



# Collaboration Proposal



Virtual Fitness Fundraiser  
**Cheetah Fit**

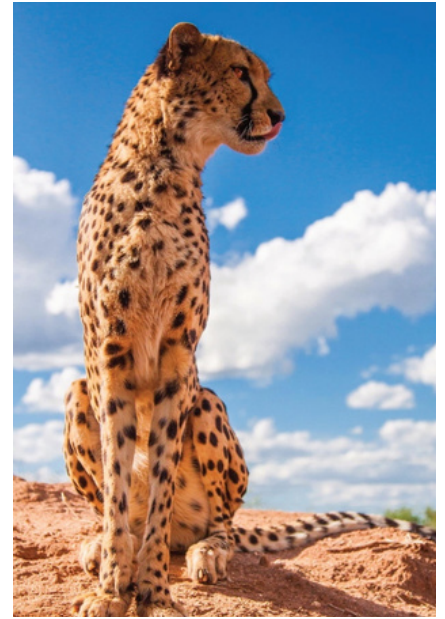
By Cheetah Conservation Fund Canada, a registered  
charity In Canada

# Context

Cheetah Fit is an annual virtual fitness fundraiser taking place June 1-15, 2026. It connects fitness with wildlife conservation by empowering participants to engage their communities—inviting friends, family, and colleagues to run, walk, or cycle while raising funds for cheetah conservation programs.

The cheetah—*the fastest land animal*—is the most endangered big cat in Africa, with fewer than 7,100 remaining in the wild. Proceeds will support the Cheetah Conservation Fund (CCF) in Namibia and the Horn of Africa, helping with the rescue and care for cheetahs, and fund the training and placement of livestock-guarding dogs to reduce human-wildlife conflict with farmers living along wildlife.

The event is open to individuals, teams, and corporations across Canada. Participants can join from anywhere, at any pace, and for any duration during the two-week event.



## Why We Chose YOU

We selected your organization because running is a key focus of this year's Cheetah Fit event. We believe your community aligns strongly with our goals and would be an excellent fit for participation and promotion. We see opportunities for your organization to either register as a team and fundraise together, or to support the campaign by sharing our promotional materials on your social media platforms to help reach new potential participants. *Let's move for cheetahs!*

## Ways To Collaborate



We are proposing a collaboration with your organization to support and promote Cheetah Fit through participation and/or social media engagement, helping to protect cheetahs and their ecosystems while encouraging healthy, active lifestyles.

Our collaboration can take many forms:

- A “Cheetah-Themed Run” (e.g. wearing orange/black or cheetah print)
- Friendly internal competition (e.g., team vs. team)
- Distance or speed challenges inspired by cheetah facts (e.g., 5 km or 20 km challenges, based on a cheetah's daily walking range of 5-20 km)

## Benefits

- Positive brand exposure
- Meaningful engagement opportunity for your members.
- Alignment with wildlife protection and sustainability values.
- A unique, themed fitness event that stands out from typical runs or challenges
- Strong storytelling and conservation messaging to share with your audience



# Timing and Process

The event promotion will begin on April 12 through social media and outreach to supporters. The virtual event will run from June 1 - 15, 2026. Early bird registration fee will be \$20 for individuals and \$75 for Teams of 5 members. Registration provides a discount code for t-shirt and ability to create a P2P page to help with fund raising and share participants support for preserving the cheetah and ecosystem. Early bird ends May 12 and no further discount code will be provided. We will promote participants and collaborators Cheetah Fit engagement and progress using our hashtags #cheetahfit #savethecheetah.

## Roles

### Cheetah Fit / CCF Canada:

- Provide promotional assets (graphics, captions, event details)
- Share conservation programs and why event provide people a chance to make a difference.
- Support team setup and fundraising guidance.



### Your Organization:

- Participate as a team and/or share event content on social media (posts and/or stories).
- Optionally, host or promote a themed run or challenge
- Select our charity for drop-in during the June.

## Goals and Value Proposition

### Goals

- Increase participation, registrations, and fundraising through your network.
- Raise awareness of cheetah conservation and human-wildlife coexistence.

### Success Indicators

- Team participation and/or social promotion.
- Increased registrations, engagement, and shared visibility.

### Value Proposition

- Positive brand exposure and CSR alignment.
- Meaningful member engagement.
- Low-cost, flexible participation.

### Why Partner With Us

- Direct connection to a globally recognized cheetah conservation organization.
- A unique fitness event with compelling conservation storytelling.

Learn more here: <https://cheetah.org/canada/cheetah-fit/>

