

# Frequently Asked Questions

## About the Apex Leadership Co. Program

### What is the Apex Leadership Co. program?

Apex is a locally owned company that provides a two-week interactive school leadership program that encourages development of leadership habits and good character, combined with a fitness-focused event fundraiser that helps schools raise much needed funds.

### What is the Apex Fun Run Event?

It's a high-energy, celebratory fitness event held at the end of the two-week program. Students get to have a ton of fun and be active. Students will be challenged to complete "lap" to fun upbeat music.

### What is Apex doing during the two weeks of the fundraiser?

Our teams are positive role models who support teachers in their efforts to build leaders in their classrooms and around the campus. This support spans from our daily leadership lessons in the classroom to being a positive figure all around campus spreading high fives and encouraging words. Our teams also monitor the progress of the fundraising to celebrate successes and encourage school unity and support.

### How do I know what they are teaching the kids? Is it all about money?

The messages that are being shared with the students are messages of encouragement and inspiration. The specific topics chosen each year are based on input from principals across the nation. The lessons are based on positive leadership qualities and align with social emotional learning initiatives common in schools across the nation. Past lessons have addressed habits such as being optimistic and proactive, having grit and a positive attitude, and always doing your best. Fundraising is a small but necessary part of the program to support our school's financial goals.

### What are we raising money for?

Our goal is to provide our students with the best education and school experience possible and ensure they have the tools they need to learn and grow. Your donations will go toward Teacher Appreciation, Class Support, T-shirts, Track and Field, Veterans Day Events.

### How can families support our school through the Apex Wilson Elementary Fun Run Event?

Apex is our main fundraiser of the semester/year. You can help support our fundraising efforts by making a donation online at [www.myapexevent.com](http://www.myapexevent.com) using your student's unique ACCESS CODE to log in. Then use the 'Share Wizard' function to send a link to family and friends and invite them to enter their own pledges online.

### What is a "Per Unit Pledge" and how can I estimate how much I will be donating?

Per Unit Pledges are calculated based on the number of units a student completes, multiplied by the per unit dollar amount pledge. For example, if a student completes 32 laps in a Fun Run event and a donor pledges \$2 per lap, the donation would total \$64 (32 X 2). For a Fun Run or Glow Run event, the unit is one lap. One lap is 1/16 of a mile. Students average approximately 30 laps and may run up to 36 laps. Therefore a \$1 per lap pledge would be equivalent to a donation of approximately \$30 or up to \$36.

For an Obstacle Course event, the unit is one obstacle. There are six unique obstacles that students can complete up to six times each for a total of 36 obstacles. Therefore a \$1 per obstacle pledge would be equivalent to approximately \$36.

For a Remix event, the unit is one fitness move. There are 36 different fitness moves that students can perform. Therefore a \$1 per fitness move pledge would be equivalent to approximately \$36.

Flat Donations are also accepted. This means that you pledge to pay a set amount regardless of how many units your student completes.

### How many laps will students complete at the Fun Run event?

Students will complete between 26 - 36 laps. Recorded laps are capped at 36 max.

Pre-K Students: Please enter Flat Donations only (\$15, \$30, \$60 or any other amount). Event results aren't typically recorded for Pre-K students so if a per lap pledge is made, a default of 30 laps may be entered for your student.

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### Why do you give students prizes?

When our team members come into the classroom, they make an effort to downplay the “prize” aspect and instead focus on leadership and teamwork. We would love nothing more than for kids to just naturally want to help their school with feeling good about it being their only reward, but we know that isn’t always the case, even for us as adults. However, research shows that extrinsic rewards can help to build that intrinsic motivation. This is why we intentionally call our “prizes” Thank You Gifts. We want kids to understand that we recognize the effort they put forth to share their donation pages and help their school raise funds. Our hope is that along with the motivation of our leadership lessons, students will build an appreciation for doing good and helping others.

Prizes or rewards are a common practice for many non-profits; when we give blood, we often receive a tshirt as a thank you, when we donate to the National Wildlife Federation we may get a tote bag or free magazine subscription, and many organizations like the Children’s Miracle Network send note cards as motivation to donate.

### How do students earn individual thank you gifts?

Apex is all-inclusive so every student receives daily leadership lesson wristbands and an event day wearable, participates in the leadership and character-building program, receives class and school-wide rewards, and of course, participates in the Apex Fun Run event!

Individual rewards are given out based on each student’s total dollar amount pledged per lap, but flat donations count too. A \$30 flat donation is equivalent to a \$1 per lap pledge.

See example chart:

|                      |   |               |
|----------------------|---|---------------|
| Flat Donation Amount | = | \$/lap Pledge |
| \$30                 | = | \$1/lap       |
| \$60                 | = | \$2/lap       |
| \$75                 | = | \$2.50/lap    |

For top thank you gifts (\$30 & \$50 per lap), students will need to complete at least 26 laps and have all pledges collected before being awarded those gifts.

### My child didn’t receive an access code? What should I do?

Access codes can be found on the sticker placed on the front of the VIP Badge. If your child did not receive a VIP Badge or the sticker is missing, please check with your child’s teacher as they have a list of access codes for their class. If you have multiple students and a code for at least one student, you can log in with that first and then look up your other student(s) by clicking “Add Student.” If you don’t have any Access Codes OR only have one student at the school go to <https://apexleadershipco.com/contact> and we’ll be able to help you.

### Can sponsors pay for pledges online?

Yes! Donors will be prompted to pay for all pledges online, including per lap pledges to make our donation collections easier and faster. If sponsors pledge a dollar per lap, their credit card is charged after the event.

### I don’t have access to the Internet? Can I still make a donation?

Yes! Families can send their check/cash donation into the school any time before the event. Please make sure to include your child’s and teacher’s name so they receive credit for the donation. All checks should be made out to Wilson PTCO.

### What happens to my student’s pledges if they miss the Apex Fun Run event?

If any student is absent, sick or hurt, they will receive an automatic 30 laps in the Apex system. This will allow sponsors to pay their donations if they still wish to help our school.