

Great Eastern Women's Run Reach for Great Fundraising Challenge

Introduction pack



Reach for Great Fundraising Challenge

- Great Eastern Women's Run is back this year as a full physical run in November!
- As part of our Corporate Social Responsibility efforts to give back to our community, join us in the **Reach for Great Fundraising Challenge** happening from early Sep to early Nov!
- This year, we want to:
 - ✓ Involve more ladies this year – staff, financial reps and even policyholders
 - ✓ Encourage more active participation and fundraising from all teams
 - ✓ Raise more funds to DOUBLE our achievement from last year!
- Our beneficiaries this year are Daughters of Tomorrow and Singapore Cancer Society. Funds raised will be split equally between both beneficiaries.

How to participate



Step 1: Form teams

If you are a Great Eastern Corporate Staff
Gather your colleagues to form a team of 4.

If you are a Great Eastern Financial Representative
Engage your network to do good together!
Gather your colleagues or customers to form a team of 4. You will be the Team Leader of the group.



Step 2: Register

Register [HERE](#)

Successful registrants will be contacted via email with more info.



Step 3: Raise funds

Garner donations in 2 ways:

1. Direct donation



Each team will be provided a customised fundraising link. Your friends and family may donate directly to your team through the link. Share the link to gather support and donations!



2. Run for a good cause

Clock distance during the Fundraising Challenge (early Sep – early Nov) and Great Eastern will donate S\$1 for every 1km completed (up to S\$50,000)

Who should participate

If you're interested to...



DO GOOD

Make a difference! This year, our fundraising efforts will support Daughters of Tomorrow and Singapore Cancer Society.



HAVE FUN

Get together with like-minded sole-sisters, encourage one another, and bond over a healthy activity!



GET ACTIVE

For those of us who are stuck at our desks the whole day, or whose only exercise is running for the bus, this is your chance to get active!



WIN PRIZES

Raise a minimum amount of funds and stand to receive complimentary slots to GEWR. Top fundraising teams win prizes too!

...this Fundraising Challenge is for you!

Our Beneficiaries

Daughters Of Tomorrow (DOT)

- Facilitate livelihood opportunities for underprivileged women and supporting them in achieving financial independence
- Funds raised go towards supporting women from low income backgrounds in their back-to-work journey



Singapore Cancer Society

- Provides patient care services to needy cancer patients through its cancer treatment subsidy, welfare, rehabilitation support programmes, and hospice care
- Provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes.

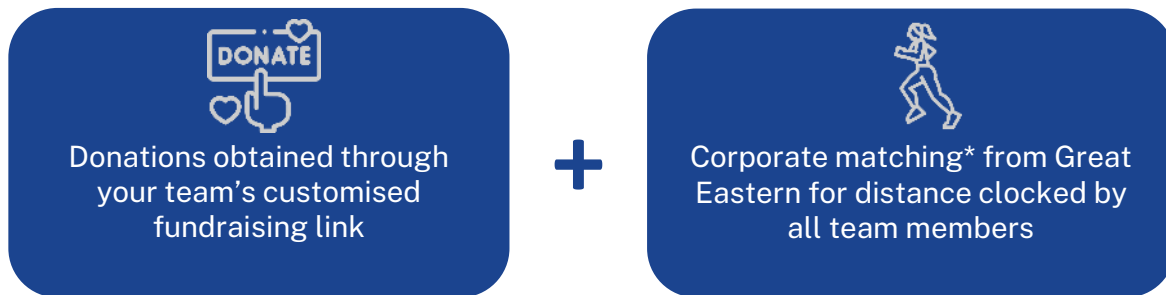


Funds raised will be split equally between the 2 beneficiaries.

Participation perks

- As a token of appreciation for your efforts in raising funds for the beneficiaries, teams who **raise at least S\$400 overall* by 14 Oct 2022** (approx. 4 weeks after the start of the Fundraising Challenge) will be offered **complimentary Great Eastern Women's Run race slots** for each member.

*The minimum of S\$400 raised is accumulated through the effort of all 4 team members. It can be a combination of:



**Great Eastern will donate S\$1 for every 1km completed (up to S\$50,000)*

Prizes

- Top 5 Staff teams and Top 5 Reps teams (total 10 teams) with the most funds raised overall will receive prizes.

*Total funds raised is accumulated through total donations + distance clocked.

Top team	Perks
1 st	<ul style="list-style-type: none">• \$800 worth of GREAT Dollars (Great Eastern Rewards App)• Great Eastern Suite experience for Maroon 5 concert at National Stadium• Acknowledgement from GOH on event day
2 nd	<ul style="list-style-type: none">• \$600 worth of GREAT Dollars (Great Eastern Rewards App)• Great Eastern Suite experience for Maroon 5 concert at National Stadium• Entrance to VIP booth on event day
3 rd	<ul style="list-style-type: none">• \$400 worth of GREAT Dollars (Great Eastern Rewards App)• Entrance to VIP booth on event day
4 th and 5 th	<ul style="list-style-type: none">• \$200 worth of GREAT Dollars (Great Eastern Rewards App)• Entrance to VIP booth on event day

FAQs

How do I register for the Reach for Great Fundraising Challenge?

Click [HERE](#) to register for the Reach for Great Fundraising Challenge. Slots are limited, on first-come, first-served basis. If you have been directed to a 'Thank you' page after submitting the form, you would be successfully registered. More information e.g. customised fundraising link, how to clock distance etc. will be sent via email at a later date.

Who can I join the Reach for Great Fundraising Challenge with and how many people are required to form a team?

- 4 ladies are required to form a team
- If you're a Great Eastern corporate staff, form your team with fellow colleagues.
- If you're a Great Eastern Financial Representative, your team may consist of colleagues, customers, or a mixture of both. You will be the Team Leader of the group.
- Slots are limited, on first-come, first-served basis! Registration closes on 7 Sep or when all slots are filled, whichever is earlier.

How do I raise funds?

There are two ways to garner donations:

1. Share your team's customised fundraising link with friends, family, clients etc. to get them to donate directly to your team. The customised link will be shared with you via email at a later date.
2. Clock distance during the Fundraising Challenge (early Sep – early Nov) and Great Eastern will donate S\$1 for every 1km completed (up to S\$50,000).

FAQs

How do I clock distance during the Fundraising Challenge such that Great Eastern would donate S\$1 for every 1km that I have completed?

- Clock your distance when you walk and/or run during the Fundraising Challenge (early Sep – early Nov) through the 42Race application, a virtual run platform. It is available on Apple App Store and Google Play Store.
- More instructions on how to clock distance will be shared with you via email at a later date.
- Great Eastern will donate S\$1 for every 1km, up to S\$50,000.

How do I register for a complimentary GEWR race slot?

- Raise at least S\$400 as a team by 14 Oct 2022 (approx. 4 weeks after the start of the Fundraising Challenge) to be offered a complimentary GEWR race slot of your preferred category (5km or 10km), including the race pack.
- The minimum of S\$400 can be accumulated through donations obtained through the customised fundraising link AND corporate matching from Great Eastern for the distance clocked as a team.

For example:

Run for a good cause		(Distance Clocked by 14 Oct 2022)	(Funds raised by corporate matching* for distance clocked by 14 Oct 2022)
Team member 1	clocks 12km a week x 4 weeks	48km	S\$48
Team member 2	clocks 12km a week x 4 weeks	48km	S\$48
Team member 3	clocks 8km a week x 4 weeks	32km	S\$32
Team member 4	clocks 8km a week x 4 weeks	32km	S\$32
Total distance clocked by the team		160km	S\$160
Direct Donation		(Funds raised by 14 Oct 2022)	
Donation from friends and family via team's unique fund raising link		S\$250	
Total Funds Raised by 14 Oct 2022		S\$410	

*Great Eastern will donate S\$1 for every 1km completed (up to S\$50,000 across entire challenge)

FAQs

What if my team does not meet the minimum of S\$400 by 14 Oct 2022?

You will not be eligible for the complimentary GEWR race slot and will not be entitled to the race pack (comprising the race t-shirt, race bag, medal, etc.). If you would like to join the GEWR on 20th November, you may consider purchasing a race slot at that point. You may however, continue to participate in the fundraising challenge as your fundraising link will continue to be 'live', and your steps will still be counted in the Great Eastern's S\$1 for 1km corporate matching (up to S\$50,000). You can also continue to enjoy the virtual milestone challenge in the race app and the concessionary rates for physical fringe events.

What happens when the S\$50,000 fund that Great Eastern has set aside for S\$1 for 1km corporate matching is exhausted?

Once the amount of \$50,000 set aside for dollar matching is exhausted, teams can only raise funds thereafter, via their customised fundraising link.

How do I win prizes?

The top 5 Staff teams and Top 5 Reps teams (total 10 teams) with the most funds raised overall will receive prizes. Total funds raised is accumulated through:

Donations obtained through
your team's customised
fundraising link



Corporate matching* from
Great Eastern for distance
clocked by all team
members

*Great Eastern will donate S\$1 for every 1km
completed (up to S\$50,000)