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## What is the Ben Stelter School Fundraiser?

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The BSSF is an annual city-wide student-led initiative that strives to raise funds for the first Proton Therapy treatment centre. Starting in 2023, with one student and one school, the yearly fundraiser began as an idea; a hope. Now, **we change lives**. BSSF raised about \$74,000 last year with only 10 schools, and this year, we already have 46 signed up. We're ready to serve the noblest cause on Earth, and have fun while doing it!

## Proton Therapy

Proton Therapy is a specialized form of cancer treatment that targets and destroys specific cancer locations, causing minimal damage to surrounding tissue. This treatment has been revolutionary in areas such as pediatric cancer, where not causing damage to healthy cells is critical in continuing safe development in children. The [Ben Stelter Centre for Proton Therapy and Neuroscience](#) will be an investment in saving lives. Since Canada is the only G7 country to lack this treatment, families are required to travel long distances to gain access to a life-saving necessity. The funds from the Ben Stelter School Fundraiser will be allocated to the Ben Stelter Centre and will help it meet its prospective goal of opening in 2028.



# Registration

Use the QR code or visit [benstelterfoundation.com/school-fundraiser](https://benstelterfoundation.com/school-fundraiser) to register your school for the 2025 Ben Stelter School Fundraiser. Schools that register **before September 5<sup>th</sup>** will gain an extra ballot towards the **McDavid draw**.

Scan this QR code for easy access to register your school for the **2025 Ben Stelter School Fundraiser!**



# BSSF School Prizes

MCDavid PRIZE	DRIVEN TO LEAD AWARD	BEST MARKETING CAMPAIGN	MOST MONEY RAISED
For every \$1000 raised in the fundraiser, your school will receive a <b>ballot</b> . These will be placed in a draw to win a visit from the legend, <b>Connor McDavid</b> to your school! The student leaders from the winning school will also each receive a <b>signed Connor McDavid jersey</b> .	The two student leaders (from the same school) that demonstrate the best communication skills, compassion, empathy, and team-working skills will each get an invite to the McDavid assembly, a <b>photo with Connor McDavid</b> , and a VIP <b>Edmonton Elks</b> Suite Experience.	The school fundraising team that utilizes the most creative and effective marketing campaign in their fundraiser will <b>each receive a \$75 Sport Chek gift card</b> and a special award to remember the accomplishment.	A free pizza lunch, courtesy of Boston Pizza, will be presented to the school that raises the <b>most amount of money</b> during the fundraiser! The student leaders from this school will each get an invite to the McDavid assembly, where an award will be presented to them on behalf of the school for this achievement.

We will also be announcing donor prizes, where you can win an **Edmonton Oilers team-signed stick or jersey!**

# Student Leadership Program

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At the very beginning of the fundraiser, each school will select **two student leaders**. These two leaders will represent their school in the Ben Stelter School Fundraiser. We recommend that they build a **team of around 3-7 students** to help them run the fundraiser, organize school events, and manage school/community marketing campaigns, among other tasks. This is an incredible opportunity to allow students to truly understand what it means to lead for a good cause in a low-stakes environment. The BSSF is Canada's largest multi-school fundraiser that is run by students at both the school and executive levels. **There are two possible ways to select the school's student leaders:**

**1) School Choice:** Your school has the option to hand-select the two students that they think would best be suited to the role. Once we are informed of the school's decision, these two students can choose a team and begin working right away, which may give them an advantage in planning time. We ask that you share the contact emails of your selected student leaders & team members with us so we can support them effectively and keep them updated throughout the fundraiser.

**2) Our Selection Process:** We will be releasing a **student leadership form** in which students can **apply to be leaders**. They will need to fill out a series of interview-style questions on the form, and their responses will help us in student selection. We will inform the school of the students of our choice promptly after the form submission deadline on October 14<sup>th</sup>; however, your school has the opportunity to adjust this deadline for your student leader selection. This path will present more students with the opportunity to become student leaders, but it may also take up valuable planning time.

Students will learn important life skills while participating in the fundraiser, such as empathy, delegation of tasks, and organization, that will be invaluable for their future endeavours! At the end of the fundraiser, each leader and team member will receive a personalized letter of reference written by **BSSF Director Aariz Mawji** and the **Director of the Ben Stelter Foundation, Mike Stelter**.

Scan the QR code below to access our [2025 Leadership Form](#).



## How We Support Your Students

Since we have a greater number of schools participating in this year's fundraiser, each school has been assigned a coordination director. These directors will be made known to you at the start of the fundraiser and will be your primary access point for questions, concerns, and meeting requests.

At the BSSF, we understand that students may not have extensive experience with fundraising. Which is why we have implemented a multitude of student support resources to ensure the fundraising process runs smoothly, the school teams are up to speed, and to make sure all the students are having fun!

**Webinar:** Every year, we kick off the fundraiser with our **BSSF Webinar**. All BSSF participants are invited to join, as our seasoned directing team shares their experience and offers their advice for the upcoming fundraiser, and a Q&A session will be held after the meeting.

**Updates:** Every week, the BSSF will send out various types of **updates** to keep participants informed. **Update emails and newsletters** will be sent out on Mondays, and every Friday, we will release **video updates** to everyone. Some weeks may also have mid-week updates.

**Fundraising Guides / Templates:** Near the beginning of the fundraiser, we will be supplying the schools with **fundraising guides**, an **FAQ**, and plenty of **marketing templates** to help them in their fundraising!

**Book meetings with us:** Participating Schools can book meetings with our team at any time for advice or to get help with their fundraising campaign!

**School Folders:** We encourage schools to share a **Google Drive folder** with us that includes their promotional material, fundraising plans, etc. Our team will comment and give suggestions on your promotions. Fundraising folders are required for a school to be **eligible for the best marketing prize**.

**Text support:** Our directing team offers **text support** to schools where we can set up a group chat between the director assigned to your school and your school's BSSF leadership team. Please reach out to us if you are interested in this, and we'd be happy to set this up for you!

## Merch Program

For the first time, the BSSF is offering a merch program for schools to order merch to be used towards the fundraiser! We'll have a merch link where anyone can order merch and pick a school to donate the funds from it to. Schools can also order **Ben bracelets & stickers** to use towards the fundraiser.

## In-Person Visits

Participating schools can request a visit from the **Director of the BSSF, Aariz Mawji**, during the fundraiser. More information about this opportunity will be shared with you by the directing team member assigned to your school.

# Important Dates:

**September 5<sup>th</sup>: Early registration deadline:**

**October 3<sup>rd</sup>: School sign-up deadline**

**October 14<sup>th</sup>: Student Leader selection deadline**

**October 6<sup>th</sup>-November 7<sup>th</sup>: Early fundraising period**

**November 17<sup>th</sup>-December 5<sup>th</sup>: Main fundraising period**

**December 5<sup>th</sup>: Donation Deadline**

Schools can begin fundraising as **early as October 6<sup>th</sup>**, and they have **from then to December 5<sup>th</sup>** to run their fundraiser. Our **main fundraising period** is when we provide the most updates & promote the fundraiser, but your school's fundraising can be done at any time between the start date & the donation deadline. We recommend allocating **2-3 weeks of planning time** to ensure the student team has enough time to successfully execute events. **October 15<sup>th</sup>** is the default student leader deadline when we release the forms; however, your school can change this to be earlier or later. The times & dates for events like the **webinar** or **McDavid assembly & draw** will be announced later on.

## Social Media

## Requests

### Follow us on Social Media!



@bssf2025



Ben Stelter School Fundraiser



@benstelterschoolfundraiser



@bssf2025

If you have some photos/videos from your school's fundraiser during the event that you would like posted on social media, please send the request to [r.khinda3@share.epsb.ca](mailto:r.khinda3@share.epsb.ca). We may highlight a specific school's fundraising numbers on social media. If your school would like to opt out of this, please inform the director assigned to your school. An example of this would be "Congratulations to school XYZ for raising \$500 today!"



# Donations & Donation Tracking

Each school will have an online donation page, which will be set up as early as the start of October. This page will be on Crowdchange and can be shared with students/parents for online donations.

Online donations **over \$20 will get tax refunds on the site.** Our BSSF finance team will track donations daily (both online & cash). This tracking system will be shared with all participants, and it is also a way to see how much you raised each day, how many ballots you have, etc. If you are collecting cash donations, we advise you to fill out our cash donation form whenever you can so the donations can be tracked on the tracking system. At the end of the fundraiser, your school can either write a **cheque to the “Ben Stelter Foundation”** that we can pick up **or donate the proceeds online on your donation page before the donation deadline.**

## Contact Info

If your school is already registered for the campaign, please reach out to the BSSF team member assigned to your school. If you are not registered, please reach out to BSSF Director **Aariz Mawji** at: **[a.mawji1@share.epsb.ca](mailto:a.mawji1@share.epsb.ca)**

For all social media inquiries, please contact Reet Khinda, at **[r.khinda3@share.epsb.ca](mailto:r.khinda3@share.epsb.ca)**

For all donation & finance-related inquiries, please contact Zach Chia at **[z.chia@share.epsb.ca](mailto:z.chia@share.epsb.ca)**

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