

The logo for 'SPIN 4 KIDS plus' features the word 'SPIN' in red, '4 KIDS' in multi-colored block letters (4 in red, K in purple, I in green, D in blue, S in yellow), and 'plus' in a purple script font. Below the logo, the text 'Spin • Groove • Move' is written in a black sans-serif font, with small red diamonds separating the words.

**SPIN  
4 KIDS** plus  
Spin • Groove • Move

Presented by  
**GoodLife®**

A faded background image of a spinning class with several people on exercise bikes.

**SATURDAY MARCH 7, 2015**

**TEAM CAPTAIN KIT**

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All funds raised through *Spin4Kids Plus* allows GoodLife Kids Foundation to support physical activity initiatives for kids ages 4-14 in communities across Canada.

## 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, Dr. Barter, or 'the Spin Doctor' as he is affectionately know by members at his club, raised over \$23,000 for the GoodLife Kids Foundation. 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 1<sup>st</sup> annual Spin4Kids was hosted in 2012.

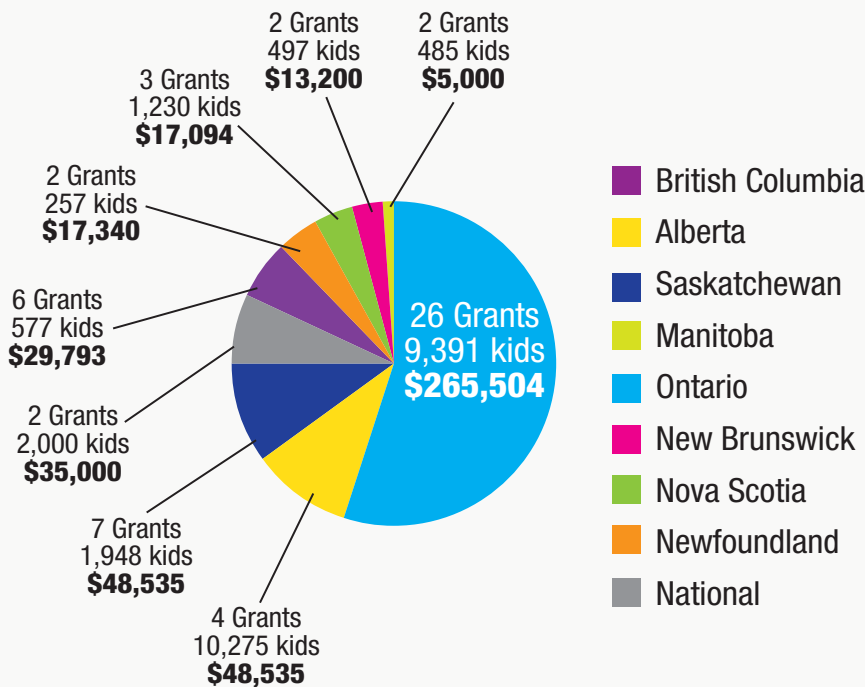
### Results to Date:

**2012 - \$184,029** raised at 29 events

**2013 - \$514,000** raised at 49 events

**2014 - \$851,000** raised at 70 events

## 2013 Grant Recipients



## Why support GoodLife Kids Foundation?

*GoodLife Kids Foundation is rapidly becoming a leader in getting Canadian kids off the couch and into their running shoes. In 2013 GLKF, through it's National Grant Program, allocated \$480,000 to organizations and programs across the country that have the mandate of getting Canadian children active while also striving for substantial behavioural change.*

*With the full support of GoodLife Fitness, and with Olympian Silken Laumann as the GoodLife Kids Foundation Champion, GLKF is poised to help tens of thousands of Canadian children get active in 2015. Since 2009, GLKF has helped over 212,000 children across Canada get active and has allocated over \$1.5 million through the Grant Program.*

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

*"As a Spin4Kids Plus Team Captain, you can help drive the event to gain new and unimagined heights"*

*~ Dick Barter, Spin4Kids Founder & Chairperson*

*"Thank you so much for your time, dedication and commitment to making this year's Spin4Kids Plus event the best one yet! We couldn't do it without you!"*

*~ Jane Riddell, Spin4Kids Champion GoodLife Fitness COO*

## Key Dates and Contacts

**Spin4Kids Plus Date: Saturday March 7, 2015**

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

[www.spin4kids.com](http://www.spin4kids.com)

If you require further information please contact:

**Tara McGuire**  
*Spin4Kids Plus National Event Coordinator*  
GoodLife Kids Foundation  
519-661-0190 ext. 623  
[tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

## WHAT IS MY ROLE AS A TEAM CAPTAIN?

Your role as a Team Captain is an important one- you have the ability to motivate and encourage your team members, get them excited about *Spin4Kids Plus* and tell them how they are making a positive change in the lives of Canadian children.

### As a Team Captain you may be responsible for:

- Recruiting a team of up to 8 participants (including you) who will each take part for a minimum of 1 hour
- Having a vision/plan to help your Team raise the suggested minimum fundraising goals (\$1000/Team or \$125/individual)
- Equipping your Team to achieve their goals; providing the Team with the resources they need, staying organized and tracking Team progress
- Communicating with our Team to ensure they receive all event information
- Acting as a liaison for your Team with the Local Event Coordinator

### What is a Team?

Your Team is a group of up to 8 individuals who participate together in *Spin4Kids Plus* with a goal to raise the suggested minimum goal of \$1000.

Based on the schedule set out by your Local Event Coordinator, your Team will have the opportunity to either participate together for 1 hour or as individual Team representatives each taking part for 1 hour over the 8 hour event.

Participants who are up for the challenge can take part on their own as a "Team" of one for the full 8 hours. As an 8 hour solo participant their goal is to also raise \$1000.

## FUNDRAISING GOALS

**Event Goal - \$1.5 million**, to achieve this goal we ask each participant to strive to reach the minimum fundraising goals

**Individual Fundraising Goal - \$125**

**Team Fundraising Goal - \$1000** (8 participants raising \$125 each)

## HOW TO REGISTER

All participants must register online at [Spin4Kids.com](http://Spin4Kids.com) for their local event.

To create a *Spin4Kids Plus* Team select the Sign Up link from any page of the [Spin4Kids.com](http://Spin4Kids.com) website. From here you can select 'I'm New' or 'Use Facebook'.

- 1. WAIVER** - Review and accept the waiver- if you chose not to accept the waiver you will not be able to complete online registration.
- 2. REGISTRATION TYPE** - Create a Team- Enter your Team Name, Team Description and Team Fundraising Goal (minimum \$1000) and select the location your Team will participate at.
- 3. ABOUT YOU** - Complete the About You Form with your personal information, create your username and password
- 4. 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
- 5. REGISTER** - Double check your information and confirm your registration

**\*NEW THIS YEAR,** Team Captains can register their Team members. This is completed during step 4 of registration. Once you've added your Team mates, they will receive email notification letting them know and inviting them to complete their profile and create their own user name and password.

### How can someone join my Team?

Once your Team has been successfully created online, you can invite your Team mates to join you by emailing them directly from your Fundraising Hub.

## INCENTIVES FOR FUNDRAISERS

*Spin4Kids Plus* 2015 offers the following incentives to support your fundraising efforts

### ALL PARTICIPANTS -

#### ***Spin4Kids Plus* T-shirt**

- For every participant. Register online by January 19, 2015 to guarantee your selected size and style (men's or ladies)
- T-shirts will be given out at the event on March 7, 2015

### TEAM CAPTAINS -

#### ***Spin4Kids Plus* technical top**

- Team Captains who have their full team registered online and the Team has raised \$500 in verified online donations by **January 26, 2015** will receive a *Spin4Kids Plus* 2015 technical top on event day

### Incentives for Individual Fundraisers

Visit [spin4kids.com](http://spin4kids.com) for latest information.

## 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](http://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

**\*NEW THIS YEAR,** Participants can add cash and cheque donations online. Instructions on how to do this can be found on our FAQ page of [Spin4Kids.com](http://Spin4Kids.com)

### Off-line Fundraising

- If you are collecting cash and cheque donations you manually complete a pledge form to be submitted with these 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.

# TEAM CAPTAIN'S CHECKLIST

## Get started (1-2 months out)

- Choose your Team name
- Register your Team at Spin4Kids.com
- Customize your online Team Page and Personal Page
- Set your Team fundraising goal
- Invite everyone you know to join your team or support your efforts with a donation

## Keep up the momentum

- Send fundraising emails to ask for donations
- Update the Team Page with personal stories, photos and progress
- Host a Team fundraiser
- Email regular updates to your Team
- Confirm your session times with your Event Coordinator and with your Team

## Almost there (1 week out)

- Finalize Team costumes if you will be wearing them

## Event Day- Have Fun!

- Arrive 20-30 minutes before your session to check-in
- Hand in any pledge forms and cash/cheque donations you've collected
- Collect your *Spin4Kids Plus* t-shirt
- Collect your Team Captain technical top if you've qualified to receive one (see page 3)
- Take Team photos
- Enjoy the day!

## After the event- Congratulations!

- Send thank you notes to donors through your Fundraising Hub
- Send notes to Team member with Team standings and event results
- Send an email to those who did not donate to you- share your experience with them and give them another opportunity to donate
- Host a Team wrap up party