

# Great Eastern Women's Run Reach for Great Fundraising Challenge 2023

## Introduction pack



# Reach for Great Fundraising Challenge 2023

## 24 May – 30 September 2023

Support a meaningful cause! Join us in raising funds for two beneficiaries – Daughters Of Tomorrow and Singapore Cancer Society. We are pleased to share that our fundraising efforts are supported by Community Chest this year.

All funds raised will be split equally between the two beneficiaries, through Community Chest.

### Daughters Of Tomorrow

#### Empowering Women, Enabling Families

Daughters Of Tomorrow (DOT) is a local charity seeking to empower women by supporting them to achieve meaningful employment and financial independence for their families. All funds raised for DOT will go towards supporting underprivileged women in their back-to-work journey. Find out more:

<https://daughtersoftomorrow.org/>



### Singapore Cancer Society

Established in 1964, Singapore Cancer Society is a self-funded social service agency which provides patient care services to patients in need through its cancer treatment subsidies, welfare, rehabilitation support programmes, and hospice care. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes. Find out more:

<https://www.singaporecancersociety.org.sg/>



**How to  
participate**

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## Who should participate

If you're interested to...



### DO GOOD

Make a difference! Funds raised 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 and individuals will win prizes too!

**...this Fundraising Challenge is for you!**

# How to participate

## Step 1: Register as a **TEAM** or **INDIVIDUAL**

Note: Each fundraiser can **only take part in one category**. You **cannot change** the category you are taking part in after your registration is confirmed.

### For Great Eastern Corporate Staff (females only)

#### **TEAM OF 4**

Gather 3 of your female colleagues to form a team. You will be the team leader.

#### **INDIVIDUAL**

Join as an individual

**CLICK HERE  
TO REGISTER**

or scan



### For Great Eastern Financial Representatives (females only)

#### **TEAM OF 4**

Gather 3 of your female Great Eastern Reps and/or female customers/prospects and sign up as a team. You will be the Team Leader.

#### **INDIVIDUAL**

Join as an individual (for female Great Eastern Financial Reps only)

**CLICK HERE  
TO REGISTER**

or scan



## Step 2: Set up the fundraising account

Successful registrants will be contacted via email with more info within 2 working days.

## Step 3: Begin to raise funds



### **(i) Direct donation**

A customised fundraising link will be provided to the fundraiser (TEAM shares 1 link, INDIVIDUAL receives 1 link). Share your link with friends, family and network to gather support and donations.

### Garner donations in 2 ways:

### **(ii) Distance clocked**

Run/walk to clock distance during the Challenge duration (24 May – 30 Sep). Great Eastern will donate S\$1 for every 1km completed (up to \$70,000 across entire Challenge).



# Participation perks



## Participation Perks – GEWR 2023 race slot

As a token of appreciation for your efforts in raising funds for the beneficiaries, fundraisers who raise a **minimum amount by 31 August 2023** will receive a complimentary GEWR 2023 race slot of choice\*!

- **For TEAM: S\$400** (team effort)
- **For INDIVIDUAL: S\$100**

Funds raised to meet the minimum amount can be accumulated through:



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*\*Great Eastern will donate S\$1 for every 1km completed (up to S\$70,000 across entire Challenge)*

\*Race slots available in the following categories: 21.1km, 10km, 5km, 2km Mummy + Me

## Participation Perks: Prizes for Top 5 Staff Teams and Top 5 Reps Teams

- Top 5 Staff teams and Top 5 Reps teams (total 10 teams) with the most funds raised overall will receive prizes.
  - Funds raised overall is accumulated through total donations in the customised fundraising link + corporate matching\* from Great Eastern for distance clocked

Top team	Prizes
1 <sup>st</sup>	<ul style="list-style-type: none"> <li>• \$800 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Acknowledgement from GOH on event day (<i>Subject to GOH availability</i>)</li> </ul>
2 <sup>nd</sup>	<ul style="list-style-type: none"> <li>• \$600 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Entry to VIP booth on event day</li> </ul>
3 <sup>rd</sup>	<ul style="list-style-type: none"> <li>• \$400 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Entry to VIP booth on event day</li> </ul>
4 <sup>th</sup> and 5 <sup>th</sup>	<ul style="list-style-type: none"> <li>• \$200 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Entry to VIP booth on event day</li> </ul>

*\*Great Eastern will donate S\$1 for every 1km completed (up to S\$70,000 across entire Challenge)*



## Participation Perks: Prizes for Top 5 Staff Individuals and Top 5 Reps Individuals

- Top 5 Staff Individuals and Top 5 Reps Individuals (total 10 Individuals) with the most funds raised overall will receive prizes.
  - Funds raised overall is accumulated through total donations in the customised fundraising link + corporate matching\* from Great Eastern for distance clocked

Top Individual	Prizes
1 <sup>st</sup>	<ul style="list-style-type: none"> <li>• \$800 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Acknowledgement from GOH on event day (<i>Subject to GOH availability</i>)</li> </ul>
2 <sup>nd</sup>	<ul style="list-style-type: none"> <li>• \$600 worth of GREAT Dollars per team (Great Eastern Rewards App)</li> <li>• Entry to VIP booth on event day</li> </ul>
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*\*Great Eastern will donate S\$1 for every 1km completed (up to S\$70,000 across entire Challenge)*

**FAQ**

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## FAQs

### How do I register for the Reach for Great Fundraising Challenge 2023?

For **STAFF** Register [HERE](#)

For **FINANCIAL REPRESENTATIVES** Register [HERE](#)

Slots are limited, on a 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?

- To join as a TEAM: 4 ladies are required to form a team
  - If you're a Great Eastern corporate staff, form your team with fellow female colleagues.
  - If you're a Great Eastern Financial Representative, your team may consist of female colleagues, customers/prospects, or a mixture of both. You will be the Team Leader of the group.
- To join as an INDIVIDUAL: You must be a female Great Eastern corporate staff or Financial Representative.
- Slots are limited, on first-come, first-served basis! Registration closes when all slots are filled.

### How do I raise funds?

There are two ways to garner donations:

1. Share your/ 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 (24 May – 30 September 2023) and Great Eastern will donate S\$1 for every 1km completed (up to S\$70,000 across entire Challenge).

## 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 (24 May – 30 September 2023) 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\$70,000 across the entire challenge.

### How do I qualify for a complimentary GEWR race slot?

- Raise at least S\$400 as a TEAM or S\$100 as an INDIVIDUAL by 31 August 2023 to be offered a complimentary GEWR race slot of your preferred category (21.1km/ 10km/ 5km/ 2km Mummy + Me), including the race pack.
- The minimum amount of S\$400/\$100 can be accumulated through donations obtained through the customised fundraising link AND corporate matching from Great Eastern for the distance clocked as a team/individual.
- For example, for TEAM:

Distance clocked		(Distance Clocked by 31 Aug 2023)	(Funds raised by corporate matching* for distance clocked by 31 Aug 2023)
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
<b>Total distance clocked by the team</b>		<b>160km</b>	<b>S\$160</b>
<b>Donation through customised fundraising link</b>			(Funds raised by 31 Aug 2023)
<b>Donation from friends and family via customised fundraising link</b>			<b>S\$250</b>
<b>Total Funds Raised by 31 Aug 2023</b>			<b>\$410</b>

\*Great Eastern will donate S\$1 for every 1km completed (up to S\$70,000 across entire challenge)

## FAQs

### **What if me/my team does not meet the minimum of S\$100/S\$400 by 31 August 2023?**

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 2023 on 29 October, 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\$70,000). 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\$70,000 fund that Great Eastern has set aside for S\$1 for 1km corporate matching is exhausted?**

Once the amount of S\$70,000 set aside for dollar matching is exhausted, teams can only raise funds thereafter, via their customised fundraising link.

### **Can I take part in both Team and Individual categories?**

Each fundraiser can only take part in one category (either TEAM or INDIVIDUAL). You will not be able to change the category you are taking part in after your registration for the Fundraising Challenge is confirmed.

### **How do I win prizes?**

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

Donations obtained through you/ your team's customised fundraising link



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

**Thank you**

