



il fait froid dehors  
it's cold out there  
cnoy.org

Participating in the Coldest Night of the Year involves rallying community support for local charities serving people experiencing hurt, hunger and homelessness. The core message emphasizes walking together in the cold to demonstrate empathy and raise funds for vulnerable neighbours.

Here are the key messages from the 2026 Coldest Night of the Year:

#### **Core Campaign Messages** (Theme: *Across the Country, Close to Home*)

- “It’s cold out there, and that’s the point.” This central, recurring phrase highlights that walking in the February cold is a symbolic act of solidarity with those who have no choice but to face the elements.
- “Close to Home.” The campaign emphasizes that homelessness and poverty exist in our own communities, and the funds raised stay local.
- “Step by Step.” Every step taken and every dollar raised brings a neighbour closer to safety, health and home.

#### **Key Reasons to Participate in the 2027 Walk**

- Direct Impact: 100% of net proceeds stay in the community to support local charity partners.
- Support for Key Causes: Funds raised help people facing homelessness, those fleeing violence and families struggling to make ends meet.
- Community Action: It is a chance to turn empathy into action and show that compassion connects us all.
- A “Winterrific” Event: This family-friendly two- or five-kilometre walk brings together friends, families and coworkers.

#### **Action-Oriented Messages for Participants**

- “Walk With Us.” Encourages people to join or create a team to support local charities.
- “Get5.” A targeted fundraising initiative that urges participants to find at least five donors to support their walk.
- “Be a Lifeline.” Highlights that funds raised help keep services running during the coldest months.
- “Show Your Heart.” Invites participants to bundle up, walk in the cold and share in a moment of compassion.

### Key Themes for Recruitment to Participate

- A Learning Opportunity: The event serves as a way for children and adults alike to learn about the realities of poverty and homelessness in their community.
- Corporate/Group Engagement: Businesses are encouraged to participate in “The Challenge” to foster team building, philanthropy and community spirit.
- Building Empathy: Walking allows participants to feel a small, temporary hint of the challenges faced by those experiencing homelessness in winter.

### League Teams in the 2026 Event

#	Location	Teams	Walkers	\$ Raised
1	Sudbury	2	19	\$ 22,560
2	St. Catharines	2	21	\$ 11,263
3	Saskatoon East	3	16	\$ 9,035
4	Mississauga	2	21	\$ 6,405
5	Sault Ste. Marie	1	10	\$ 5,910
6	Alliston	1	5	\$ 5,715
7	Strathroy	1	7	\$ 4,475
8	North Bay	1	11	\$ 4,420
9	Scarborough East	1	13	\$ 4,165
10	Newmarket	1	7	\$ 3,849
11	Binbrook	1	12	\$ 3,490
12	Wingham	1	6	\$ 2,650
13	Hamilton Mountain	1	8	\$ 1,795
14	Woodstock	1	5	\$ 1,495
15	Carbonear	1	7	\$ 1,400
16	Kenora	1	4	\$ 1,395
17	Guelph	1	1	\$ 705.00
18	Milton	1	10	\$ 425.00
19	Calgary Inglewood	1	2	\$ 395.00
20	Duncan	1	1	
<b>Total</b>		<b>25</b>	<b>186</b>	<b>\$ 91,547</b>