



# Coldest Night of the Year

Become a partner in Canada's largest fundraising walk in support of people experiencing hurt, hunger, and homelessness.




Acquire new donors  
& sponsorships



Build buzz  
& awareness



Raise \$20,000+  
this year

Join our community of 190+ Canadian charities who come together each year to host Canada's coolest fundraising event. We partner exclusively with local charities ~~across the country~~ that provide essential care, support, and services to people experiencing homelessness and related issues.  Partners raised, on average, \$65,000 last year in undesignated funds (**with no upfront costs or risks!**)

If you're looking to go big with your fundraising this year, apply NOW to become a CNOY partner for 2025!



## Over \$75,000,000 raised by people just like you!

CNOY is designed to work with your existing staff – no experience or specialized expertise required. Sounds too good to be true? It's not! We've helped thousands of charities raise millions of dollars with this exact strategy.

Here's what we provide to help you bring Coldest Night of the Year to your community:

..... →  
If you're looking for a new way to cover mounting expenses, invest in capital upgrades, or simply continue offering critical programs and services – hosting CNOY as your signature fundraising event this winter is the answer.



### Portal + Guide

Our WAVES campaign portal helps you manage, track, and celebrate your fundraising and recruitment activities all in one place.



### Coaching

Our P2P campaign coaches help you every step of the way with group training, private coaching, and industry-leading response times.



### Tools + Swag

Branded tools and beloved swag make promoting the event – and standing out in the community – fun + easy!



### Finance Support

All of the charitable receipting and sponsorship follow-ups related to CNOY are done by our team. All of it!



### Event Website

CNOY.org makes registration and fundraising easy (and secure) for all of your charity's stakeholders.



### Customer Service

We take the emails and phone calls directly from your walkers, donors, sponsors, etc. and answer their event-related questions.

# Gather your community and raise a ton of money on Saturday, February 22, 2025.

We have a foolproof system for raising cold hard cash and hosting a national-local event. People in the community – and across the country – love. CNOY is simple and significant.

## Here's how it works:

you

You apply to host the Coldest Night of the Year event in your community. It all starts with a phone call!

we

We equip you with the training + tools you need to be successful. Our team will coach and encourage you from start to finish.

you

You use our online portal, extensive guide, and fundraising + sponsorship systems to run your CNOY campaign in as few as 5 hours a week.

we

We provide everything you need to host a picture-perfect event, including, signage, swag, waivers, and more...

you

you recruit 10, 15, 30... or more team captains who then recruit their friends and fundraise for your charity!

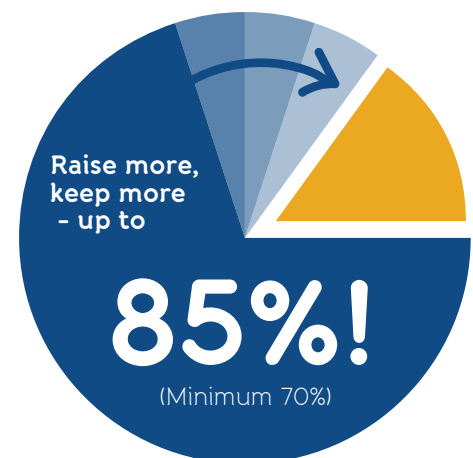
we

We celebrate the hundreds of fundraisers and fans who show up on WALK day to be part of your Coldest Night of the Year campaign.



**“Amazed at the brand recognition of CNOY! We had businesses, local media and community members we have never met, reach out and ask us if they could donate or walk with us, just because they want to be part of the CNOY event!”**

Street Level Advocacy  
| Peterborough, ON  
Raised \$47,114 in 2024



A small percentage of funds raised remain with Blue Sea to cover the costs of supporting your campaign + the national event.