

**SPIN
4 KIDS[®]** *plus*
Spin • Groove • Move

Presented by
GoodLife[®]



**SATURDAY
MARCH 5, 2016**

Celebrating
years of
5 FITNESS
FUN!

2016 CORPORATE INVOLVEMENT KIT

Proceeds Support GoodLife Kids Foundation

Hello Spin4Kids Plus Corporate Team Captain,

This Corporate Involvement Kit will assist you in recruiting a Corporate Team to get involved in *Spin4Kids Plus*

TABLE OF CONTENTS

About <i>Spin4Kids Plus</i> and GoodLife Kids Foundation _____	1
Key Date and Contacts _____	2
Why should Corporate Teams get involved _____	2
How to Register _____	3
Fundraising: Online vs. Off-line _____	4
Corporate Donations _____	4
Corporate Matching Gifts _____	5
Corporate Team Building/Captain Recruitment _____	6
<i>Spin4Kids Plus</i> poster _____	8

For assistance please contact:

Tara McGuire - tmcguire@goodlifekids.com

or (519) 661-0190 x 623

Why support GoodLife Kids Foundation?

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.

Thank you for supporting



GoodLife Fitness covers 100% of our administrative and operational expenses so that every dollar raised will make the biggest impact on Canadian kids.

About Spin4Kids Plus

In March of 2011, Dr. Dick Barter, GoodLife Group Cycling instructor and Emergency Room Physician in St. John's NL, held a spin-a-thon event to help more Canadian kids benefit from an active life. With the help of GoodLife Members and Associates. They raised over \$23,000. This success brought upon the idea for a coast-to-coast challenge to other GoodLife Clubs- a nationwide spin-a-thon hosted at clubs across Canada, with participants raising funds for GoodLife Kids Foundation. The 1st annual *Spin4Kids* was hosted in 2012, and *Spin4kids Plus* was introduced in 2015.

Spin4kids Plus has raised \$2.4 million in 4 years.

To date GoodLife Kids Foundation has impacted the lives of over 230,000 Canadian kids 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 Contest is an annual contest where the public nominates a program in their community getting kids active. Ten Finalists are selected and the public votes to determine how much of the \$100,000 the program each Finalist will win.

When a Team Raises \$1,000 They Help Get Kids Active!

Our goal for 2016 is for each *Spin4Kids Plus* team to raise \$1000 for GoodLife Kids Foundation. With Teams of 8 participants, that can be achieved by raising as little as \$125 each!

Here are some ways \$1000 makes a difference:

1. Children with special needs can face significant barriers to participation in physical activity – including the need for adapted equipment, specially trained instructors, additional support staff, and smaller group sizes. **GoodLife Kids Grant Program** supports specialized physical activity programs with meaningful outcomes for children with disabilities.
 - 6 kids learn to swim and can join family and friends in the pool
 - 8 kids become more independent by learning to ride a bike
 - 10 kids learn to express themselves and make new friends through a dance program
 - kids at camp are able to try different sports with newly purchased adapted equipment
2. Through the **GoodLife4Kids School Program** students are learning new skills, gaining confidence through participation and brimming with new-found self-esteem.

It takes \$3,000 per year to bring this program to a school that needs support:

One Spin4Kids Plus team raises \$3000

OR

Three Spin4Kids Plus teams each raise \$1000

=

One school participating in GoodLife4Kids programming

Key Date and Contacts

Spin4Kids Plus Date: Saturday March 5, 2016

Use this website to register your team for your local event as well as for online fundraising

www.spin4kids.com

Spin4Kids Plus – National Event Contact:

Tara McGuire

Spin4Kids Plus National Event Coordinator

GoodLife Kids Foundation

519-661-0190 ext. 623

tmcguire@goodlifekids.com

Spin4Kids Plus – Local Event Contact:

Please visit the Event Location page for your event at spin4kids.com to find your Event Leader's contact information

WHY SHOULD CORPORATE TEAMS GET INVOLVED?

Build relationships

- Gain greater visibility with consumers by identifying your company as a socially responsible organization
- Give back to your communities through philanthropic support

Motivate employees

- Enhance team building skills and empower employees to work together towards a common goal
- Build employee pride and camaraderie
- Support your corporate values/goals

Spin, groove and move for a great cause

- Demonstrate your company's concern for health and vitality of Canadian kids
- Play a vital role in improving the lives of Canadian kids through physical activity

Your company team can make a difference in the future health of Canadian kids.

CORPORATE TEAM AND EMPLOYEE INVOLVEMENT

Your business can support Spin4Kids Plus by:

- Entering a Corporate Team to participate in the event
 - Teams are made of 8 members
 - Goal is for Team to raise \$1000 (8 x \$125)
 - No experience is necessary
- Making a financial donation to the event
- Supporting your Corporate Team fundraising efforts with a corporate matching gift - see page 5

Together Everyone Achieves More!

Entering a Corporate Team

We have a number of resources to assist you in recruiting participants for your Corporate Team and supporting fundraising efforts

- Participant Guide and Team Captain Kits are the BEST resource for your Participants and outline how to register for the event.
 - Participant Guide - available to download from About the Event menu of spin4kids.com
 - Team Captain Kit - available from the Team Fundraising Hub

Fundraising

Team members may be eligible to receive participant incentives based on their fundraising success. To be eligible Teams are asked to raise a minimum \$1000 and individuals are asked to raise a minimum of \$125. Details available at Spin4kids.com under Fundraising

Funds must be raised online at spin4kids.com to count towards incentive levels

HOW TO REGISTER FOR SPIN4KIDS PLUS

Go to spin4kids.com to register your Corporate Team

To create a *Spin4Kids Plus* Team select the Sign Up link from any page of the spin4kids.com website. From here you can select 'I'm New' or 'Use Facebook'.

*Returning Participants can select 'I have an account' and enter their user name and password to register for the 2016 Event. They will have access to their address book from the 2015 Event.

- 1. LOCATION** - Select the event location where you your team will participate.
- 2. WAIVER** - Review and accept the waiver- if you chose not to accept the waiver you will not be able to complete online registration or participate in the event.
- 3. REGISTRATION TYPE** - Create a Team- Enter your Team Name, Team Description and Team Fundraising Goal (minimum \$1000) and select the event location your Team will participate at.
- 4. ABOUT YOU**- Complete the About You Form with your personal information, create your username and password
- 5. QUESTIONS**- Here you can confirm your fundraising goal, make an optional donation to yourself, update your permissions and select the event you will be participating at.
You will also have the option to 'Add Other People'. This means you can register your team mates to take part in the event
- 6. REGISTER**- Double check your information and confirm your registration

FUNDRAISING: ONLINE VS. OFF-LINE

There are different ways you can fundraise for *Spin4Kids Plus*; using our online donation page, submitting paper pledge forms with cash/cheque donations or a combination of both options.

Online Fundraising

- You are considered an online fundraiser once you have registered yourself or your Team online at spin4kids.com
- Log into your Fundraising Hub to customize your profile and send emails to your friends, family and colleagues inviting them to make a donation or take part in the event
- Donors open your email, visit the site and donate to you using a credit card
- Income tax receipts for donations of \$20 or more are issued by email immediately after a donation has been made
- All donations made to you will appear in both your individual total and your Team's total
- Online donations mean you don't have to collect cash or cheques and your donors are thanked and receive an income tax receipt immediately

Participants can add cash and cheque donations online. Instructions on how to do this can be found on our FAQ page of spin4kids.com

Off-line Fundraising

- If you are collecting cash and cheque donations you manually complete a pledge form to be submitted with the donations on event day
- Ask friends, family and colleagues directly to support you in your fundraising efforts
- An income tax receipt will be issued for donations of \$20 or more provided your supporters have given their name and complete mailing address (must be legible). Receipts will be sent out via Canada Post approximately 6-8 weeks following the event.

CORPORATE DONATIONS

Corporate contributions of \$1000 will entitle a company to a complimentary Team of 8 participants at your event as well as *Spin4Kids Plus* t-shirts for each team member.

Online donations by credit card can be made at spin4kids.com. Income tax receipts for donations of \$20 or more will be issued via email. Select Organization representative to ensure the receipt is issued in your company name.

Income tax receipts for cash or cheque donations will be sent via Canada Post approximately 6-8 weeks after the event.



Presented by
GoodLife®

CORPORATE MATCHING GIFT *(in support of GoodLife Kids Foundation)*

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

As many Matching Gift donations are not received by GoodLife Kids Foundation until after *Spin4Kids Plus*, Please take the following steps to ensure we can add the donation amount to your fundraising total and include them for any incentive opportunities you may qualify for.

Email Lisa Burrows at lburrows@goodlifekids.com and provide the following information:

PLEASE PRINT CLEARLY

Your Name: _____

Your Company Name: _____

Your event location for *Spin4Kids Plus*: _____

Amount of your donation: _____

Amount anticipated from your company's Matching Gift program: _____

Provide the following GoodLife Kids Foundation details to your Matching Gift program as required:

GoodLife Kids Foundation
210 King Street
London ON N6A 1C9
Contact: Lisa Burrows, Executive Director
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

CORPORATE TEAM BUILDING /TEAM CAPTAIN RECRUITMENT

Copy and paste this message into an email that you can send to potential Team Captain's within your organization for them to share with co-workers.

To: Department Heads, Senior Leaders and Manager

Re: Help (company name) get more kids active by taking part in Spin4Kids Plus

_____ is proud to be taking part in *Spin4Kids Plus* on
(Company name)

Saturday March 5, 2016. This exciting event and important team building opportunity is taking place at GoodLife Fitness

_____. *Spin4Kids Plus* is a fundraising event for GoodLife
(location)

Kids Foundation - a registered Canadian charity which supports ongoing physical activity programs for kids and removes some of the barriers preventing kids from living healthy lives. We are committed to having a team of 8 individuals participate in *Spin4Kids Plus*. Each team member will participate in a fun fitness activity for one hour and fundraise to support our team goal of **\$1000**.

As a recognised leader I invite you to participate in this event as a Team Captain. Alternatively, a member of your team may benefit from this leadership opportunity and enjoy taking on this role.

Our goal is to have a full team of 8 recruited by (insert date). Please connect with me directly in the next couple of days regarding your participation in this event.

(Include your contact info here)

For more information visit spin4kids.com

Did you know?

- Only 9% of Canadian kids are getting 60 minutes of physical activity per day
- Today's generation of youth will be the first to have a shorter life expectancy than their parents.
- Canadian kids are spending 7 hours a day in front of a screen – over the course of a week, that's as much time as their parents spend at work.
- GoodLife Kids Foundation has helped over 230,000 Canadian kids get active.

STARTING A TEAM AT WORK

Your Team Captain can copy and paste this message into an email to share with co-workers inviting them to join the company team.

To: All Employees

Re: Help (company) get more Canadian kids active by joining our Spin4Kids Plus Team

We are excited to have _____ team in *Spin4Kids Plus* on
(Company name)
Saturday March 5, 2016.

Spin4Kids Plus is a fundraising event for GoodLife Kids Foundation – a registered Canadian charity which supports ongoing physical activity programs for kids and removes some of the barriers preventing kids back from living healthy active lives.

This fun and energizing event will be held at GoodLife Fitness (location) from (enter time). I'm inviting you to be part of our team - _____. Our Team will take part in a fun fitness activity for one hour and fundraise toward our team goal of **\$1000. No experience necessary!**
(Team name)

Together we can make a difference. Simply register to join our Team at spin4kids.com. Search for our Team - _____ and select the Join Team button under our fundraising total. Once you've registered, ask your friends and family to sponsor you or invite them to enter their own team.
(Team name)

If you have any questions or need help registering please let me know.

Can't join the Team but want to support your fellow employees?- Donate to our Team at spin4kids.com by searching our Team Name - _____
(Team name)

Thank you in advance for your support and your participation. Together WE can get more kids active!

(Include your contact info here)

For more information visit spin4kids.com

Did you know?

- Only 9% of Canadian kids are getting 60 minutes of physical activity per day
- Today's generation of youth will be the first to have a shorter life expectancy than their parents.
- Canadian kids are spending 7 hours a day in front of a screen – over the course of a week, that's as much time as their parents spend at work.
- GoodLife Kids Foundation has helped over 230,000 Canadian kids get active.



Presented by
GoodLife®



Saturday March 5, 2016

JOIN US to Get Kids Active!

Team Captain Name: _____

Team Name: _____

Email/phone: _____

Proceeds to Support
GoodLife
KIDS
FOUNDATION®

spin4kids.com