prizes



100 Schools

The first 100 schools to sign up will each receive a signed piece of Oilers memorabilia. If 100 schools participate, a signed McDavid jersey will also be given to a lucky school.

Driven To Lead Award

The two student leaders from the same school who best demonstrate communication, empathy, and teamwork will each receive an invitation to the McDavid Assembly, an opportunity to have their photo taken with Connor McDavid, and a VIP suite experience at an Edmonton Elks game.

Best Marketing Campaign

The school fundraising team with the most innovative and effective marketing campaign will receive a special award, and each team member will receive an exclusive gift card in recognition of their achievement.

Most Money Raised

The school that raises the most money during the fundraiser will win a free school-wide Boston Pizza lunch. The student leaders will also be invited to the McDavid assembly.

McDavid Draw

For every \$1,000 raised, a school earns one ballot in the prize draw. Three separate draws are held — one for Elementary (K–6) schools, one for Junior High (Grades 7–9 or K–9) schools, and one for High School (Grades 10–12) schools. The winning school from each category then advances to a final draw for the McDavid Prize.

The school selected in the final draw will receive a visit from Connor McDavid, and each of the school's student leaders will receive a signed Connor McDavid jersey. Participating schools must meet the eligibility rules for the McDavid draw (bssf.ca/prizes) to be eligible for any BSSF prize.

SOCIAL MEDIA AND NEWS FEATURES



Social Media

If your team creates a post on Instagram, send us a collaboration request! We will accept your collaboration request, add it to our story, and repost it on our official organization Instagram page (@benstelterschoolfundraiser).

News Site

In the fall, there will be a form to request a feature article on our news site (news.bssf.ca) written by our student-led writing team.

We may highlight schools and specific fundraising numbers on our social media platforms. If you would like to opt out of this, please let your assigned fundraising coordinator know. Names & photos of students are never shown unless requested from the school.

Follow Us!



@bssf2026



Ben Stelter School Fundraiser



@benstelterschoolfundraiser



@bssf2026

BSSF 2026

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	29
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

IMPORTANT DATES

- Fundraising support & resources available
September 1st
- Early Registration closes
September 18th
- Online donation page portal opens
October 1st
- All Merch Order Forms Open
October 2nd
- School sign-up deadline
October 16th
- In-person visits become available
October 19th
- Student leader selection deadline
October 30th
- Student Leader Merch Deadline
October 31st
- Webinar #1
November 2nd - 12PM
- Webinar #2
November 3rd - 4PM
- Main fundraising period
November 23rd - December 11th
- Donation deadline (3PM) & McDavid Draw
December 18th

[More info: bssf.ca/fundraising-program](https://bssf.ca/fundraising-program)

Kids Helping Kids



***Together, Let's Bring Proton
Therapy to Canada***

***Ensemble, introduisons la
protonthérapie au Canada***



bssf.ca

***Register for
the fall
fundraiser
here!***

Thank you to our sponsors!



POPEYES

