

**So you're taking on the #VirtualCNTowerClimb.** That's amazing! The donations you collect support our vital conservation work, from protecting caribou nurseries in the Arctic and preventing ship collisions with orcas in the Pacific to using nature itself to fight the ever-growing climate crisis across our country. Thank you for your leadership.

## Ideas for individuals

Here are a few activation ideas for your #VirtualCNTowerClimb. Instead of climbing the CN Tower's 1,776 steps or 144 flights, choose an activity below or get creative and come up with your own.\*

- 1 Climb 1,776 steps in your home or apartment
- 2 Walk, run or bike 17,760 steps (approximately 13 km)
- 3 Complete 144 squats, burpees, jumping jacks or lunges
- 4 Complete 1,776 seconds of a virtual fitness class
- 5 Stay tuned for information on WWF-Canada's free online fitness classes on April 4 and 5!

## Virtual climb stories

Check out two of our climbers who have already embraced this new virtual climb challenge:

### Dee Simpson



"I started my training on March 1st - in the stairwell of the condo next door - which is 22 floors high. And almost every day since, I have climbed a further 20 floors - as fast as I could! And last night - learning that the climb wasn't going to happen in reality - I decided to climb all the flights anyway = 144 floors = 1,776 steps in 23.47 minutes. I guess it's still not too shabby - for a septuagenarian fast approaching 78 years young!!"

### Nicole Brixhe



"As I train for the 'Virtual CN Tower Climb' in my apartment building; I find my inspiration in these 'challenging and unprecedented times' by remembering the reason why I chose to do this, which is to support the beautiful creatures and wildlife! It is important for me to honor the commitment. I am also reminded how humans and animals are dependent on each other for their ultimate survival."

## Have fun with a group or a team

Remember – just because you aren't participating together physically doesn't mean you can't still have fun as a group!\* Challenge your family members, friends and co-workers to do the virtual climb with you. Set a team fundraising goal together and organize fun challenges to reach your goal.

- 1 Complete 1,776 squats, lunges, jumping jacks, push ups, burpees collectively. Each of you can take on a portion of the overall goal.
- 2 Host your own virtual step class or workout class and invite your friends to join you online. Use an online video conferencing system like Skype, Google Hangouts, Zoom or your workplace's videoconferencing platform (with permission).
- 3 Host an online dance-a-thon, clean-a-thon, anything-a-thon. Pick a date and time, and see how long you can go!
- 4 Host a competition on April 4 or 5 to see who can do their individual action the fastest or who's the most creative. The winner gets a prize!
- 5 For larger groups, host a climb relay: Divide yourselves into teams of 4. Compete against each other in a virtual climb relay race to complete the following activities: 144 squats, 144 jumping jacks, 144 lunges and 144 burpees. Add up your team times. The team with the fastest cumulative time wins!

## Virtual climb story

Here's how our very own Panda Pack will be participating in the virtual climb:



Though our offices' physical doors are closed, we are sticking together – virtually of course. Nature needs us, now more than ever, and we must take "steps" to ensure our conservation projects continue for generations to come. We are encouraging our teammates to continue their fundraising efforts and work up a sweat from home through our 'Kicking it for Nature' workout video challenge, where we're challenging pandas to complete either 1,776 seconds or 144 minutes of a virtual fitness class. Reaching our goal to help ensure that nature and humans thrive is still our greatest priority and we hope that you will join us – virtually. – Katie & Kailee, Panda Pack co-captains.



## Tell us about your virtual climb

Share your virtual climb with us on social media and continue fundraising to earn rewards.

- Remember to use the hashtag #VirtualCNTowerClimb and tag @wwfcanada in all your posts.
- Inspire others by posting photos and updates about your own challenge on social media as you approach April 4 & 5.
- On event day, post a photo of you conquering your challenge and your fitness tracker/mobile phone app results.
- Don't use social media? Email your photo to [events@wwfcanada.org](mailto:events@wwfcanada.org).

## Where your funds go

Now, more than ever, we're counting on supporters like you to help us achieve our conservation goals. Your participation and generous support will continue to help WWF-Canada develop and advocate for nature-based solutions from strong ocean protections from coast to coast to coast to safeguarding areas with high carbon storage potential.



## How to send donations to WWF-Canada

### Existing cash donations:

#### Option 1: Donate online

1. Go to your personal climb donation page.
2. Enter each donation transaction individually, **using your donor's information (name, address, e-mail)**. This will ensure they get their tax receipt.
3. Pay online using your credit card information.

#### Option 2: Mail in a cheque

1. Make one lump sum donation via cheque payable to WWF-Canada. Mail in a completed [pledge form](#) with the cheque to ensure your donors receive a tax receipt.

You can mail cheques to Attn: CN Tower Climb, WWF-Canada, 400-410 Adelaide St. West, Toronto, ON M5V 1S8

### New donations:

#### Option 1: Ask donors to give online

1. The easiest way to collect new donations is by directly sharing your personal climb page and encouraging donors to give directly online.

#### Option 2: Collect funds via e-transfer and submit online

1. Ask for donors to send you donations via e-transfer.
2. Using this information, enter each donation transaction individually, **using your donor's information (name, address, e-mail)**. This will ensure they get their tax receipt.
3. Pay online using your credit card information.

## Thank you for your support!

\*Due to the consistently evolving status of COVID-19, we encourage all virtual climbers to review the public health and safety recommendations of their local governments to ensure that they are engaging in up-to-date social distancing practices.

## Sponsors

WWF-Canada's Virtual CN Tower Climb for Nature is possible with the support of our partners. Thank you to this year's event sponsors who supported us in making this new event a reality.

