



## List of Important Dates

### Oct. 18 – Nov. 21

**Promote the Giving Challenge in your community.**

Oct. 18 – Nov. 21

Ads running on CTV Winnipeg.

Nov. 6 (Saturday)

Print ad in the Winnipeg Free Press.

Nov. 7 – Nov. 21

Facebook ads.

Nov. 10 (Wednesday)

Print ad in La Liberté.

Nov. 11 (Thursday)

Print ad in the Westman this Week.

Nov. 13 (Saturday)

Print ads in the Winnipeg Free Press and Brandon Sun.

### Nov. 15 - 21

#### **ENDOW MANITOBA GIVING CHALLENGE**

Digital ad on the Winnipeg Free Press website.

Nov. 17 (Wednesday)

Print ad in La Liberté.

Nov. 20 (Saturday)

Print ads in the Winnipeg Free Press and Brandon Sun.

Nov. 20-21

Home page take over (HPTO) of the Winnipeg Free Press website and digital ad on the Brandon Sun website.

### Nov. 22-26

**List of collected cheques/cash must be emailed to The Winnipeg Foundation.**

Nov. 22 – Dec. 7

The Winnipeg Foundation entering and processing Giving Challenge gifts.

Dec. 8 (no later than)

Giving Challenge gift summary sent to all foundations.

Dec. 11 (Saturday)

Giving Challenge results full page ad in the Winnipeg Free Press (WFP) and the Brandon Sun (Sun).

#### **Note:**

*Donors making gifts online will receive their tax receipts via email. Emails will be forwarded to the foundations during the Giving Challenge or on Monday, Nov. 22.*

*Donors making gifts by cheque will receive their tax receipt before the end of December via mail from The Winnipeg Foundation.*

Endow  
Manitoba



**Giving Challenge**  
November 15-21, 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 CTV ad (Until end of Challenge)  <b>To Do:</b> Promote the Challenge →	2	3	4	5	6 WFP ad	7 Facebook ads (Until end of Challenge)
8  <b>To Do:</b> Promote the Challenge →	9	10 Liberté print ad	11 Westman print ad	12	13 WFP & Brandon Sun print ads	14
<b>GIVING CHALLENGE</b>						
15 WFP digital ad  <b>To Do:</b> Promote the Challenge and collect gifts →	16	17 Liberté print ad	18	19 Brandon Sun print ad	20 WFP digital ad & HPTO Brandon Sun digital ad WFP & Brandon Sun print ads	21
22 <b>To Do:</b> Email cheque list →	23 Wpg Fdn: Enter/process gifts →	24	25	26 <b>To Do:</b> <b>LAST DAY</b> Email cheque list →	27	28
29 Wpg Fdn: Enter/process gifts →	30	Dec. 1	Dec. 2	Dec. 3	Dec. 4	Dec. 5
Dec. 6 Wpg Fdn: Enter/process gifts →	Dec. 7	Dec. 8 Wpg Fdn: Distribute gift summary	Dec. 9	Dec. 10	Dec. 11 WFP & Brandon Sun print ads - Results	Dec. 12