



Event Leader FAQ

General Event

What are Event Leaders? What are Club Champions?

Event Leader:

This Associate has volunteered to take the lead in organizing a single- or multi-Club Spin4Kids Event. They are GoodLife Kids Foundation's primary contact person. The Event Leader will build a committee of volunteers from their own Club and from all Clubs taking part in their Event (where applicable) to assist with planning.

Club Champion:

A Club Champion has volunteered to support the Event Leader, particularly in multi-Club Events. They will lead the charge on their Club's engagement and fundraising for Spin4Kids.

How does GoodLife Kids Foundation know my Club is taking part in Spin4Kids?

In June, General Managers responded to the call to action to Commit Your Club. The commitment lets GoodLife Kids Foundation know your Club intends to take part in Spin4Kids in some way, whether it's hosting a single-Club Event, hosting a multi-Club Event, or taking part at a multi-Club Event in your area.

During registration for Spin4Kids, Participants are asked:

- Which Event they will take part at (Only host Clubs listed)
- Which Club should be recognized for their fundraising efforts (All committed Clubs listed)

If your Club is not listed somewhere it should be, please contact events@goodlifekids.com.

Can I host Spin4Kids on another date?

No. The GoodLife Fitness Operations Team has approved **Saturday, November 16** as the date for Clubs across Canada to host Spin4Kids in 2019.

What other activities can I have at my Event in addition to indoor cycling?

All Spin4Kids Events must include at least one hour of indoor cycling (exceptions will be made for Neighbourhood Experience and Women's Only Clubs that do not have cycling studios). In addition to spin, your Event's schedule can include a mix of other one-hour Group Fitness activities such as Zumba, BodyPump, BodyAttack, BodyCombat, or BodyFlow.

New this year: Events can include Lift for Kids with the support of the Personal Training Department.

If you are interested in including this new activity in your Event schedule, please reach out to your Fitness Manager and Personal Training Regional to discuss.

If you would like to include activities for children or families, please contact events@goodlifekids.com to ensure that the necessary approvals are obtained and liability concerns are addressed.

What is Lift For Kids?

In partnership with the Personal Training Department, Clubs can now offer Lift For Kids as part of their Spin4Kids activities. Participants will compete in three lifting exercises (squat, deadlift, and bench press) to see how they stack up against other Members and Associates in a fun and inclusive setting. Fundraising expectations are the same for all Spin4Kids Participants regardless of the activity they choose.

How many people can be on each team?

Each team can have a maximum of eight (8) members. If you have more than eight people who want to be on the same team, they will need to create a second team. We recommend that one of the additional members registers as the Team Captain for the second team to ensure all eight spots are active Participants.

Can Participants register other individual Participants?

Yes, anyone is able to register other Participants while completing their own registration on spin4kids.com.

Can Participants take part for more than one hour?

Yes, Participants can take part for multiple hours if your Event schedule will allow it. Please encourage Participants to fundraise the minimum amount of \$125 for each hour they are taking part.

Is there a minimum age for Participants?

Yes. In keeping with GoodLife Fitness' minimum age for Members, Spin4Kids Participants must be at least 12 years of age. Participants under the age of 18 will require a parent or guardian to sign the waiver on their behalf.

What are the requirements for Participant waivers?

To complete online registration at spin4kids.com, Participants will be required to accept an electronic waiver. All Participants who have not registered online and those under the age of 18 must sign a waiver on Event Day. The Event Leader or a member of the Planning Committee is responsible for downloading the waiver (PDF) from the [Event Portal](#) or the [GoodLife Kids Foundation page on Pulse](#) and printing copies to be signed at check-in. Signed copies are to be sent to GoodLife Kids Foundation after the Event.

What is the policy regarding Group Fitness Instructor pay for Spin4Kids?

Group Fitness Instructors who are teaching during a Spin4Kids Event must be paid for the time they spend teaching.

The following guidelines are to be implemented:

- Only one (1) Group Fitness Instructor can be paid for teaching per hour of the Event (However, more than one instructor can be in the class at once taking on other roles)
- A maximum of 8 hours of time may be paid per Event

- Group Fitness Instructors who wish to donate their wage to GoodLife Kids Foundation may do so in one of the following ways:
 - Send a personal cheque to GoodLife Kids Foundation at GoodLife Home Office
 - Make an online donation at spin4kids.com

Please direct any questions about this policy to Marian McTeer at mmcteer@goodlifefitness.com.

Website

What features does spin4kids.com offer?

The Spin4Kids website offers the following features:

- Online registration for Team Captains and individual Participants
- Personalized Participant Centre & tools
- Online donations accepted via credit card (credit card and debit donations are NOT accepted at GoodLife Fitness Clubs)
- Event Location pages listing details as provided by the Event Leader

What is my Event Location page and what information will it include?

Each Event Location has a dedicated page on spin4kids.com. Helpful details to include are:

- Host location and address
- Event fundraising goal
- Event Leader name and contact information
- Event start and end times
- When Participants can begin checking in on Event Day
- Which Group Fitness activities are offered as part of your Event
- Schedule of the day including any special guests, presentations, draws, etc.

IMPORTANT Event Leaders can request changes/updates to their Event Location page by emailing events@goodlifekids.com.

Donations and Fundraising

What is the Spin4Kids Fundraising Formula?

The Fundraising Formula is how we will reach our national goal of raising \$1 million through Spin4Kids! We ask the following:

- Individuals raise a minimum of \$125
- Teams raise a minimum of \$1,000 (8 Participants x \$125)

How will funds raised through Spin4Kids be used?

Funds raised for GoodLife Kids Foundation will help provide physical activity opportunities for kids with special needs in communities across Canada. GoodLife Kids Foundation will be sharing information about initiatives that have received support through the GoodLife Kids Grant Program in the past with Event Leaders and Club Champions leading up to Event Day.

What are the benefits of online fundraising?

There are a number of benefits to fundraising online for Spin4Kids:

- Participants can easily connect with friends, family, and coworkers to ask for their support
- Donations can be made by credit card
- Income tax receipts for donations of \$20 or more are issued via email immediately after a donation has been made

As an Event Leader, encouraging Participants to register and fundraise online allows you to take advantage of:

- Accurate contact information for your Participants so you can share important Event updates
- Electronic waivers – Participants will complete waivers online, reducing paper in the Club and on Event Day
- A database of Participants to invite back in later years
- A reduced amount of cash and cheque donations to collect on Event Day

Where do I find a pledge form for cash and cheque donations?

A printable pledge form can be downloaded from the [Event Portal](#) or [GoodLife Kids Foundation page on Pulse](#). Participants registered online at spin4kids.com can also download a printable pledge form from the Event Bulletins section.

Who should cheques be made out to?

Cheques should be payable to GoodLife Kids Foundation.

What are Corporate Matching Gifts?

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

Please take the following steps to ensure these donations are included in your Event fundraising total and eligibility for fundraising rewards:

- Email events@goodlifekids.com and provide the following information
 - Participant name or Team name
 - Company name
 - Event location
 - Participant's donation amount
 - Amount anticipated from their company's Matching Gift program (we understand that companies require time to process requests and that the actual donation may not be received until after Spin4Kids)
- Provide the following GoodLife Kids Foundation details to the Matching Gift program representative as required:
 - GoodLife Kids Foundation
710 Proudfoot Lane, London, ON, N6H 5G5
Contact: Lisa Burrows, Executive Director
519-661-0190 ext. 6273, lburrows@goodlifekids.com
Registered Charity #89126 2628 RR0001

What is the process for accepting donations at a Spin4Kids Event?

Anyone who makes a donation of \$20 or more on Event Day is entitled to receive an income tax receipt. Please use the downloadable Spin4Kids pledge form available on the [Event Portal](#) or [GoodLife Kids Foundation page on Pulse](#) to track these donations at your check-in desk.

IMPORTANT: ONLY cash or cheque donations can be accepted in a Club. Donations by credit card or debit are NOT to be accepted using the Club's payment system.

IMPORTANT: GoodLife Kids Foundation requires complete donor information (Full name, mailing address, email address, and donation amount) to issue an income tax receipt.

Rewards

Are there rewards for Clubs participating in or Associates volunteering for Spin4Kids?

Yes, your involvement in planning Spin4Kids is a factor in the following recognition opportunities:

- Active Club support of GoodLife Kids Foundation is a consideration for the GoodLife Fitness Top Club of Excellence Award
- Active support of GoodLife Kids Foundation is among the criteria for the GoodLife Fitness Group Fitness Instructor of Excellence Awards
- GoodLife Kids Foundation Top Fundraiser awards are based on total funds raised by the top 5 multi-Club Spin4Kids Events and top 5 single-Club Spin4Kids Events.
- All forms of involvement and support are considered for the GoodLife Kids Foundation Henry Berg IMPACT Award

What fundraising rewards are available for Participants?

New this year: Only Participants achieving \$125 in fundraising will receive our new tech t-shirt. This replaces the t-shirt which was previously given to all Participants. [Check out all of our 2019 Rewards here.](#)

Eligibility for rewards is based on each Participant's individual fundraising total:

Spin4Kids 2019 Fundraising Rewards				
Raise \$125	Raise \$250	Raise \$500	Raise \$1,000	Raise \$2,000
Spin4Kids tech t-shirt	Spin4Kids tech t-shirt + Spin4Kids portable charger	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin + Ozone lightweight shell jacket	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin + Base layer thermal quarter-zip pullover

IMPORTANT: Donations made by a Participant to their personal fundraising total will be deducted from their total funds in order to determine eligibility for rewards. **This is a requirement of Canada Revenue Agency.**

If you have questions about rewards, please email tmcguire@goodlifekids.com

Event Leader Resources

What is the Event Portal and how do I access it?

You'll want to have the Event Portal bookmarked! The Event Portal is where Event Leaders, Club Champions and Committee Members can find all kinds of tools to help with the planning and execution of your Spin4Kids Event. Guides, templates, marketing assets, and more will be updated on a regular basis as Spin4Kids approaches.

IMPORTANT: The direct URL for the Event Portal is goodlifekids.com/the-main-event/event-portal
All documents can also be found on [GoodLife Kids Foundation page on Pulse](#).

What is the Playbook and how will it help me?

The Spin4Kids Playbook is an updated format of the Event Leader Guide, available on the [Event Portal](#) or [Pulse](#). Each chapter will help you along your Event planning journey with a simple checklist and summary, and links to relevant resources from the [Event Portal](#) or [Pulse](#).

What are the Teams & Participants Reports and how do I access it?

The Teams & Participants Reports are detailed lists of who is registered online at spin4kids.com to take part in your Event. It includes contact information, team details, and fundraising totals. You can use this information to keep in touch with teams and individuals involved in your Event, facilitate scheduling, and keep everyone motivated in their fundraising.

Details on how to access the report can be found [here](#) and will be sent to Event Leader directly. To ensure the privacy of Participants on the Event Leader will have permission to view and download reports from GoodLife Pulse. If other members of your committee need access to this information please email tmcguire@goodlifekids.com with their full name and email address.

Scheduling Participants

We've included a link to Doodle Easy Scheduler on the Event Portal or GoodLife Pulse to help you manage your Participant schedule for Event Day. Doodle is a free online scheduling tool – easy to follow instructions are available at Doodle.com.

IMPORTANT: Please ensure all Team Captains and Participants are notified of their scheduled time a minimum of two (2) weeks in advance of the Event when possible.

What types of communications will I receive from GoodLife Kids Foundation?

GoodLife Kids Foundation wants all volunteer Event Leaders and Club Champions to feel supported and that they have access to the tools to plan and execute a successful Spin4Kids Event. As a Club Champion, you will receive occasional emails from the GoodLife Kids Foundation team to provide you with important updates related to Spin4Kids, announce new resources available on the Event Portal or GoodLife Pulse, share local impact, and remind you of upcoming deadlines.

Monthly Marketing Focus

For the month of October and beginning of November, Spin4Kids will be a primary marketing focus for GoodLife Fitness. This means heightened profile for your Event and the Foundation in Clubs. The bulk of promotional materials will arrive with the October Marketing Package at the end of September. Information on how these items are to be used will be included in the Marketing Package.

Do I need to have a committee to help me plan Spin4Kids?

We highly recommend that you work with a committee of volunteers to help organize your Spin4Kids Event. Please refer to PLAYBOOK: Chapter 1 – Forming Your Committee on the [Event Portal](#) or [GoodLife Kids Foundation page on Pulse](#) for suggestions on how to get started.

About GoodLife Kids Foundation

What is GoodLife Kids Foundation?

GoodLife Kids Foundation is a registered Canadian charity that helps break down barriers to participation and provide physical activity opportunities for kids with special needs in communities across Canada.

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.

What is the Grant Program?

The GoodLife Kids Grant Program provides funding of up to \$10,000 to support eligible organizations offering ongoing physical activity opportunities for children with special needs. Grants improve community access and help to remove some of the barriers preventing children from living active lives.

What is GoodLife Kids Foundation’s registered charitable number?

The Foundation’s registered charitable number is #89126 2628 RR0001.

Where can I learn more about GoodLife Kids Foundation?

You can learn more about GoodLife Kids Foundation by visiting goodlifekids.com.

[Direct Link to EVENT PORTAL](#)

[Direct link to GoodLife Kids Foundation page on Pulse](#)