

2025 Support *The Blazer* CAMPAIGN

September 18 to October 18



IN SUPPORT OF

Ronald McDonald
House Charities®
Toronto



Spark Charity Foundation



Support *The Blazer*

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SPARK CHARITY FOUNDATION



Since 2020, Spark Financial Group has supported various charitable causes, leading to the creation of the Spark Charity Foundation in September 2024.

The foundation empowers less fortunate individuals and charities through fundraising events and donations, fostering a compassionate, giving community.

Key initiatives include the Spark Invitational Golf Tournament, The Gala, and the Support the Blazer Campaign, which raises awareness and drives community engagement.

The foundation operates with a focus on governance, financial responsibility, and outreach to grow support and partnerships.



www.sparkcharity.ca



@sparkcharityfoundation



@sparkcharityfoundation



@sparkcharityfoundation



Spark Charity Foundation



Support *The* Blazer

BOARD OF DIRECTORS

PRESIDENT



Nick
Regina

DIRECTOR OF STRATEGIC
GROWTH & INNOVATION



Craig
D'Souza

TREASURER



Scott
Jaglowitz

DIRECTOR OF EVENTS &
COMMUNITY ENGAGEMENT



Filomena
Lofranco

DIRECTOR OF MARKETING &
STRATEGY



Kiefer
Nazareth

MISSION STATEMENT

The Spark Charity Foundation is dedicated to making a difference in the lives of the less fortunate and supporting fellow charities through impactful fundraising events and donations. Our mission is to create a ripple effect of generosity and compassion, fostering a stronger, more connected community.



Spark Charity Foundation



Support *The Blazer*

THE STORY

In 2022, while on a trip to Texas, Nick Regina, CEO and co-founder of Spark Financial Group, launched the “Support the Shirt” campaign after losing his luggage and being left with only a floral shirt. The story sparked the now-iconic “Support the Blazer” campaign, combining humour with philanthropy. Since inception, our achievements were made possible by the generosity of the community and the support of charitable partners.

In 2023, the campaign rebranded to Support the Blazer, partnering with Million Dollar Smiles and raising \$23,400 to help children with Dyskeratosis Congenita, a rare genetic condition.



In 2022, Support the Shirt campaign launched, raising \$9,200 for the Canadian Cancer Society.

In 2024, the campaign exceeded its goal, raising \$102,500 for Waves of Changes for Autism, supporting children with autism in Vaughan.



OUR CAUSE

We are proud to announce that Ronald McDonald House Charities Toronto has been chosen as the beneficiary of the 2025 Support the Blazer campaign.

At the Spark Charity Foundation, our mission is to support organizations that create meaningful, lasting impact in the lives of children and families. RMHC Toronto provides a vital service offering a comforting, supportive home for families with seriously ill children receiving treatment at nearby hospitals. Their commitment to keeping families close during challenging times resonates deeply with our values of compassion, community, and care.

Partnering with RMHC Toronto is more than a choice, it's a heartfelt commitment. We believe in the power of togetherness, and we are honoured to stand beside a charity that embodies hope, resilience, and love when it matters most.



IN SUPPORT OF

**Ronald McDonald
House Charities®
Toronto**



Spark Charity Foundation



Support *The* Blazer

MAKE A DIFFERENCE

Together For A Cause



AS SEEN AND HEARD ON:

680
NewsRadio
Toronto



breakfast
television™

CityNews
24/7



Spark Charity Foundation



Support *The Blazer*

THE GOOD PEOPLE ARMY

Join the Support the Blazer Campaign and make a lasting impact on lives.



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WAYS TO PARTICIPATE

1

Join as an Individual

Wear the blazer for 30 consecutive days and compete against other individuals. Registration Fee: \$579 to join.

2

Join as a Team

The Team Leader will wear the blazer for 30 consecutive days while competing against other teams. Teams may have an unlimited number of members. Registration fee: \$579 plus \$20 per team member to join.

3

Purchase a Pin

Show your support by purchasing a commemorative pin for \$25.



Spark Charity Foundation



Support *The Blazer*

WHAT'S INCLUDED:



THE BLAZER AND COMMEMORATIVE PIN

- Wear the blazer for 30 consecutive days starting September 18.
- We encourage all individuals to wear the blazer all day, everyday however this is optional.



YOUR PERSONAL WEBPAGE

- A press day will be scheduled with the Spark Charity Foundation.
- Your donations will be live on your page.



STRATEGIES

- Strategic pamphlet: Maximizing Success in the 30 Day Support the Blazer campaign.
- Video session with Nick Regina on strategies and how to crush the campaign.



LAUNCH PARTY

- On September 18, we will host a launch party where all attendees will don their blazers for the first time. The evening will have strong media presence, including radio and TV coverage, and will offer light snacks and beverages.



TICKET TO THE GALA

- On October 18, the Terrace Banquet Hall will host The Gala, marking the final removal of the blazers.



Spark Charity Foundation



Support *The Blazer*



CHOOSE YOUR CHARITY

Support a cause you care about.

Once you register for the campaign, you'll have the option to support a cause that's close to your heart. While we are proudly raising funds for Ronald McDonald House Charities Toronto, participants are welcome to select a different registered charity of their choice.

Here's how it works:

- Whether you're signing up as an individual or a team, you can direct your fundraising efforts toward the organization that matters most to you.
- At the end of the campaign, 10% of all the money raised, after covering campaign costs, will be put into a pool and shared between the charities chosen by participants.
- The more money you or your team raise, the bigger the share your chosen charity will receive.

Please note: All selected charities must be registered with the Canada Revenue Agency and eligible to receive donations.



Spark Charity Foundation



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REWARDS PROGRAM

Reach \$5,000 in donations
Reach \$10,000 in donations
Reach \$20,000 in donations



receive 15%
receive 20%
receive 25%

Marketing and PR funding will be provided by the Spark Charity Foundation upon achieving key milestones. This support is designed to enhance the campaign's reach and maximize its visibility.



GRAND PRIZES

1st Place: Trip valued at \$10,000.

2nd Place: \$7,500 value in prizes.

3rd Place: \$2,500 value in prizes.

**prizes will be awarded to the top 3 teams and top 3 individuals*



Spark Charity Foundation



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MOCK LEADERBOARD

The leaderboard will be live throughout the campaign at www.sparkcharity.ca sorted by overall, individual and team leaders.



OVERALL

Position	Name	Amount
1 st	Nova Pulse	\$9700
2 nd	SkyBound	\$9000
3 rd	Echo Labs	\$6430
4 th	Samira Hadid	\$5400
5 th	Francois Mercer	\$5320
6 th	Estelle Darcy	\$5000
7 th	Pixel Forge	\$4900
8 th	Francisco Andrade	\$4875
9 th	Axiom Dynamics	\$4600
10 th	Juliana Silva	\$4565

[Click here for more](#)

INDIVIDUAL

Position	Name	Amount
1 st	Samira Hadid	\$5400
2 nd	Francois Mercer	\$5320
3 rd	Estelle Darcy	\$5000
4 th	Francisco Andrade	\$4875
5 th	Juliana Silva	\$4565
6 th	Pedro Fernandes	\$4320
7 th	Kim Chun Hei	\$4000
8 th	Chad Gibbons	\$3986
9 th	Margarita Perez	\$3523
10 th	Noah Schumacher	\$2579

[Click here for more](#)

TEAM

Position	Name	Amount
1 st	Nova Pulse	\$9700
2 nd	SkyBound	\$9000
3 rd	Echo Labs	\$6430
4 th	Pixel Forge	\$4900
5 th	Axiom Dynamics	\$4600
6 th	Fluid Collective	\$4300
7 th	Quantum Leap	\$3500
8 th	Ember Spark	\$3450
9 th	Zenith Edge	\$3100
10 th	Ghostwave Tech	\$2700

[Click here for more](#)



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WANT TO LEARN MORE?

Join us for a complimentary introductory and educational seminar held through a virtual meeting on Wednesday, June 18 at 7:00pm.

“Together, we can achieve extraordinary things when we unite our efforts and passion.”

Helen Keller



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SUPPORT THE BLAZER



A community initiative by Nicholas Regina CEO and Co-Founder of Spark Financial Group

Join the Movement Today!

EMAIL US AT INFO@SPARKCHARITY.CA TO CLAIM YOUR SPOT
OR REGISTER AT WWW.SPARKCHARITY.CA/SHOP/

THANK YOU!



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