



**SATURDAY  
MARCH 3, 2018**

**FUNDRAISERS GUIDE**

proceeds support  
**GoodLife  
KiDS**  
FOUNDATION®

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### 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.*

### ***What is Spin4Kids? And why are we doing this?***

*Spin4Kids* is a fun, fantastically rewarding, one-day indoor fitness fundraiser that is hosted by GoodLife Fitness. This event raises money to help GoodLife Kids Foundation support various programs that are getting Canadian kids physically active year-round. GoodLife Kids Foundation strives to assist in providing physical activity opportunities and to remove some of the barriers that are currently holding kids back from living a healthy life. We do this through our GoodLife4Kids School Program and our Grant Program.

Held on the first Saturday in March, *Spin4Kids* is a team-based event that provides **you** the opportunity to workout in a party atmosphere while raising funds. Teams of up to 8 people, including GoodLife Members, Associates, and Guests, all work together to reach our fundraising goal. Money raised through *Spin4Kids* goes towards getting Canadian children more physically active.

### ***What do I have to do?***

You get to participate with your team in one hour of fitness fun in a party-like group of energetic, passionate people. There is no registration fee. All we ask is that you fundraise \$125 per person (\$1000 per team). Super Easy! Super Fun! And so appreciated! So grab your friends, family, and co-workers and start raising money for this awesome event.

### ***Are you part of a team? If not, you can be, it's easy!***

*Spin4kids* is open to ANYONE. There is no need to be a member of GoodLife Fitness, or to have any special skills or abilities. Everyone is welcome. Do you know someone that works with children, has children, is concerned about the decline in children's activity levels, or even just wants to do something good?

Grab up to 7 people to join you, to make a team of 8 (or even more and have two teams compete with one another) and register on [spin4kids2018.com](http://spin4kids2018.com) to be a Team Captain. It's easy, fun, and rewarding. You know what they say, 'the more the merrier' and the bigger the impact you can have on a whole generation of Canadians. If you decide to become a Team Captain, be sure to download our Team Captain Guide found on [spin4kids2018.com](http://spin4kids2018.com).

### ***I'm Registered. Now what?***

Once you register on [spin4kids2018.com](http://spin4kids2018.com) you can invite friends to join you and get started on your fundraising (more information on this in the following section). You may hear from your Team Captain to touch base and give you any updates they may have. If you are not part of a team, an Event Leader may contact you to add you to a team, schedule your ride time, and give you any updates there may be.

If you do not hear from anyone, or have any questions, contact your Event Leader. You can find this information on the Event Details page found at [spin4kids2018.com](http://spin4kids2018.com).

Having trouble registering? Reach out to our office at [events@goodlifekids.com](mailto:events@goodlifekids.com) and we can help you through the process. It takes about 5 minutes.

## **Personal Fundraising Hub**

Once you have registered on [spin4kids2018.com](http://spin4kids2018.com), you are ready to start fundraising. Your fundraising hub is a useful tool during your fundraising efforts, so we recommend that you bookmark [spin4kids2018.com](http://spin4kids2018.com) in your browser. This area is available to you on the website once you are **registered and logged** in. The menu is found along the left-hand side of the page. Spend some time here and get familiar with it. You will be glad you did.

- ‘Fundraising Page’ - In here you can see a quick breakdown of your progress and can set yourself a goal. (It defaults to \$125, but feel free to increase this at any time during your fundraising journey) You can customize this page with a personal message, and even add images to better portray the excitement of the event.
- ‘Get Sponsors’ - Here you are able to send an email out to as many people as you like to ask for support. The default email message includes a link to your Personal Fundraising page. You are able to change the email message as much or as little as you like. For more tips on fundraising continue reading below.
  - You can also connect through social media through your fundraising hub, so be sure to take advantage of the Friendship Powered Fundraising through FaceBook. For any returning participants, you do have to use your previous account information to use this tool.
- ‘Cash and Cheque Donations’ – Here you are able to enter donations you collect in order to count them towards your total
- ‘My Profile’ - you can view and edit your account.
- ‘My Team’ - allows you to see the progress of your team’s efforts
- Through this section you are also able to thank your sponsors, sponsor yourself, or invite a friend to join you in *Spin4Kids*.

## **How to Fundraise – Just Ask**

The easiest way to get the word out that you are fundraising for this fantastic cause and raise a few dollars is through email. Your fundraising hub can get you started in the right direction here. Remember to include as many people as possible – family, friends, your family’s friends...everyone

you have an email address for. You can tailor these emails to grab their attention to really hear what you are trying to say. It never hurts to ask. Your friends and family may decline your request, but one thing is for sure, if you don’t ask, they will not donate to your cause.

You may want to break down your fundraising goal to make your target not so high-reaching. For example, to hit a \$125 goal you only need 5 x \$25 donations. We have lots of fundraising tips and ideas located in a pdf document on the website [spin4kids2018.com](http://spin4kids2018.com) that is available to download.

Continue using social media and email to keep your supporters up to date on your progress. If you are getting close to your goal, you may find that your friends are able to help you get there.

## **Planning mini-fundraisers**

You, either alone or along with your team, may consider organizing a mini-fundraising event to bring in some dollars in support of your efforts. We have lots of ideas to get your creative juices flowing in our Fundraising Tips on [spin4kids2018.com](http://spin4kids2018.com). These can range from a little effort and time to ‘the sky’s the limit’! Only take on what you can. Every little bit is helpful and appreciated.

When trying to decide on what your team should work on there are a couple of things to keep in mind. Please refrain from holding raffles and 50/50 draws, as these require a lottery license which we do not have. Also, donations in return for something (a product or experience) are not eligible for a tax receipt.

## **Resources from GoodLife Kids Foundation**

We have provided a few fundraising resources on [spin4kids2018.com](http://spin4kids2018.com). These include a printable pledge form and a list of fundraising tips/tricks.

If there is anything else you think that could be helpful, or if you have any questions regarding your fundraising reach out by email to [events@goodlifekids.com](mailto:events@goodlifekids.com). We always love to hear new ideas and can share what others may be doing to increase their fundraising efforts.

## Fundraising Rewards

All fundraisers will receive a *Spin4Kids* souvenir t-shirt on Event Day. As a bonus, if you complete your registration online before the end of January you are guaranteed to receive your chosen size when you check in for the event.

### For Spin, Groove, & Move Fundraising:

Are you an individual fundraiser considering going the extra mile? Visit the Fundraising page of [Spin4kids2018.com](http://Spin4kids2018.com) for a list of Individual Rewards.

Individual Fundraising Rewards are Running Room gift cards as follows:



Funds Raised	Reward
\$500	\$25 Gift Card
\$1000	\$50 Gift Card
\$1500	\$75 Gift Card
\$2000	\$100 Gift Card

To be eligible for these incentives the following requirements must be met:

- You may qualify for only one Fundraising Level, based on donations received by Event Day
  - If you've made a personal donation, it will be deducted from your total in order to determine which Fundraising Level you've achieved.
- This is a requirement of Canada Revenue Agency.**

## Team Rewards

Teams who raise a minimum \$1000 by Event Day will receive an Instant Cooling Towel for each Team Member to use as they Spin, Groove and Move together.

\*Remember; if you've made a personal donation, it will be removed from your individual total and your Team total in order to determine which rewards you have qualified for. **This is a requirement of Canada Revenue Agency.**

## Corporate Matching Gifts

Many companies offer a Corporate Matching Gifts program – matching donations made by employees to a charity. This offers you a great opportunity to boost your Corporate Team fundraising efforts. In order to ensure that we are able to add the donation amount to your fundraising total please email [donations@goodlifekids.com](mailto:donations@goodlifekids.com) with the following information:

- Your Name
- Your company name
- Your event location for Spin4Kids
- Amount of the donation anticipated from your company's Matching Gift program

Cheques are to be payable to GoodLife Kids Foundation

Registered Charity#89126 2628 RR0001

**\*Donations of \$20+ with the full name of the donor and a full mailing address are eligible to receive an income tax receipt. If an email is provided, income tax receipts will be sent electronically.**

### **Credit Card: online only**

The easiest, most accurate method of collecting donations is to pay by credit card through our website **spin4kids2018.com**. Fundraisers can ask potential donors to donate online by sending them a link that directs them right to their participant's personal fundraising page on the website. This link is already pre-populated in the default email message "Get Sponsors" that can be found in the fundraising hub every registered participant has access to once they are registered.

This method has a few advantages.

- It will guarantee that fundraisers are credited with collecting the donation
- The income tax receipt will have the correct information of the donor
- The income tax receipt will be sent to the donor by email immediately after they make their donation
- There are no additional steps required by the donor, the fundraiser, or Event Leaders

### **Cash and Cheques: online or pledge forms (tax receipt requirements)**

An alternative to donations by credit is to collect cash and cheques. There is a downloadable and printable pledge form available on the **spin4kids2108.com** Fundraising page to help track these types of donations. While collecting donations, **it is imperative to make sure that you get a first and last name, as well as the full mailing address (including a postal code) of your donor. If these are not included the donor will not receive an income tax receipt.**

Once donations are collected, fundraisers have a few choices as to how they submit them to GoodLife Kids Foundation.

1. Enter and pay them on **spin4kids2018.com** using their credit card (being sure to use their donors' information) and keep the cash and cheques (made out to the fundraiser) to pay themselves back for the credit card payment.
2. They can submit them to the Event volunteers along with the completed pledge forms (cheques made out to GoodLife Kids Foundation) on Event Day

If an email address is included the receipt can be sent quickly and easily by email once GoodLife Kids Foundation has been able to enter the donation. Otherwise, it will be sent out through Canada Post following the event.

### **Submitting Lump-sum amounts**

You are able to submit a lump-sum amount that has been collected through a group fundraiser. In order to have the amount allocated to your Team for incentive purposes you will need to login to your Fundraising Hub on the website and complete the following steps:

1. Select My Team from the left
2. Select Team Cash and Cheque donations
3. Select either 'Donations from a friend, family member or company' (may be receipted) or 'Donation from an event or cash lump sum' (will not be receipted)
  - a. If you select Donations from Friends etc., complete the form provided using their contact information and mailing address.
  - b. If you select Donation from an event or lump sum, please complete the form. Receipts will not be issued for this amount.

## Step-by-step Checklist

Register online	Work with your team to enhance your fundraising efforts
Personalize your Fundraising Page and set a goal	Keep your fundraising page up-to-date
Send out personalized email message to get sponsors	Thank all of your donors
Join a team ( <i>if you haven't already</i> )	Submit all donations collected ( <i>remember to include all information for your donors!</i> )
Connect with your Team Captain and/or event leader to schedule your activity	Show up on time on Event day and have FUN!!

## What to bring

There are a few things to remember for event day. Please arrive 30 minutes before your scheduled time in order to check in. Remember to bring with you:

- any money and pledge forms you have
- water
- indoor cycling or running shoes
- comfortable clothing
- a camera
- your party energy and excitement!

Join the conversation: @GoodLifeKids #Spin4Kids

## Thank you

Thank you, thank you, thank you! We appreciate everything you have done for *Spin4Kids* and for GoodLife Kids Foundation. As a result, many Canadian children will have opportunities to be more physically active. Once your big day has come and gone, follow-up with all of your sponsors to let them know how successful this journey has been for you.

Did you meet your goal? Or surpass it? Did you have fun? Share this information too. A quick email or a post on social media is all it really takes. For your special donors, a phone call can add a personal touch. Make sure they hear how thankful you are for their support.

## Celebrate your success

After the work is done you can sit back and relax. We will take some time verifying all of the donations, so it may be a bit before all of your donors receive their income tax receipts. Once that is complete you will then receive your earned incentives. In the meantime, what will you do to celebrate your success? A Team dinner out after the Event? A nap? Whatever you choose, know that you deserve to take some time and treat yourself for a job well done. Participating in *Spin4Kids* and raising funds is rewarding, but hard work.