



PEER TO PEER FUNDRAISING

CASE STUDY
STEPS FOR IMPACT
MOVE FOR MENTAL
HEALTH

STEP
energy services

+

 **IMPACT**
SOCIETY
AWAKENING THE HERO WITHIN.

PREPARED BY

IMPACT SOCIETY
*EVENT RECIPIENT AND
COORDINATOR*

APPROVED BY

STEP ENERGY SERVICES
CAMPAIGN SUPPORTER



BACKGROUND

On the 19th of February, 2021, Impact Society and STEP Energy Services (STEP) entered into a multi-year partnership agreement to support Indigenous communities across Canada. This partnership has turned into a campaign known as STEPs For Impact, inspired by STEPs' expressed interest in moving for mental health awareness. In 2021, the first year of our annual campaign, we successfully raised \$27,697, had participation from 30 STEP Professionals who banked 18,900 active minutes and helped 615 students through the funds raised.

Together, our goal this year was to carry over last year's success into this year's campaign, and to continue aiding Impact Society in its mission to support youth in Indigenous communities across Canada.

THE PLAN

Impact Society and STEP Energy Services came together to run a 10-day corporate wellness, peer-to-peer fundraising initiative with a mission to promote physical and mental well-being in our communities while raising critical funds to provide accessible mental health resources for Indigenous youth.

A peer-to-peer campaign is a highly effective method to: encourage employees to become public advocates for the amazing charitable work that their employer supports, create a culture of giving back at every level of the company and emphasize the importance of both physical and mental well-being. A healthy workforce is a productive workforce.



THE CAMPAIGN

Last year's campaign was a massive win for both STEP Energy Services and Impact Society. So, we decided to emulate last year's peer-to-peer campaign model for the STEPs for Impact 2022 fundraiser. From Sept. 20th to Sept. 29th we had STEP Professionals log active minutes and raise donations via their own internal network and through various social media channels. Active minutes were identified as moving for mental health which means being active by taking steps, running, biking, weight lifting, etc.

At the end of the event, the individual with the greatest activity hours, and individuals with the greatest funds raised would be declared the winner (and win an apple product of their choice up to \$300). In addition, every participant would be entered into a draw at the end of the campaign to win a \$100 gift card of their choice.

In addition, STEP agreed to match 1 dollar per activity minute up to \$5,000 and 1 dollar per STEPs for Impact participant dollar raised, up to \$5,000



THE RESULT

This year's STEPs for Impact campaign was successful and in total raised **\$13,415**, which includes **STEP Energy's match of \$9,207**.

The initial goal was \$10,000 which we surpassed by **134%**. These funds have been given to Impact Society to support the incredibly valuable programs the organization delivers to Indigenous communities in Western Canada.

Both organizations are thrilled to continue STEPs for Impact as an annual fundraising campaign for many years to come!



FUNDS RAISED

\$13,415



PARTICIPANTS

30



ACTIVE MINUTES

12,566



TOTAL DONATIONS

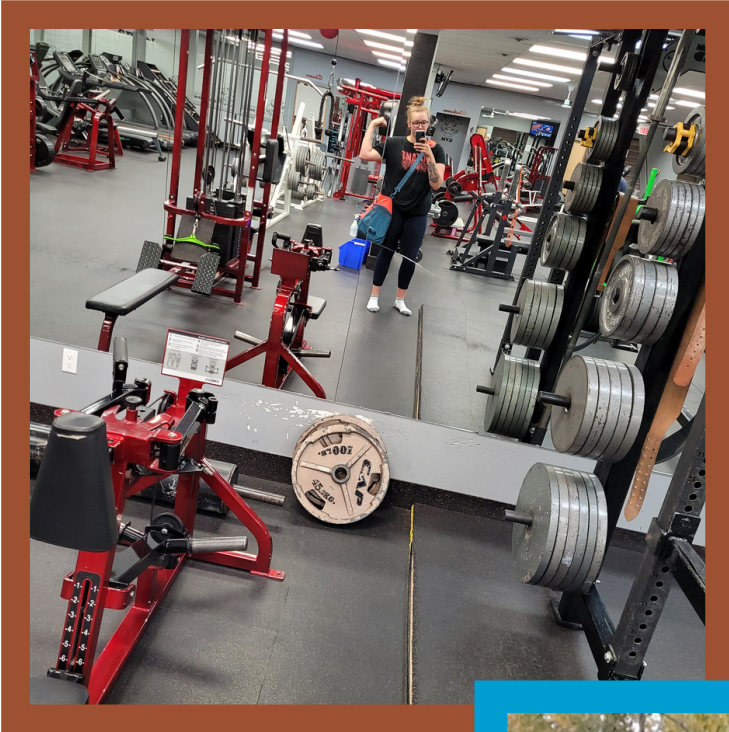
57



STUDENTS SERVED

298

TESTIMONIES



"What a great fundraising campaign we all needed"

"In memory of those impacted by COVID-19"



TESTIMONIES



"Way to go! Thank you for your support to raise funds for a noble cause."

*"Awesome initiative.
Great cause!"*

