

# **Spin4Kids Plus Event Leader FAQ's 2016**

## **General**

### **What is a *Spin4Kids Plus* Event Leader?**

This Associate (or Associates) has volunteered to be the lead organizer of a single or multiple Club event. They are the main person who will be in contact with GoodLife Kids Foundation (GLKF) in preparing for the event.

### **What is a *Spin4Kids Plus* Event Officer?**

In many cases the Event Leader is a Group Fitness Instructor and not in the Club on a daily basis. The Event Officer is the In-Club Associate who will support the Event Leader's efforts and will be the Club contact for GLKF.

OR

For multiple Club events, the Event Officer is the primary contact for Clubs taking part at a multiple Club event but not hosting the event. In this case the Event Officer is the In-Club Associate who will be the main contact for GLKF and lead their Club's success as part of the multiple Club event.

### **What other activities can I have at my event in addition to indoor cycling?**

All events must include at least one hour of indoor cycling. In addition to that you can include other one hour Group Fitness activities such as Sh'Bam, Zumba, BodyPump, BodyAttack, BodyCombat or BodyFlow.

If you would like to include activities specifically for children please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

### **Can I host a *Spin4Kids Plus* on another date?**

No. The Operations Team has approved the first Saturday in March as the date for Clubs to host *Spin4Kids Plus*. This year's event is taking place Saturday March 5<sup>th</sup> 2016.

### **What types of communications will I receive from GoodLife Kids Foundation (GLKF)?**

GLKF is aiming to keep communications to a minimum but informative and helpful. You can expect to receive the following communications, however there may be occasion where we need to relay import event updates or information that is not included here.

- Initial Welcome Message- includes Event Guide, Goals for your Event and FAQ for Event Leaders. This will be sent to you within one week of registering on GoodLife Connect
- Email with information on how to access the Teams & Participants Report- will include the web link as well as your username and password.
- *Spin4Kids Plus* newsletter- sent biweekly beginning in January. These will be sent via the Editor
- Event Leader Conference Calls- a once monthly call you can choose to take part in. We'll talk about event planning, successes & challenges as well as general event updates.

### **Do I need to have a committee to help me plan *Spin4Kids Plus*?**

We highly recommend that you work with a committee of volunteers to help organize your event. The probability of success is increased by enthusiasm and dedication of the people who plan and organize the event. Make sure there are enough people to share the work, and represent a variety of skills. If you are part of a multiple Club event we recommend you include a *Spin4Kids Plus* Officer from each Club as part of your committee.

Consider volunteers for the following responsibilities:

- Promotion (recruiting teams/ participants/ ensuring all Associates know about the event and where to gather information from)
- Donations (food/ beverages/ prizes)
- Recruiting event day volunteers
- Tracking team sign up
- Event day Check-in desk

Many *Spin4Kids Plus* events have been even more successful when Club Members are part of their Committee

### **Is there a minimum age for participants?**

Yes, in keeping with GoodLife Fitness' minimum age for members our Participants must be at least 12 years of age. Participants under the age of 18 will require a parent or guardian to sign the event waiver on their behalf.

### **February Marketing Focus**

For the month of February, *Spin4Kids Plus* will be the primary marketing focus for GoodLife. This means heightened profile for your event and the Foundation. The bulk of promotional materials will arrive with the February Marketing Package at the end of January. Additional information can be found on page 16 of the Event Guide.

### **What is the policy regarding Group Fitness Instructor pay for *Spin4Kids Plus*?**

Group Fitness Instructors who are teaching during a GLKF event must be paid for the time they spend teaching. The following guidelines are to be implemented:

- Only one Group Fitness Instructor can be paid for teaching per hour of the event. However more than one instructor can be in the class at once taking on other roles. A maximum of 8 hours' time may be paid per event.
- Group Fitness Instructors will be paid by GoodLife Fitness Clubs through the Group Fitness Manager budget and not by GLKF
- Group Fitness Instructors who wish to donate their wage to GLKF for the time they are paid to teach during a GLKF event may do so in one of the following ways:
  - Send a personal cheque to the GLKF office at Home Office in London ON
  - To donate online for time teaching during *Spin4Kids Plus* go to [spin4kids.com](http://spin4kids.com)

In all cases an income tax receipt will be issued to the Group Fitness Instructor making the donation.

If you have any questions about this policy please contact Marian McTeer at [mmcteer@goodlifefitness.com](mailto:mmcteer@goodlifefitness.com)

## **Club Registration**

### **Where do I register my Club to be part of *Spin4Kids Plus*?**

You will need to register your Club's participation on [GoodLifeConnect.com/GoodLife Kids Foundation](http://GoodLifeConnect.com/GoodLife_Kids_Foundation). The deadline to register is **Monday November 30, 2015**

### **Do I need to register my Club on *spin4kids.com*?**

No, your Club does not need to register on [spin4kids.com](http://spin4kids.com). However, if you will be part of a team taking part in the event and raising funds you will need to register as a Team Captain or Participant on [spin4kids.com](http://spin4kids.com).

## **Website**

### **What features does *spin4kids.com* offer?**

The event website offers the following features:

- *Online registration for Team Captains and participants* AND dashboards so they can manage their fundraising
- *Electronic waiver*- everyone that registers at [spin4kids.com](http://spin4kids.com) must 'sign' the waiver. This means less paper in the Club and on event day.
- *Online donations* made via credit card
- *Individual pages for each event location*- listing event details as provided by the Event Leader
- Integration with Facebook and Twitter including a Facebook App
- *Event App* for mobile devices- FREE to download
- Fundraising Tips
- *Portal for Event Leaders and Officers* to access event resources

### **What is the Event Portal and how do I access it?**

We've made [spin4kids.com](http://spin4kids.com) the go-to place for all of your Event Resources. These can be accessed on *Spin4Kids Plus* [Event Portal](http://GoodLifeConnect.com/GoodLife_Kids_Foundation), as well as on [GoodLifeConnect.com/GoodLife Kids Foundtion](http://GoodLifeConnect.com/GoodLife_Kids_Foundation)

All Event Resources can be found on the *Spin4Kids Plus* [Event Portal](http://GoodLifeConnect.com/GoodLife_Kids_Foundation). See page 9 of the Event Guide for a full list of resources available.

### **What is the Teams & Participants Report and how do I access it?**

The Teams & Participants Report is a detailed list of who is registered online at [spin4kids.com](http://spin4kids.com) to take part in your event including their Team information and fundraising details.

These reports can be accessed on demand so you will always have the most up to date data possible.

Details on how to access the report for your event will be sent to Event Leaders directly and can be shared with you event committee as needed.

**What is my event page and what information will it include?**

Each event will have a page on [spin4kids.com](http://spin4kids.com). These can be found under the 'Locations' tab.

We've asked each Event Leader to provide us the following information no later than **December 16<sup>th</sup>**:

- Host location and address
- Event Start and end time
- When participants can begin checking in on event day
- Main Event Leader name and contact information
- Event fundraising goal
- If the event will feature indoor cycling only or if it will include other Group Fitness activities and if so, which ones
- Schedule of the day including any special activities

Changes and updates to your location page should be sent to Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

**Can Team Captains register their team members?**

Yes, Team Captains are able to register their team members while they are completing their own registration.

**What is the *Spin4Kids Plus* mobile app?**

The *Spin4Kids Plus* mobile app leverages the power of mobile technology to enable this year's participant to fundraise. And it's free to download.

Registered Participants can use this app to:

- Ask friends and family to make a donation
- Log in to their personal page
- Check their fundraising total
- Share with their friends on Facebook and Twitter
- Post updates on their message board

**Can I access the Event Portal using the mobile app?**

No, the mobile app is just for registered participants to manage their fundraising efforts.

**Where can I download the mobile app?**

The mobile app can be downloaded free of charge from [iTunes](#) and [Google Play](#)

**Event**

**How will funds raised through *Spin4Kids Plus* be used?**

Funds raised will support one of GoodLife Kids Foundation's programs to get Canadian kids active:

- The [GoodLife4Kids School Program](#) partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools.
- Our [Grant Program](#) provides funding for ongoing physical activity programs for children with special needs.
- [Win 4 Kids Contest](#) is an annual contest where the public is invited to nominate a program in their community getting kids active. Ten finalists are selected and the public votes to determine how much of \$100,000 the program will win.

GLKF will be sharing information about provincial and local initiatives with Event Leaders and Officers over the coming months leading up to event day.

### **Why should Team Captains and Participants Register online at [spin4kids.com](http://spin4kids.com)?**

Team Captain's and Participants who register online ensure:

- We have accurate contact information for them in order to share important event information.
- Event Leaders know who will be attending their event.
- Waivers are signed in advance of the event meaning one less detail to worry about on event day
- GLKF can send a thank you to each team captain and participant that has registered online after the event
- Helps to build the list of potential participants for the following year
- Team Captains and Participants will have access to a simplified fundraising opportunity and therefore greater opportunity to reach their fundraising goals
- Participants who register online by January 29<sup>th</sup> will be guaranteed their *Spin4Kids Plus* 2016 t-shirt style and size

### **Can participants take part for more than one hour?**

Yes, Participants can take part for one or more hours if your schedule will allow it. Anyone participating for the entire day is considered an **All Day Participant** and should register as such. By Registering as an All Day Participant they will be eligible for the All Day Participant incentive. Their goal is to raise a minimum \$1000.

### **How many people can be on each team?**

Each team can have a maximum of 8 members. If you have more than 8 people who want to be on the same team they will need to create a second team for the additional members- we recommend that one of the addition members register the second team to ensure a full 8 spots for participants.

### **What is the Free Agent Pool?**

Our Free Agent Pool is a list of participants at each event that have registered but don't have a team to join. Free Agents have identified themselves during their online registration as being willing to be 'drafted' by their Event Leader to a team in need of additional members.

These Participants will be identified on your Teams & Participants Report.

## **Scheduling Participants**

We've included a link to Doodle Easy Scheduler on the *Spin4Kids Plus* [Event Portal](#), to help you manage your participant schedule. Doodle is a free online scheduling tool, instructions on how to use it can be found at [Doodle.com](#)

Please ensure all Team Captains/Participants are notified of their scheduled time a minimum of 2 weeks in advance of the event.

## **Donations and Fundraising**

### **What is the Fundraising Formula?**

The Fundraising Formula is how we are going to reach our national goal of raising \$1 million through *Spin4Kids Plus* 2016. We're asking each Team to raise a minimum \$1000 (\$125 x 8 team members) and each individual to raise a minimum \$125.

Multiple hour participants should be aiming to raise a minimum \$125 for each hour they will be taking part.

### **What are the fundraising requirements?**

- Teams raise a minimum \$1000 (8 participants x \$125)
- Individuals raise a minimum of \$125
- Multiple hour participants raise a minimum \$125 for each hour they will be taking part. All Day Participants raise a minimum \$1000

### **Why should Team Captains and Participants Fundraise online at [spin4kids.com](#)?**

There are a number of benefits to fundraising online for *Spin4Kids Plus*:

- Our [Fundraising Incentive Program](#) is only available for donations raised through [spin4kids.com](#)
- Easily connect with friends, family and co-workers to ask for their support
- Donations can be made with credit card. Note: Credit card or debit donations may not be accepted at a GoodLife Fitness Club
- Income tax receipts for donations of \$20 or more are issued via email immediately after a donation has been made – instant thank you to donors
- All donations made to a participant will appear in both their individual and Team's total.
- Collecting donations online means Event Leaders don't have to collect cash or cheque donations on the day of the Event or ensure that hand written pledge forms are completed accurately so that income tax receipts can be issued. All of this is already taken care of through the online credit card donation
- As an Event Leader or Officer you know in advance of event day how fundraising for your event is growing
- Online fundraisers can download the Free *Spin4Kids Plus* mobile fundraising app to support their efforts

### **What are split Team donations?**

These are online donations made directly to a Team and not to a specific team member. The donation is divided equally between any team members registered at the time the donation was made. For

example, a \$20 donation to a team with 4 members would be show as 4 x \$5 donations. The donor would receive one income tax receipt for the full donation amount.

Note: Split Team donations may only split evenly between Team members.

### **Where do I find a pledge form for cash and cheque donations?**

You can download a pledge form on the *Spin4Kids Plus* [Event Portal AND at GoodLifeConnect.com/GoodLife\\_Kids\\_Foundation](https://www.GoodLifeConnect.com/GoodLife_Kids_Foundation)

### **Who should cheques be made out to?**

Cheques should be made out to GoodLife Kids Foundation.

### **What are Corporate Matching Gift s?**

Many companies offer a Corporate Matching Gift program – matching donations made by an employee to a charity. This offers a great opportunity to boost Corporate Team fundraising efforts.

Many Matching Gifts donations are not received by GoodLife Kids Foundation until after *Spin4Kids Plus*. Please take the following steps to ensure these donations are included in your event fundraising total and to ensure they are included for any incentive opportunities the participant may qualify for.

- Email Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) and provide the following information
  - Participant Name or Team Name
  - Company name
  - Event location
  - Participant’s donation amount
  - Amount anticipated from their company’s Matching Gift program
- Provide the following GoodLife Kids Foundation details to the Matching Gift program representative as required
  - GoodLife Kids Foundation
  - 201 King Street
  - London ON N6A 1C9
  - Contact: Lisa Burrows, Executive Director
  - [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)
  - 519-661-0190 ext 273
  - Registered Charity #89126 2628 RR0001
- Cheques to be made payable to GoodLife Kids Foundation

For more information regarding Corporate Giving please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

## **Incentives**

### **Are there incentives for Clubs participating in or Associates volunteering for *Spin4Kids Plus*?**

Yes, there are incentives for you to consider in planning for your *Spin4Kids Plus* event:

- Active Club participation is a consideration for the GoodLife Fitness Top Club of Excellence Award
- Participation in *Spin4Kids Plus* is criteria for the Group Fitness Instructor of Excellence Awards
- GoodLife Kids Foundation Top Fundraiser awards are based on total funds raised by the top 5 multiple Club events and top 5 single club events (see page 8)
- Participation in *Spin4Kids Plus* is considered for the GoodLife Kids Foundation Henry Berg IMPACT Award
- The *Spin4Kids Plus* Challenge Trophy is awarded to the event that raises the most money overall.

### **What are the incentives for Participants?**

#### **Incentives for Individual Fundraisers**

- Individuals raising a minimum \$500 online only will be entitled to a Sport Chek gift card. Value of the gift card dependent on amount raised
- This incentive only available to those raising funds through [spin4kids.com](http://spin4kids.com)
- Funds raised online until March 14, 2016 will be considered
- Online donations made by a fundraiser to their personal total will be deducted from total funds they raised in order to determine the incentive level they have earned

#### **Team Captain Technical Top**

- Team Captains who have a full team registered online **AND** their team has raised a minimum of \$500 online by **January 29<sup>th</sup>** will receive a *Spin4Kids Plus* 2016 'Team Captain' technical top (their chosen size) at the event.

#### **All Day Participant Technical Top**

- All Day Participants who have registered online **AND** raised a minimum \$500 online by **January 29<sup>th</sup> 2016** will receive a long sleeve *Spin4Kids Plus* 'All Day Participant' technical shirt (their chosen size) at the event.

#### ***Spin4Kids Plus* 2016 T-Shirt**

- **ALL** participant will receive a *Spin4Kids Plus* 2016 t-shirt
- Participants who register online by **January 29<sup>th</sup>** will be guaranteed their choice of size/style
- Ladies have the option to choose a women's style shirt

Full details about [incentives](#) can be found at [Spin4kids.com](http://Spin4kids.com).

### **What is the difference between verified and unverified offline donations?**

Verified offline donations are donations and lump sum amounts that you have added to your fundraising total and chosen to 'Pay In' with a credit card. These will be included in your online fundraising total when calculating and awarding incentives.

Unverified offline donations are donations and lump sum amounts that you have added to your fundraising total but not chosen to 'Pay In'. They will show in your overall total but since funds have not been received by GoodLife Kids Foundation yet they cannot be included when calculating and awarding incentives. These funds need to be turned in on event day with a completed pledge form.



### **How do we manage distributing participant t-shirts to those who have been guaranteed their size/style of choice?**

All Participants who have registered online by January 29<sup>th</sup> have been guaranteed their size and style of shirt on event day. We recommend 1) A volunteer to look after this on event day and 2) Separating out enough shirts to distribute to this group as they arrive.

GLKF will provide a distribution list for each event. These will be emailed out to Event Leaders by Feb 26<sup>th</sup> 2015. Questions can be directed to Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

### **Who can I contact with questions about incentives?**

If you have questions about incentives please email Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

### **Event Day**

#### **Participant Waivers**

All participants who register online will be required to accept our electronic waiver. Any participants who have not registered online, or participants under the age of 18, will need to sign a waiver on event day. It is up to the Event Leader to download the waiver from *Spin4Kids Plus* [Event Portal](#) AND at [GoodLifeConnect.com/GoodLife\\_Kids\\_Foundation](http://GoodLifeConnect.com/GoodLife_Kids_Foundation) and print as many copies as required. We highly encourage online registration so paper waivers are not required. Let's save trees!

#### **Accepting Donations at your event**

Anyone who makes a donation of \$20 or more on Event Day is entitled to receive an Income Tax Receipt. Please use the *Spin4Kids Plus* pledge form found on the *Spin4Kids Plus* [Event Portal](#) AND at [GoodLifeConnect.com/GoodLife\\_Kids\\_Foundation](http://GoodLifeConnect.com/GoodLife_Kids_Foundation) to track these donations at your check-in desk. **IMPORTANT:** Without complete donor information (Full name, mailing address and email address) we CANNOT issue an income tax receipt.

### **About GoodLife Kids Foundation (GLKF)**

#### **What is GLKF?**

GoodLife Kids Foundation raises funds to support national, provincial and local programs that provide ongoing physical activity opportunities for kids and remove some of the barriers currently holding children back from living a healthy active life.

To date GoodLife Kids Foundation impacted over 235,000 Canadian children through physical activity opportunities. Our programs include:

The **GoodLife4Kids School Program** partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools.

Our **Grant Program** provides funding for ongoing physical activity programs for children with special needs.

**Win 4 Kids** is an annual contest where the public is invited to nominate a program in their community getting kids active. Ten finalists are selected and the public votes to determine how much of \$100,000 each program will win.

To learn more visit [goodlifekids.com](http://goodlifekids.com)

Join the conversation on getting Canadian kids active at [facebook.com/GoodLifeKids](https://facebook.com/GoodLifeKids) and on Twitter [@GoodLifeKids](https://twitter.com/GoodLifeKids) #Spin4Kids

**Is GLKF a registered charity?**

Yes, our registered charitable number is #89126 2628 RR0001

**Where can I learn more about GLKF?**

You can learn more about GLKF by visiting the About GoodLife Kids Foundation Page at [spin4kids.com](http://spin4kids.com) or by visiting the Foundation website at [goodlifekids.com](http://goodlifekids.com)