

2021



Monster

March

Impact Report



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Overview

Where it Began

Wee Wild Ones started the Monster March in 2017 to raise money for the Children's Cottage Society. Previously held at St. Patrick's Island, the Monster March began as a way to support children in need while encouraging families to spend more time together exploring our beautiful city. A favoured fundraising day was reimaged in 2021 as a city-wide campaign for all of October that concluded with a one day walk-a-thon and local vendor market. Together, with friends all over YYC, the Monster March was able to raise over \$50,000 for the Children's Cottage Society that has directly benefited their new Child and Family centre currently being built in the Calgary community of Montgomery.

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Since the very first event, Wee Wild Ones has continued to grow the campaign in order to raise both money and awareness for a worthy organization committed to helping so many local families. Wee Wild Ones is an inquiry-based early childhood education centre that provides various programs for children to connect to their world through nature and movement. As of September 2021, Wee Wild Ones announced a new non-for-profit arm of their business called WilderFutures that is committed to tackling intersecting social issues through the power of education. Going forward, this organization will be continuing to grow and own the Monster March event to benefit the Children's Cottage Society.

The Children's Cottage Society

For the past 35 years, the Children's Cottage Society has been dedicated to preventing harm and neglect to children and building strong families through support services, respite programs and crisis nurseries. Since the beginning of COVID-19, the daily workings of so many individuals, businesses, and non-profits worldwide have changed - the Children's Cottage Society included. In 2021, the Cottage was only able to serve 1,200 children due to the impact of COVID lessening the number of children and families they could safely provide care to. The need for their services continues to grow as they had to turn away over 1,900 children due to lack of space last year.

The Cottage never wants to turn away a family or child in need which is why they are moving forward with building a new Child and Family Centre in the northwest Calgary community of Montgomery. The new centre will include a 20-bed crisis nursery, counselling services, a therapeutic child development program and other programs. This new child and family centre will help address emerging issues in small children before there are lifelong and life-altering impacts and will allow the Children's Cottage to help an additional 8,850 children a year.

To help the Children's Cottage Society serve Calgary's most vulnerable families, 100% of funds raised have gone towards the Children's Cottage Society to provide vital services to support those who need it the most. The WilderFutures Monster March raised \$50,000 for the Cottage in 2020 and over \$55,000 in 2021, which means more children will receive tender loving care during a time of crisis.



Brighter Futures

The Vision



Local artist Katie Green supported this year's Monster March as the event's Creative Director. In this role Katie elevated the overall vision of the event by furthering the brand identity with meaningful artwork, logos and various promotional materials.

Similar to Monster March 2020, this year's monsters were imagined by the students at Wee Wild Ones and were brought to life by Katie Green's signature watercolour style. Katie then crafted the monsters into this year's logo, merch and branded assets such as posters, out of home advertising and signage.

All 15 of Katie Green's watercolour monsters were then put up for silent auction at the Monster Market with 100% of the funds raised going towards the \$50,000 donation goal. In total, \$2,000 was raised from Katie Green's monster art.



Monster March

It Takes a Village

Donors

We received 400+ donations through our fundraising portal and in person at both Wee Wild Ones child care centres in Calgary.

Fundraisers

In 2021, the Monster March had nearly 200 different fundraisers that participated in the event and nearly 25 active fundraising teams. They were encouraged to raise funds through an incentive program that rewards each fundraiser with a small gift once they reached a certain fundraising milestone.



Partners

Coupon Book Partners

A small coupon book was created as an additional fundraising initiative that contained \$500 worth of savings. All proceeds of each coupon book sold went towards the \$50,000 donation goal to the Children's Cottage Society. Below is a list of all the businesses that appeared in our coupon book.

Our 2021 partners list is long, and we are so grateful for each of them.

Local Calgary Businesses

Banff Sunshine Village

Bike and Brew

Bite

Blush Lane

CalAlta Autoglass

Calgary Gymnastic Centre

Chef's Earth

Clothing Bar Boutique

Delissitude

Fishman's

Going Nuts

Mobile Hair Services

Ichor Blood Services

JPS Furnace & Air Conditioning

Market Mall Denture Clinic

Master Chocolat

Move Fitness

Bon-A-Pet-Treat

Plant

Raw Canvas

Recess

Room to Breathe

Routine

Sharp Edge Barbershop

Spud

Stavros Pizza & Sports Bar

The Vegan Popcorn Company

Without Co

YYC Detail



Fundraising Partners

Our two fundraising partners for 2021 offered up a unique service and product, where proceeds from each went towards the grand \$50,000 goal! Nearly \$300 was raised and for 2022 we hope to quadruple our fundraising partner list!

Holy Cow Gelato

The Ave Barber shop

JPS Furnace & Air Conditioning

NOtaBLE

Luniko Consulting

Village Ice Cream

Zia Automotive

Sponsorship Partners

Our sponsorship partners we're able to support us with monetary funds as well as with gift cards and products as prizes to give away. The total value of the generous donations from these partners was nearly \$12,000!

Bro'kin Yolk

Co-op Calgary Foundation

GEBA Interiors

Jemie Li Real Estate

Joey's Restaurant

Joyride Automotive

Influencer Partners

The influencer partners had donated their time and space on their platforms to promote our various partnered products to encourage more donations from outside the Wee Wild Ones community. Throughout the campaign, these influencers collectively posted 20 times, which resulted in an estimated audience reach of 100,200 and a total of 287,270 estimated impressions across Instagram.

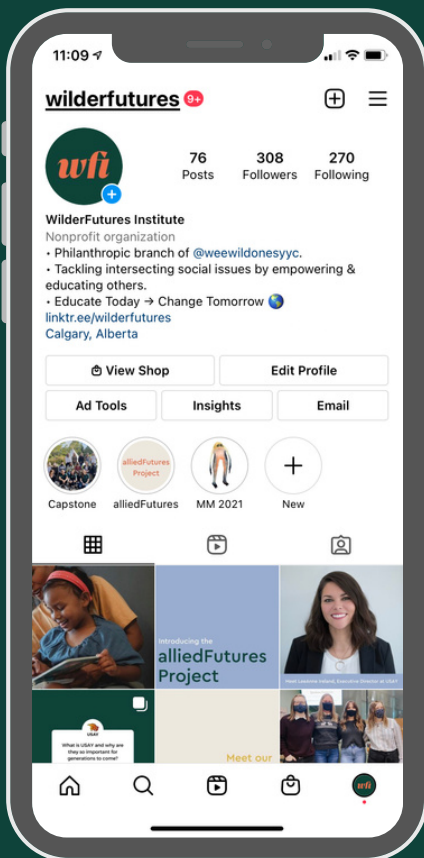
Alyshah Kara

Jasmin Shannon

Karleen (Samson) Valencia

Mia Campbell

Spreading the Word

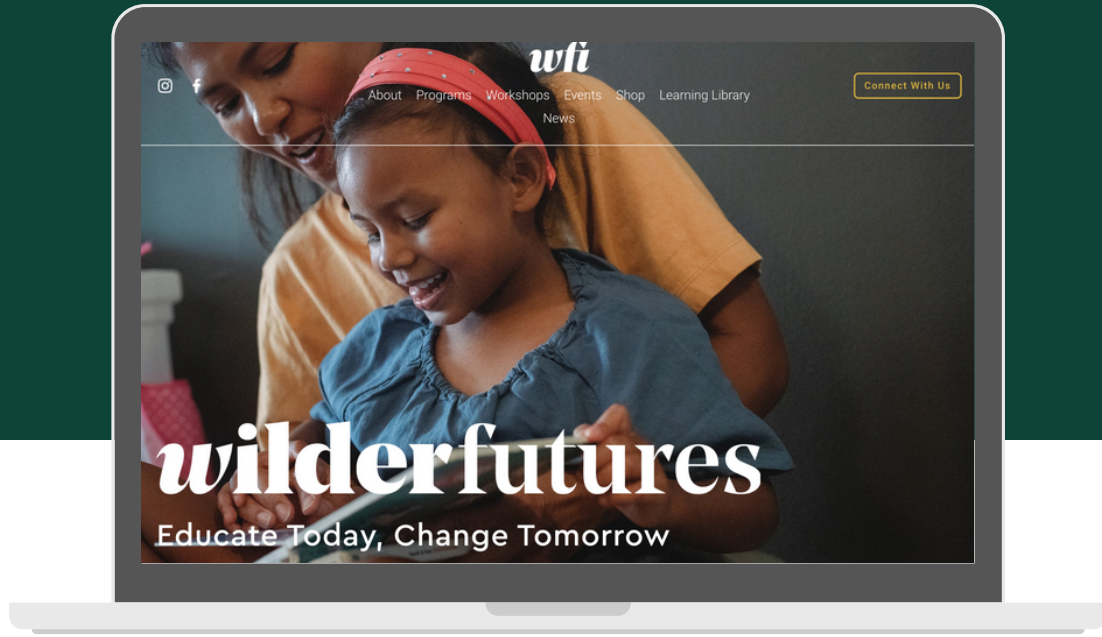


Social Media

With no official event Instagram page, the Wee Wild Ones' social media account, along with the newly launched WilderFutures account, acted as a way to facilitate information to the interested public. For the foreseeable future, the WilderFutures social media account will act as the primary hub for quick up to date information about the Monster March event.

Newsletter

For 2021 the Monster March was able to grow a newsletter database to 240 subscribers which is a 92% increase from the year before. A total of 9 detailed emails were sent out over a three month period (September to November) with an average 60% open rate and a 9.1% link click rate. The newsletter communicated with participants about the multiple events taking place during the 2021 campaign and also highlighted the community partners and sponsors that were working with the Monster March.



Website

The Wee Wild Ones' website acted as a way to facilitate most of the information for the Monster March as it has for the past few years. For this year's event, WilderFutures also included information about the Monster March and will continue to be the primary source for all Monster March related information. In October, there were over 2,710 visits to Wee Wild Ones' website and over 3,000 visits in September when the campaign launched. On the WilderFutures website there were over 1,500 visitors to the website which was up from 250 visits in September. The Monster March also utilizes a fundraising website platform called CauseVox which helps collect and track all fundraising dollars. During the 2021 event nearly 7,500 unique users visited the Monster March CauseVox page.

Digital Ads

Two separate digital campaigns ran throughout October to help generate awareness and ticket purchases to the Monster Market on October 30th. Results included 46,045 total impressions and a reach of 42,444.

Earned Media

To generate more interest from the Calgary community, The Monster March sent pitches out to various news outlets detailing the event and introducing the first ever Monster Market. The pitches varied from requesting the outlet to post on their online platform to asking to be featured in an article or news segment. In 2021, Monster March secured eight event posting and 10 online feature stories.

During the 2021 event nearly 7,500 unique users visited the Monster March Fundraising page.

Branded Merchandise

Another initiative that ensured the Monster March reached its fundraising goal was the creation of the Monster March Merchandise. The merchandise included custom made t-shirts that featured the water coloured monster created by local artist Katie Green. They were made in a range of sizes for both kids and adults alike. The shirts were also given away as small gifts of appreciation for a few of the select partners. The shirts were sold online and at the Monster Market alongside prints of Katie Green's water colour monster creations.





The March + Market

In 2021, the month-long virtual fundraising event concluded in an in-person march and market on October 30th. The day started with families from across Calgary gathering outside the Bowness Community Association where they headed out on their 3 km march through the historic Bowness downtown with signs that supported the children's cottage and singing cheerful chants. The march ended back at the Bowness Community Association just as the first annual Monster Market began inside the building's community gymnasium.

There were over 35 vendors that purchased a table to sell their products at the market with offerings that ranged from children's products, beauty items and various types of art. There were over 380 attendees that came to the market with over 140 tickets sold in advance. All the ticket sales from the event went towards the final fundraising tally. Special additions to the day included a two-hour performance from Lightning Ant, a local children's rock band, and an appearance of a few of the trucks from the YYC Food Trucks fleet.





Monstrous Wins

Each year, we set big, ambitious goals. We are proud to share that we exceeded this year's target with a grand total of

\$55,685 raised!