



Presented by
GoodLife

Celebrating
5 years of
FITNESS
FUN!

Saturday March 5, 2016

To Support GoodLife Kids Foundation spin4kids.com

Focus on Online Registration!

We are exactly **ONE MONTH** away from *Spin4Kids Plus 2016*! You should use this time to focus on recruiting Teams and Participants for your event, as well as continuing to fundraise. Encourage your participants to register online at spin4kids.com – this will give them access to a variety of online fundraising tools and allow them to qualify for incentives. It also helps us to keep track of fundraising in real-time and to issue automatic tax receipts for qualifying donations of \$20 or more.

February Marketing Materials

All Clubs registered as taking part in *Spin4Kids Plus 2016* will have received the following items with their February Marketing shipments.

- Spin4Kids Plus* Motivator Shirts – to be worn for the month of February
- Spin4Kids Plus* Thermometer – to track your Club's fundraising
- Spin4Kids Plus* Donation Pin Up Cards – sell and display at the front desk (minimum \$2 donation) to enhance your Club's fundraising efforts
- Spin4Kids Plus* 2'x3' Poster – to be displayed in a high traffic area for February

If you are missing any items or need additional supplies, please email sdiebold@goodlifekids.com.

Important Updates

New Resources Posted

There are new resources posted for you on the [Event Portal](#) and [GoodLife Connect](#). These include the media relations documents and information about recognizing local and national sponsors at your event. Please check them out!

Spin4Kids Plus Challenge Trophy

The Spin4Kids Challenge Trophy is once again ready to be claimed by the *Spin4Kids Plus* event that raises the most money. In order to qualify, Clubs must deposit all cash and cheques collected at their event into the GLKF RBC bank account by 11:59 EST Tuesday, March 8th.

Introducing Our New National Event Coordinator

We're excited to welcome a new member to the GoodLife Kids Foundation *Spin4Kids Plus* Team! **Sondra Diebold** joined us as Development Assistant & National Event Coordinator mid-January and will be covering Tara McGuire's upcoming maternity leave. Sondra will be gradually taking over all things *Spin4Kids Plus*, so please include her on any event inquiries you may have. She can be reached at sdiebold@goodlifekids.com.

The Money You Raise Helps Get Canadian Kids ACTIVE

As Event Leaders and Officers, it is important that you understand where the money you raise goes. To help you out, a one-page summary is available as a reference on the [Event Portal](#) and [GoodLife Connect](#).

ABOUT GOODLIFE KIDS FOUNDATION

GoodLife Kids Foundation is a private foundation whose vision for every Canadian kid is to have the opportunity to live a fit and healthy good life. To date, GoodLife Kids Foundation has impacted over 235,000 children ages 4 to 14 through physical activity and opportunities supported by the GoodLife4Kids School Program, Grant Program and Win 4 Kids contest.

GoodLife Fitness covers 100% of our administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids. [CLICK HERE](#) to learn more about the Foundation.

GOODLIFE KIDS FOUNDATION PROGRAMS



The **GoodLife4Kids School Program** partners with local teachers to teach fitness skills in grade four classes at no cost to schools. Children are exposed to positive physical activity experiences that are the foundation of building a healthy lifestyle. [CLICK HERE](#) to visit the webpage directly.

Our **Grant Program** provides funding for ongoing physical activity programs for children with special needs. Grants improve community access and help to remove some of the barriers preventing children from living active lives. [CLICK HERE](#) to visit the webpage directly.

Win 4 Kids Contest is an annual contest where the public nominates programs that are getting kids active in communities across Canada. The public then votes to determine how much of the \$100,000 prize each Finalist will win. [CLICK HERE](#) to visit the webpage directly.

WIN4KIDS

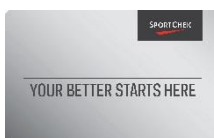
Voting Now Open!

The 10 lucky finalists in this year's Win 4 Kids contest have been announced! From now until March 4th, you can support your favourite finalist by submitting your vote at win4kids.com. Every finalist is a winner, but number of votes will determine the prizes! There is one national grand prize of \$25,000 for the organization with the most votes, along with three prizes each of \$12,000, \$8,000, and \$5,000.

View Finalist profiles and submit your vote today! Join the conversation on social using #Win4Kids.

Incentives

Participants raising \$500 or more will be eligible for Sport Chek Gift Card incentives. These will be mailed to qualifying participants after March 14th. [Details here](#).



NOTE: Personal donation amounts will be deducted from your total in order to determine incentive level achieved.

Event Day Materials

Event day materials (shirts, signage, balloons, etc.) should arrive to **HOST CLUBS ONLY** by February 19th, 2016.

If you do not receive these materials by February 22nd, please contact sdiebold@goodlifekids.com.

Top Fundraiser Awards

GoodLife Kids Foundation Top Fundraiser Awards will be determined by the amount of funds raised through *Spin4Kids Plus* events only. The winners will be announced at the GoodLife Fitness Awards Gala in Toronto in August 2016.

Category 1: Multiple-Club Spin4Kids Plus Events

Awards given out in this category will recognize *Spin4Kids Plus* events that have 2 or more clubs participating in the event. Awards noted will be in the form of grant funds given to organization(s) in the community where the winning *Spin4Kids Plus* event was held. All clubs participating in these winning events will be acknowledged.



Top Fundraising Event- \$20,000
 2nd place- \$15,000
 3rd place- \$10,000
 4th place- \$7,500
 5th place- \$5,000



Category 2: Single Club Spin4Kids Plus Events

Awards given out in this category will recognize *Spin4Kids Plus* events having only one club participating in the event. Awards noted will be in the form of grant funds given to organization(s) in the community where the winning *Spin4Kids Plus* event was held.



Top Fundraising Event- \$7,500
 2nd place- \$5,000
 3rd place- \$4,000
 4th place- \$3,000
 5th place- \$2,500



All funds must be deposited by April 30th, 2016 to be considered for these awards.

Youth Participation

If you are hosting an activity in Club that includes children the following must take place:

- Notify GoodLife Kids Foundation with details for the activity
- If the child is under 12 years a parent/guardian must be present with the child at all times while they are in the Club
- The parent/guardian needs to sign one of our event waivers for the child (available on the [Event Portal](#) and [Connect](#))
- The parent/guardian is responsible for the fundraising component of the activity
- For younger participants, parents are urged to use their best judgement on whether the activity is appropriate for their child

Activity Reports on Connect

In an effort to assist Event Leaders to build their participant schedule we asked participants to identify which activities they would prefer to take part in at their event. We've compiled these into a report that will be posted on [GoodLife Connect](#) with the *Spin4Kids Plus* event resources. The report will be posted each week by end of day Friday.

NOTE: This report will not be posted on the Event Portal

The next issue of the Spin4Kids Plus newsletter will be published on February 12th.



Current Event Stats

205 Clubs taking part
at
67 Event Locations
raising
\$129,694 in online donations

Let's get social

LIKE US ON FACEBOOK
FOLLOW US ON TWITTER
#Spin4Kids

OUR VISION:

FOR EVERY CANADIAN KID TO
HAVE THE OPPORTUNITY TO LIVE A
FIT AND HEALTHY GOOD LIFE

GoodLife
KIDS
FOUNDATION®



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