

S T E P T E M B E R . U S



STEPTEMBER

Move together for cerebral palsy

***THE MOVEMENT STARTS
SEPTEMBER 1***

FUNDS RAISED SUPPORT



No matter where this year finds everyone, STEPtember will bring teams together

— across homes and offices, regions and departments, states and countries — to get moving and make a difference. As a virtual challenge, STEPtember meets the moment and connects colleagues wherever they are.



“This initiative allowed teams to feel a sense of togetherness while apart.”

— Rita Papadogiannis, Corporate Social Responsibility Manager at ViacomCBS

A GLOBAL FUNDRAISING INITIATIVE DELIVERING ON GLOBAL GOALS

WHAT IS STEPTEMBER?



A global health and wellness fundraising event to support cerebral palsy research.



An employee engagement initiative connecting your teams, departments, and office locations via one inclusive and fun challenge.



A challenge to organizations and their employees to take the equivalent of 10,000 steps a day and raise funds for cerebral palsy research.



A great CSR and health and well-being initiative for your company.

DELIVERING ON THE UN SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING



STEPtember promotes physical and mental well-being, as does the research and innovation you support through active fundraising throughout the event.

10 REDUCED INEQUALITIES



STEPtember is an inclusive challenge that welcomes people of all ability levels – and encourages their participation.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



By supporting CPARF through STEPtember, you are supporting scientific research, technological innovation, and real-world implementation of solutions that bring science to life, making an impact that everyone with cerebral palsy can feel.

STEP UP TO DO GOOD FOR YOUR TEAM

Increase employee well-being and mental health, bridge physical distances, and amplify team collaboration and pride — all while bringing science to life for people with cerebral palsy.

Improve Employee Health



Increased physical activity lessens stress and improves mental health.



10,000 steps a day is 3x what the average office worker takes — and it's an even bigger difference with remote work.



Healthy employees are 3x more productive.

The STEPtember Difference

88%

positive impact on employee health and general well-being.

80%

positive impact on employee teamwork.

↑29%

increase in level of connection between employees.

Project Step, STEPtember Results, 2019, The Paradigm Shift

“This year’s STEPtember campaign arrived at such a crucial moment. Stepping up for cerebral palsy helped our employees improve their own mental and physical health at a time when we needed it the most. Parents were able to share this activity with their children — it was truly a movement that everyone could be a part of from anywhere in the world. And to witness our employees log millions of steps after months of being in quarantine, it truly felt empowering to the work that we do.”

— Rita Papadogiannis, Corporate Social Responsibility Manager at ViacomCBS

IT'S EASY FOR EVERYONE

And if you have questions, we're
here with dedicated support.



Join a team of up to four
or sign up solo.



Move in ways that work
for you.



Track your movement on
the STEPtember app or site.



Fundraise for cerebral palsy research
and bring science to life for people with
cerebral palsy.



“At Flywire we are always looking for activities that truly connect us outside of our daily working schedules. Over the course of this month, we had FlyMates from all over the world participate in STEPtember 2021. Over 65 employees participated, all with different motivations & reasons for getting in involved. A lot of support, encouragement and laughter which brought us closer together. Some of us set up teams and others did it alone. Always choice, recognizing we are all different.”

— Kelly Hartman, Former Chief Wellness & Engagement Officer at Flywire

ALL-NEW MOBILE APP

Our brand-new app provides an intuitive, user-friendly experience:

✓ Connects with popular smartwatches and trackers:

- Apple Health
- Samsung Fit
- Google Fit
- Garmin
- Fitbit

✓ Tracks activity via GPS, which you can share with team members.

✓ Chat with team members via in-app messaging.

✓ Participants can log their steps and activity directly via the app.

✓ Track your organization's and team's progress on leaderboards.



“With any movement as the focus of the challenge, employees weren’t restricted to just walking — many swam, biked, hiked, weight lifted, and cleaned to reach their personal goal — making the event inclusive to anyone who participated.”

— Samantha McCullough Office Manager & Head of ‘People Team’ at Demandbase

WHY YOUR MOVEMENT MATTERS

The proceeds from STEPtember benefit Cerebral Palsy Alliance Research Foundation (CPARF). Despite being the world's most common lifelong physical disability and affecting 18 million people, cerebral palsy is one of the most underfunded conditions.

That means there's so much research that should be done but not enough funding to make it all happen. As the foremost nonprofit in the world focusing on research and innovation for people with cerebral palsy, we will change what's possible and continue funding US-based research into:



Early detection and early intervention to give children with cerebral palsy the best possible start.



Chronic pain to unearth underlying causes of pain in people with cerebral palsy and find new, non-addictive ways to ease it.



Technology to transform the way people with cerebral palsy can communicate and move, and to revolutionize diagnosis and treatment.



Regenerative medicine to lessen and potentially reverse the brain injuries that cause cerebral palsy.



Genomics to uncover possible genetic components of cerebral palsy and optimize individual treatments.

“Through our work with CPARF, we’ve learned that cerebral palsy research is very much needed and we wanted to be able to contribute in some way. STEPtember allowed us to do just that all while engaging with other employees during this difficult time.”

— Jessica Clifton, Senior Manager, Enterprise Risk Management at QBE

DO GOOD, FEEL GOOD, AND RISE TO THE TOP

In 2021, 160 organizations participated in STEptember and raised \$1.86 million for cerebral palsy research.

Kirkland & Ellis, the top fundraising organization, raised more than \$140,000 and took more than 188 million steps. **Your organization can be the one that does even more.**



MACQUARIE



UBS



KIRKLAND & ELLIS



SOCIETE
GENERALE



QBE



BARCLAYS

AlixPartners



IPSEN
Innovation for patient care



Demandbase

“Knowing that our cause hit so close to home helped our community reach for more steps and fundraise more than any other year of participation. It also helps us maintain a Firm culture that values and gathers strength from differences. Our can-do spirit helps build camaraderie across the globe, which continues to help us function at the very highest levels of our profession.”

— The Team at Kirkland & Ellis

READY TO STEP UP?

Get in touch now to register your organization for STEPtember.

Georgia Tonkin

CORPORATE PARTNERSHIPS MANAGER

GEORGIA.TONKIN@CPARF.ORG



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STEPTEMBER

Move together for cerebral palsy



Cerebral Palsy
ALLIANCE

RESEARCH FOUNDATION