A great event can change everything

If done right, a great fundraising event can raise serious funds, attract new donors, and build real buzz for your cause. But launching a successful event is hard. And getting it right year after year is even harder.

That's why we've built CNOY for you.

Coldest Night of the Year is one of Blue Sea Foundation's well-loved franchised fundraising events: proven, trusted, and ready to bring to your community.

We bring the system, experience, brand, and guidance. You bring the relationships, recruitment, and generous community. Together, we bring the event to life.

Join 240+ charities on February 27, 2027 for North America's largest winter peer-to–peer fundraising walk. We partner exclusively with charities serving people facing hurt, hunger, and homelessness.

- **$25,000** Average raised by first-year partners
- **$68,000+** Average raised per location
- **$120M+** Raised for local charities since 2011

Bring CNOY to your community in 2027!

Applications close November 15, 2026.

cnoy: more than just a walk

Canada comes together in the cold.

Coldest Night of the Year is a fun, family-friendly 2 or 5 km fundraising walk held every February in support of local charities serving people experiencing hurt, hunger, and homelessness.

But CNOY is more than a walk. By stepping into the cold, participants get a small glimpse of what winter can mean for neighbours without a safe place to call home, turning one winter evening into a powerful moment of generosity, awareness, and support for the local charities that serve them.

A fundraiser that ends with an event.

CNOY is built around peer-to-peer fundraising. Participants raise money through their own networks using our online fundraising platform, while your charity brings local businesses on board as financial sponsors.

Leading up to event day, you'll recruit 20–25+ Team Captains who build teams of friends, family, coworkers, and community groups. Together, they recruit more participants, raise funds, and build momentum for your campaign.

Then, on the last Saturday in February, it all comes together.

Hundreds of people gather at your local start/finish location. There's music, laughter and plenty of cold-weather energy. Teams arrive together, pull on their well-earned CNOY toques, and head out, with volunteers cheering them on, rest stops along the way, and something warm waiting when they return.

It's a night your community will remember, and an event they'll come back to every winter. Why? **Because it's cold out there.**

it's cold out there
cnoy.org
coldest night OF THE YEAR

why not build it all yourself?

Building an event from scratch means investing money upfront and carrying everything yourself: the concept, brand, technology, logistics, training, liability, and months of staff time, all without knowing what the event will return.

With Blue Sea, much of that work is already done. You get a proven event system, a dedicated team behind you, and the tools to make it work in your community.

Funding your mission shouldn't mean reinventing the wheel every winter.

CNOY gives your charity a dependable, repeatable way to raise tens of thousands of dollars each year, so your energy stays focused on impact, not infrastructure.

Proven Event + Brand

Start win established national event, proven fundraising model, and a **brand your community can rally around**.

Dedicated Coaching

Experienced campaign coaches who **support your team** with group training, one-on-one calls and ongoing guidance.

Marketing + Materials

Get **ready-to-use creative**, event kits, signage, participant swag, and promotional tools to help rally your community.

Finance + Risk

We handle receipts, sponsorship invoicing, and **$10M in liability coverage** to save your team from heavy admin work and stress.

Event Website + Tech

Your own location page with **access to our event portal** and campaign technology for registration, teams, donations, fundraising and real-time tracking.

Customer Service

Participants, donors, and sponsors **contact us** by phone or email. We answer their questions, solve problems, and provide ongoing support.

bring cnoy to your community

Your path to partnership:

Make Sure We Fit: We get to know each other and make sure CNOY is right for your charity and community.

Sign On + Get Set Up: Register, sign your agreement and get officially welcomed and set up as a CNOY partner.

Get Trained: Learn the recruitment, fundraising and event-day tactics that drive first-year success.

We Stay Beside You: Your coach stays close throughout the campaign, monitors your progress and helps you troubleshoot challenges.

"We love CNOY and all the impact it makes. We were blown way by the support and generosity of the community and are thrilled with the fundraising result as well as the energy of the whole event itself."

CityReach Care Society
Vancouver, BC
Raised $204,700 in 2025

Five things we ask of you

Prioritize This Event
Get your executive, staff and leadership all in. Register, fundraise, recruit, participate, and lead by example.

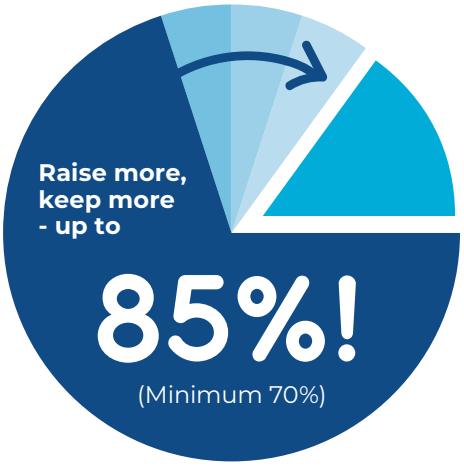
Follow Our Lead
CNOY works because the model works. Follow the guide, attend the training, use the tools and brand as intended, and act on your coach's direction.

Recruit 20–25+ Team Captains
Team Captains are the engine of CNOY and the strongest leading indicator of success. Recruiting 20–25+ people who will build teams is your most important job.

Focus on Fundraising
Set the expectation that participants fundraise. Model it yourself and make sure every team captain understands the assignment.

Own Your Event Day
You have home-field advantage. Build a strong volunteer team and create a safe, welcoming and memorable CNOY experience your community will want to return to.

How we share success:



70–85% of verified revenue goes to your charity, with your share + increases as your fundraising grows.

(Historically, CNOY partners receive about 78% of all funds raised.)

bluesea FOUNDATION

Apply today to become a Charity Partner for CNOY in 2027!

Contact Us:
talktous@bluesea.org
cnoy.org