

BAY STREET
KICKS
KIDS' CANCER
SOCCER TOURNAMENT

FRIDAY, SEPTEMBER 13, 2024

**CHERRY BEACH SPORTS FIELD
275 UNWIN AVE, TORONTO | ON**

**POST-GAME PARTY @
KEATING CHANNEL PUB**

A soccer tournament that brings Toronto's downtown professionals together to support a common goal – and participate in some fun competition. The single-day event raises valuable funds needed to send kids with cancer to camp.

With your help, Camp Quality can help turn life's challenges into adventures.



WWW.CAMPQUALITY.ORG/BSK



WHAT IS BAY STREET KICKS?

This one day soccer tournament brings together teams of professionals, Bay Street's finest financial and legal minds, to compete for one common goal: to support the unique needs of kids with cancer and help send them to summer camp. 100% of proceeds are donated to Camp Quality Canada. More than just an afternoon of playing soccer, Bay Street Kicks includes delicious food and beer at our Post-Game Party, held at Keating Channel Pub. Soccer presents the power of play, strength, endurance and teamwork - skills that can help us face the biggest challenges of our lives!

SUPER STARS

Over the past 12 years we have hosted corporate teams from various sectors including Mackenzie Investments, RBC, CIBC, BMO, and CI Financial. Together they've collectively helped raise close to \$700,000 for Camp Quality, in support of our camps and year-round programming. The 2023 event raised over \$100,000, which meant that 50 kids with cancer and their volunteers will be able to go to summer camp.

THANK YOU TO OUR 2023 SPONSORS

Stonex
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THANK YOU TO THE 2023 TEAMS

MNP
Stikeman Elliot
RBC 1 & RBC 2
CIBC 1 & CIBC 2
Mackenzie Investments 1 & Mackenzie Investments 2
CI Financial
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VIRTU Financial
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TD
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WHAT IS CAMP QUALITY?

Camp Quality provides inclusive-year round programs for children with cancer and blood disorders that support the whole family through fun camp adventures.

Cancer can be a frightening and alienating experience for families. That's why kids affected by cancer are welcomed and encouraged to grow through CQ's empowering, volunteer-driven community programs. Our year-round programming and free camps give kids the power to turn life's challenges into adventures. While CQ is well known for its camps across Canada and operating in Southern Ontario for 30 years, we also offer a variety of opportunities for young adults to enjoy camp and develop their leadership skills.

CQ is committed to supporting each family as they face their own unique journey with childhood cancer. CQ camps and programs engage local communities to help support families affected by childhood cancer, enabling them to find joy and share their experiences in a fun and optimistic environment. By delivering meaningful social, recreational, and educational programming for kids, parents, and the community, Camp Quality doesn't just support kids, but their friends and families as well.



“My daughter loves her time at camp. It has helped her develop confidence and she has made wonderful friends. When my children were younger, it provided a much needed break to us as parents and it was so great for her to be able to do fun, "normal" things that healthy children could do.”

- Camp Quality parent, 2023

WHY PLAY ALONG?

Demonstrate your company's corporate social responsibility by supporting Camp Quality Canada, and help raise much needed funds to send kids affected by cancer to camp. Bay Street Kicks is a healthy way to engage with your colleagues, build connections and network with people in your sector. Not to mention, your team might win the esteemed BSK Championship Trophy!

REGISTER A TEAM TODAY!

TEAM REGISTRATION

\$5,000

Register your team to participate in Bay Street Kicks and, in addition to team photos in your branded team jerseys, you will also have the chance to win the 2024 championship trophy to keep for the year!

Soccer games

- Guaranteed play in 3 games (5 games if you get to the finals)
- 25 minute games
- Entry to Team Skills Challenge

Refreshments

- Water and snacks provided throughout the day
- Post-game party at Keating Channel Pub

Most teams request support from their employer to cover the entry fee, however, you are free to crowdfund the entire \$5,000 if you wish!

LEVEL UP!

\$1,000

Is your team ready to level up and accept an additional challenge?

We challenge each team to raise an additional \$1,000! This will help us to reach our goal of raising \$100,000.

The top fundraising team will receive a prize to celebrate their accomplishment!

Hint for leveling up: You can also request matching funds from your employer to double your impact!



3 STEPS TO PARTICIPATE!

STEP 1: REGISTER TO PLAY!

Register your team to play in Bay Street Kicks 2024 using the QR code or link here:



<http://weblink.donorperfect.com/bsk2024>

On this page you will pick which league you would like to participate in, how many people are on your team and your team name.

- Only ONE person from each team should fill this out!
- There are two leagues:
 - Open: for those who play soccer on a regular basis
 - Recreational: for those who just want to kick the ball around

STEP 2: START FUNDRAISING!

Create your own fundraising page to collect donations from friends and family using the QR code or the link here:



<http://weblink.donorperfect.com/CampQualityCanada/BayStreetKicks2024>

You can personalize this page with information about Bay Street Kicks and your connection to Camp Quality!

- Each team should have ONE fundraising page
- Share the fundraising link for your team with friends and family so they can donate to your team and help you level up!

STEP 3: ATTEND AND PLAY!

Join us on Friday, September 13, 2024 at Cherry Beach Sports Field for a day of soccer, food and friends all in support of sending youth affected by cancer and blood disorders to camp!



HOW WE WILL HELP YOU SUCCEED!

Supporting Camp Quality by participating in and fundraising for Bay Street Kicks holds immense significance for both us and the families we support. We are deeply committed to ensuring your success in reaching your personal fundraising goals, as it directly contributes to our shared mission of making a meaningful difference in the lives of children and families facing significant challenges. Here is how we will help you!

PROMOTIONAL MATERIALS

We have created promotional materials that can be shared via PDF or printed and posted within your community!

SOCIAL MEDIA

We will be posting about Bay Street Kicks often on social media. Feel free to share our posts and remind your community that you are raising funds for Camp Quality Canada!

Make sure you are following us on Facebook and Instagram so you don't miss anything!



www.facebook.com/CampQualityCanada/



[@ccqcanada](https://www.instagram.com/ccqcanada)

EMAIL TEMPLATES

After your team registers we will reach out to you and provide you with an email template you can use to reach out to your community!

DEDICATED STAFF

We have dedicated staff at Camp Quality Canada that are prepared to help you reach your fundraising goals.

Always feel free to email or call us - we are here to help!





For more information about our camps, programs and other opportunities to support Camp Quality Canada visit campquality.org!

For more information about the event, contact:



Emily Langer
Community Engagement & Outreach Coordinator
Camp Quality Canada
e. emily@campquality.org
t. 416-406-2267 x104

