



**SATURDAY
MARCH 3, 2018**

FOR CORPORATE TEAM CAPTAINS

proceeds support
**GoodLife
KiDS**
FOUNDATION

IN THIS GUIDE

Introduction _____	3	Collecting Donations _____	7
What and Why of the Event		Credit Card: online only	
Basic outline of expectation		Cash and Cheques: online or	
Key Contacts		pledge forms (tax receipt requirements)	
		Submitting Lump-sum amounts	
Recruitment _____	4	Team Captain Checklist _____	8
Everyone is Welcome		Event Day _____	8
How to recruit - Focus on WHY		What You Need to Know	
The fundraising requirement			
– how easy it really is		Follow-up _____	8
Once your recruit says ‘yes’		Thank you	
		Celebrate your success	
Fundraising _____	6		
Team Fundraising Page			
Managing Team fundraising			
Team Rewards			

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.

Welcome

Thank you for volunteering your time to help make a difference in the lives of Canadian children.

This guide gives you the information needed to run a successful and rewarding campaign in your workplace for the benefit of increasing fitness in the lives of Canadian children. It is meant to be used in tandem with our Team Captain Guide, which can be found on our event website, spin4kids2018.com.

What is Spin4Kids? And why are we doing this?

Spin4Kids is a fun, fantastically rewarding, one-day indoor fitness event that is hosted by GoodLife Fitness clubs all across Canada. 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 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 national fundraising goal. Money raised through *Spin4Kids* goes towards getting Canadian children more physically active.

What is my role?

You are the motivator, leader, communicator, organizer, and cheerleader of your team of up to 8 people. Sound daunting? It really shouldn't. You get to lead your team to fundraise as creatively you would like, ending in an hour of fitness fun where you can whoop it up together and celebrate all that you have accomplished. Your role really comes down to keeping your team motivated and up-to-date with the happenings of the event. That's it. It can be as easy or as complicated as you want it to be. Only take on as many tasks as you are comfortable with and have fun with it!

As a Corporate Team Captain, you will:

- Recruit Teams of up to 8 people each
- Register yourself at spin4kids2018.com, and direct your Team Members to do the same
- Motivate your Teams to reach the Team Fundraising goal of \$1000
- Connect with your *Spin4Kids* Event Leader to learn the details of your Event and schedule your Team's participation. Share this information with your Team Members.
- Join your co-workers on Saturday March 3, 2018 for a one-of-a-kind fitness party.

Key Contacts

To register your Team and manage your fundraising efforts use the event website spin4kids2018.com

For general Event and fundraising inquiries, please email events@goodlifekids.com

Spin4Kids contact: Please visit the Location Page for your event at spin4kids2018.com to find your Event Leader's contact information.

Check out page 8 for a handy checklist to help keep you on track.

Everyone is welcome!

This Event is open to ANYONE to participate and fundraise. There is no need to be a member of GoodLife Fitness, or to have any special skills or abilities.

Recruit people from your organization to participate and fundraise in the Event with you. *Spin4Kids* is run with teams of up to 8 people. Everyone is welcome. Each team can fundraise on their own (perhaps each team competing with one another), or everyone can join forces and work together. There are resources on the event website spin4kids2018.com for Team Captains, as well as participants, to assist with all things Spin4Kids.

Things to consider while recruiting fundraisers are:

- The earlier you start recruiting, the more successful you can be in reaching your fundraising goals
- Connect with your Event Leader to get details on your Event
- Try to include representatives from every department
- You can have as many teams as you are able to recruit, but each team will require a Team Captain
- Don't forget new hires who are looking for ways to get to know co-workers
- As this event is open to anyone, you may consider including employees' significant others and friends. (Note: Participants must be 12 years of age or older)

Once you have people committed and excited to get started, have them go to the Event website, spin4kids2018.com to register and get familiar with the Event themselves. This is where everyone will be able to sign the waiver electronically, join or create a Team, download the Fundraiser's Guide, and manage fundraising. Team Captains will also want to download our Team Captain Guide.

How to recruit - Focus on WHY

We have found that once people know why we are doing this fitness event, they not only agree with the cause, but want to support it as well. Once it is understood how easy it is to make a big impact, most people are just a step away from signing up to participate. Explain your reasons for being a part of *Spin4Kids*, and you will find people that are of the same mind with you and what this event is all about. Ask them to join your team on spin4kids2018.com.

The fundraising requirement – How easy it really is

The fundraising requirement can seem daunting but most of the time a little perspective is all that is needed to prompt someone to join your Team and fundraise. You may want to break down the fundraising goal to make the target not seem so unattainable.

The goal is for each *Spin4Kids* Team to raise \$1000 to help kids get active.

With Teams of 8 participants, that can be achieved by raising as little as \$125 each!

How Does \$1000 Raised Make an Impact



GoodLife4Kids School Program partners with teachers to bring fun fitness activities to grade 4 classes across the country at no cost to schools. 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:



GoodLife Kids Grant Program supports specialized physical activity programs with meaningful outcomes for children with disabilities. 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.

Here are some of the ways \$1000 raised by a *Spin4Kids* team can make a difference:

- 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

Did you know that some charities require up to \$2000 per **person** to be involved in their fundraising events? Next to that, this is much more achievable!

Here is how easy it actually is:

- If 5 of your closest friends and family donate \$25 each (they will receive an income tax receipt for this) you will have reached the required \$125 goal.
- \$10 x 13 people = \$130
- Or hold a mini-fundraiser (creativity welcome) and raise the money together as a Team. More fun! See page 9 for instruction to enter funds online.

We have lots of fundraising tips and ideas located in a pdf document on the website spin4kids2018.com that is available to download.

Once your recruit says 'yes'

All Fundraisers must register online. This is where everyone will be able to sign the waiver electronically, join your team, and download the participant guide. Once you are notified that people have joined your team online, you can connect with them and thank them for joining you. Encourage everyone to go to spin4kids2018.com to register.

Note: Team captains can register their teammates, but you will need to know all of their information and can only do this during your own registration.

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 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 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

**Invitation to
share with
co-workers:**

***Copy and paste the below message into an email to invite you
co-workers to join you in Spin4Kids.***

Subject: Join our Spin4Kids Team to help get more Canadian kids active

We are excited to get _____ (company name) _____
involved in *Spin4Kids* on **Saturday in March 3, 2018**

Spin4Kids 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 from living healthy active lives.

This fun and energizing event will be held at GoodLife Fitness (location). I'm inviting you to be part of _____
(company name) _____ participation in this opportunity. We will take part in a fun fitness activity for one hour and fundraise toward our goal of \$1000 per team. No experience necessary! Together we can make a difference.

Please connect with me directly in the next couple of days regarding your participation in this event.

Can't join the fun but want to support your fellow employees? There will be opportunities to donate coming up, so stay tuned!

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 spin4kids2018.com

Print and post as needed for hard copy info sheets

What is Spin4Kids?

A one-day indoor fitness fundraiser hosted by GoodLife Fitness Clubs in support of GoodLife Kids Foundation. Teams of up to 8 people raise money and participate in one hour of high energy fitness classes that are all about the fun! Everyone is welcome – no experience necessary. The more the merrier and it's for a great cause.

What is Goodlife Kids Foundation?

Purpose: For every Canadian kid to have the opportunity to live a fit and healthy good life.

GoodLife Kids Foundation (GLKF) works to support national, provincial, and local programs that provide on-going physical activity opportunities for kids. Positive early physical activity opportunities set kids on a path toward a lifetime of healthy habits and love of physical activity and fitness.

Funds Raised go to GoodLife4Kids School Program, which partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools, and to our Grant Program, providing funding for ongoing physical activity programs for children with special needs.

Did You Know?

GoodLife Fitness covers 100% of GoodLife Kids Foundation's administrative and operational expenses so that every dollar you work hard to raise will make the biggest impact on the lives of Canadian kids.

Each year, over 4,000 caring GoodLife Fitness associates volunteer, fundraise and share their passion to get kids active through *Spin4Kids*.

What is Spin4Kids?

A one-day indoor fitness fundraiser hosted by GoodLife Fitness Clubs in support of GoodLife Kids Foundation. Teams of up to 8 people raise money and participate in one hour of high energy fitness classes that are all about the fun! Everyone is welcome – no experience necessary. The more the merrier and it's for a great cause.

What is Goodlife Kids Foundation?

Purpose: For every Canadian kid to have the opportunity to live a fit and healthy good life.

GoodLife Kids Foundation (GLKF) works to support national, provincial, and local programs that provide on-going physical activity opportunities for kids. Positive early physical activity opportunities set kids on a path toward a lifetime of healthy habits and love of physical activity and fitness.

Funds Raised go to GoodLife4Kids School Program, which partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools, and to our Grant Program, providing funding for ongoing physical activity programs for children with special needs.

Did You Know?

GoodLife Fitness covers 100% of GoodLife Kids Foundation's administrative and operational expenses so that every dollar you work hard to raise will make the biggest impact on the lives of Canadian kids.

Each year, over 4,000 caring GoodLife Fitness associates volunteer, fundraise and share their passion to get kids active through *Spin4Kids*.

Step-by-step Checklist

- Meet with Senior Leaders of your organization to ensure support
- Promote the Event and create awareness within your organization
- Recruit co-workers to join your Team(s)
- Organize interested co-workers into Teams with specified Team Captains
- Ensure participants are registered at **spin4kids2018.com**
- Download Team Captain & Fundraiser Guides from **spin4kids2018.com**
- Determine strategy for Fundraising
- Secure corporate donation from your organization
- Determine if your organization offers a Matching Gift Program
- Connect with Event Leader to determine your schedule for Event Day
- Keep fundraisers motivated with the totals of their fundraising efforts
- Spin, Groove, & Move on Event Day
- Thank supporters and share Event and Team results
- Check the Team Captain Guide for the Event Day Checklist on page 8