



Canadian  
Down Syndrome  
Society

Société  
canadienne de la  
trisomie 21

# Join the **321** Challenge!

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Community Fundraising in the Classroom



# Rise to the 321 Challenge

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Organizing a school fundraiser is fun and easy with the 321 Challenge! This toolkit has everything you need to get your school community involved and raise funds to support Canadians with Down syndrome. Here's how:

- 1 Make a pledge to do one of the activities below or come up with your own idea to do as a class or school.
- 2 Encourage staff and students to raise funds through family donations and community support.
- 3 Use the free resources included to teach your students about Down syndrome and spread the word about your fundraiser!

## Ways to Take Action

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- ✓ **21-Day Dance Challenge**  
Collect pledges and dance together as a class for 3 minutes - do this every day for 21 days!
- ✓ **Sweet Words**  
Sell candy grams to students, staff, and families - include a sweet message to brighten someone's day!

***Can't organize an event on World Down Syndrome Day (March 21st)?***

You can participate in the 321 Challenge anytime in March!







### **21 Laps Challenge**

Collect donations for every lap students walk or run around the school yard, aiming for 21 laps in total.



### **Loose Change Drive**

Each class competes to see who can collect the most loose change in 3 days.



### **Fun Facts**

Share a fact about Down syndrome over the announcements each morning for 21 days and collect pledges for every fact shared.



### **Down Syndrome Read-a-Thon**

The school works together to read 21 books that have characters with Down syndrome, collecting donations for every book read.



### **Extra Sweet Bake Sale**

Make and sell some treats as a class with a 3 for \$3 deal!



### **Rock Your Socks Lunch**

Everyone wears brightly coloured, mismatched socks to school and enjoys a hotdog lunch fundraiser.



# Getting Started

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## 1 Choose Your Challenge

Decide what type of fundraiser your school will take on and a timeline.

## 2 Spread the Word

Announce your 321 Challenge with posters, social media, and school newsletters and start collecting donations.

## 3 Celebrate

Share your school's achievements - send us photos of your school making an impact for a special social media shoutout!

## *Questions?*

Contact us anytime at [sarahc@cdss.ca](mailto:sarahc@cdss.ca)  
or 1-800-883-5608.







# Resources

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Rock Your Socks Colouring

Inclusion Bingo

Down Syndrome Awareness Word Cloud

3 Things We Have In Common

Event Poster

Fundraising Thermometer

Pledge Form

[Social Media Post](#) (Click to Open)

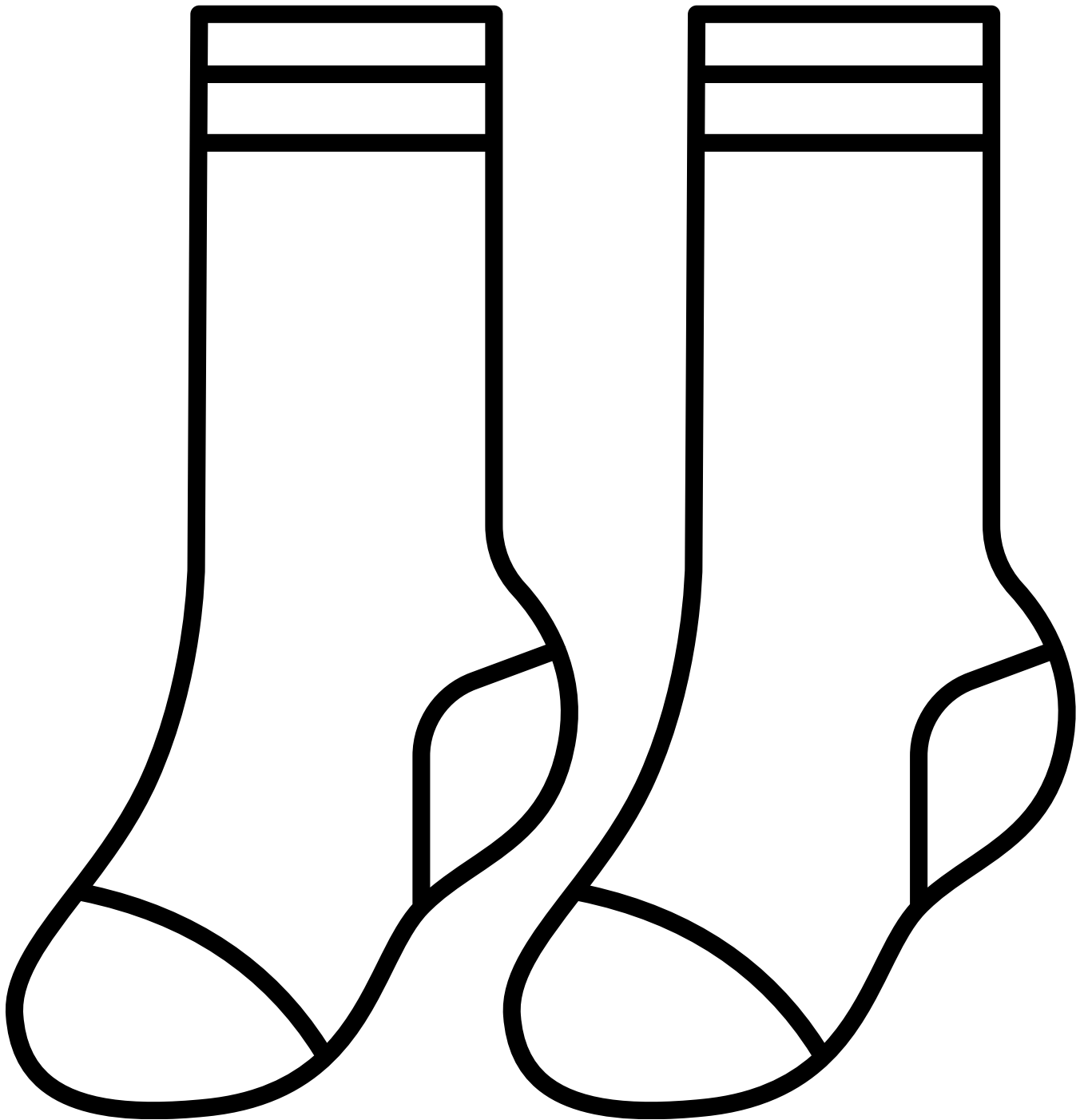


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## Rock Your Socks

We wear mismatched socks to raise awareness for Down syndrome.  
Design your own pair of World Down Syndrome Day socks by  
colouring the pair below!





## Inclusion Bingo

Highlight or colour each square when you complete the inclusive action.  
The first one to fill in a full line of five squares across, up and down, or diagonally wins!

Offer help if needed	Celebrate someone's win	Introduce yourself to someone new	Help someone clean up	Let someone choose what game to play
Include someone in a game	Invite someone to lunch	Share a toy, book, or game	Let someone else go first	Encourage someone to try
Share your school supplies	Stand up for someone	<b>FREE SPACE</b>	Help someone feel welcome	Ask to join a group
Walk with someone who is alone	Hold the door for someone	Include someone new at recess	Ask how someone's day is	Include everyone in a conversation
Help someone with homework	Compliment a classmate	Invite a new friend to your house	Listen to someone's story	Sit with someone new



## Create A Colourful Word Cloud

As a class or in a small group, brainstorm 21 words that you think of when you think about Down syndrome. Create your colourful word cloud by writing all of the words inside the handprint below in different colours, sizes, and directions!







## 3 Things We Have In Common

Pair up with a classmate. Talk with each other and discover three things that you have in common. Write your names and what you have in common in the spaces below.

Partner 1: \_\_\_\_\_

Partner 2: \_\_\_\_\_

Here are three things that we have in common:

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Join Our **321** Challenge!

**MARCH 21, 2025**

**AT** \_\_\_\_\_

**EVENT NAME:**

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**EVENT TIME:** \_\_\_\_\_

**DETAILS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This fundraiser has been organized by our school to support  
the Canadian Down Syndrome Society (CDSS).



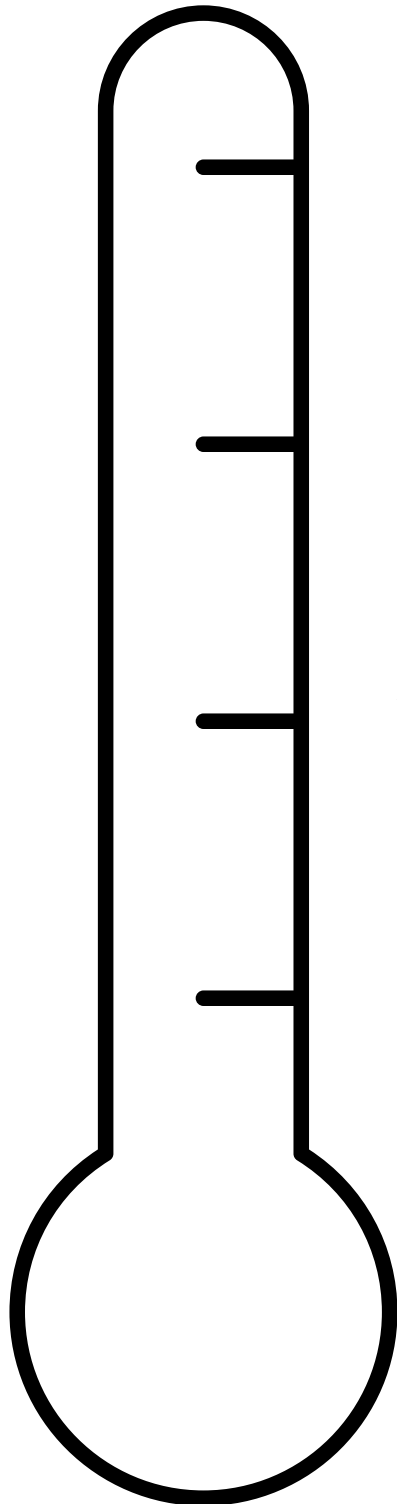
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# 321 Challenge!

**Fundraising Goal:** \_\_\_\_\_



Almost there! \_\_\_\_\_

Making progress! \_\_\_\_\_

You can do it! \_\_\_\_\_

Great start! \_\_\_\_\_



# Join The **321** Challenge!

Our school is organizing a fundraiser this World Down Syndrome Day to support the Canadian Down Syndrome Society (CDSS). Help us make an impact and fund life-changing projects for Canadians with Down syndrome!

Name	Donation Amount	Cash or Cheque



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