

Shoot for Cause Virtual Archery Challenge

Who are we?

Camp Health, Hope & Happiness (Camp He Ho Ha) advances the cause of independence and inclusion for children and adults living with physical and mental disabilities. We provide adapted recreational summer camp programs designed to meet their special needs and interests. Through our summer camps and programs, people of all ages with varying types and degrees of disabilities accomplish things that they never thought possible. For over 60 years, our counselors and staff have adapted activities and empowered thousands of individuals! At Camp He Ho Ha, campers increase their sense of independence and belonging, build friendships, and experience a fun and active lifestyle in a safe environment.

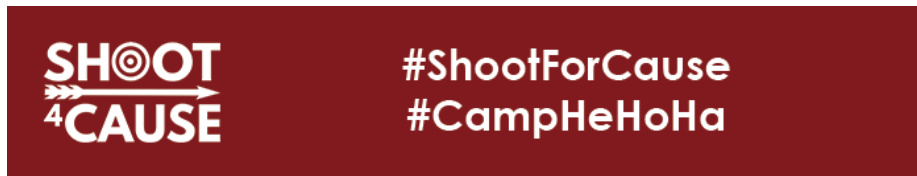
Shoot for Cause Virtual Archery Challenge

Archery for fun, making a difference for many.

We invite you to join our new VIRTUAL Archery Shoot. For 25 years we have hosted an outdoor 3D archery shoot at Camp He Ho Ha. This year we are taking it virtual!

We challenge you to shoot 2,021 arrows in your favourite location! No longer limited by travel or scheduling conflicts; you can now participate at your convenience. Shoot some arrows in your backyard or at your local range and work away at your total. If you can accomplish the full 2,021 arrows before our end date, you should be ready for fall competition or a confident hunting season. (Challenge dates: **May 1, 2021**, through to **August 21, 2021**.)

Why 2,021 arrows? It is the year 2021, so let's go big and shoot 2,021 arrows! (An average of 3 sets of 10, for 4 days a week for 17 weeks.) Each arrow counts towards your personal and team goals. Easily track progress and update your activity on your personal and team fundraising page.



Are you in?

Signing up as an individual or forming a #ShootforCause challenge team is really easy! *Here's how to get involved.*

- ① **Join the Campaign.** Click on the "Join the Campaign" button on our page at <https://shootforcause.camphehoha.com/>

Create an account and a personal fundraising page. Spend a minute setting-up your personal and team fundraising pages. It's super easy and we've already done a lot of the work for you! You can use the provided appeal or share your personal story and connection to disability or Camp He Ho Ha. Storytelling is a very powerful tool!

- ② **Recruit your team or join a team.** Friends, family, and coworkers- unite! This is a great opportunity for archers from across the province to challenge each other to stay shooting, have fun, & raise money for children and adults with disabilities in Alberta.

Team leaders, you can create a team fundraising page and share it with your team members so they can sign up right under your team! (If you do not know the team name, contact the team leader.)

③ **Set your Goal.** To calculate your total arrows goal, simply multiply the 'number of days you are participating by the 'number of arrows you want to do each day. Individuals are challenged to 2021 arrows shot between Saturday, May 1st, 2021, and Saturday, August 21st, 2021. We challenge you to shoot 2,021 arrows between Saturday May 1st and Saturday August 21st, 2021 but you can make your own goal instead.

④ **Fundraise.** Easily share your goals, progress, and fundraising page with friends and family to raise funds to support the mission of Camp He Ho Ha. Check out the #ShootforCause Challenge Tool Kit for email and social media templates, graphics, Camp He Ho Ha information, and tips to easily engage with your network!

If you raise at least \$300, you will get a special commemorative T-shirt and get your name entered to win a PRIME archery bow valued at Over \$1,500! For every additional \$100 you raise over \$300, you get another raffle entry to win the PRIME archery bow.

Why Archery?

The Shoot for Cause archery fundraiser is one of our longest-standing fundraisers. Our archers and your communities have been incredibly supportive of Camp Health, Hope & Happiness, and we want to create a fun and relevant virtual event just for you. Over the last 25 years, the Shoot for Cause Archery Shoot has raised over \$1.8M for Camp He Ho Ha. This year we are hoping to raise \$25,000.

What will your campaign support?

Every dollar that you raise directly provides an opportunity to over 725 individuals with mental and/or physical disabilities each summer to experience 6-days in an all-inclusive summer overnight camp, completely barrier-free.

All of the care and adaptations that may be required for a person with a disability are provided by the Camp He Ho Ha facility and staff. This includes all personal care, activity adaptations, an accessible environment, and most importantly; unconditional love and acceptance. While the camper is safe at Camp, the parent or caregiver also receives much-needed respite.

With your support, we will be able to:

- Develop and deliver inclusive barrier-free programming to serve Albertans with disabilities
- Provide specialized connection, and support for individuals with disabilities and their caregivers and families
- Connect and empower individuals with disabilities through recreation
- Provide respite to families and caregivers of individuals with disabilities

Track your Progress

You can track your arrows and update them on your personal fundraising page. Your supporters will like to know how close you are to reaching your goal.

Prizes

Not only does this challenge come with the benefit of improving your archery shot, and raising important funds for Camp He Ho Ha, but it also offers fundraising prizes and incentives! If you raise a minimum of \$300 in donations you will receive a commemorative 'Shoot for Cause T-shirt' and will be entered in a draw to win a 'PRIME archery bow.' For each additional \$100 over \$300 you raise, you will receive an additional entry in the prize draw. So get started with your campaign today to take your best shot at earning your T-shirt and entries into the PRIME archery bow prize draw!

** Prizes are not eligible for cash substitutions. **

Campaign Support

We want you to be successful! Please contact Greg if you have any questions about the Shoot for Cause Challenge, forming a team, creating a fundraising page, or any other questions by emailing Greg@camphehoha.com or calling 780-429-3277 ext 222.