

GoodLife®
SPiN4
KiDS



SATURDAY
NOVEMBER 16, 2019

PARTICIPANT GUIDE

proceeds support

GoodLife
KiDS
FOUNDATION®

Welcome! We're thrilled you're joining us for Spin4Kids. As a Participant, your fundraising efforts will help GoodLife Kids Foundation provide opportunities for kids with special needs to thrive through physical activity and fitness.

This information package will help you get started and hopefully answer most of your questions about Spin4Kids.

What is Spin4Kids?

Spin4Kids is a fun, rewarding, one-day fitness fundraiser hosted by GoodLife Fitness Clubs across Canada. Proceeds from Spin4Kids support the GoodLife Kids Foundation Grant Program, which provides funding to registered Canadian charities who deliver physical activity and fitness programs for kids with intellectual disabilities and autism.

Spin4Kids will be held on **Saturday, November 16, 2019**. You will participate in group fitness activities like indoor cycling, Zumba, and BodyCOMBAT. Everyone is welcome, even if you're not a GoodLife Member!

What do I have to do?

All Participants are asked to fundraise a minimum of \$125 per person (or \$1,000 per team) and participate in one hour of party-like fitness fun. There's no registration fee.

How do I register?

We ask you to register online at spin4kids.com. You can register as an individual, join an existing team, or create a new team.

The local Event Leader will be your contact for the Spin4Kids event you register for. They will be in touch to schedule your participation time for Event Day. You can also reach out to them directly – their contact information is on the Event Locations page on spin4kids.com.

Your fundraising goal

Individuals are asked to raise a minimum of \$125. Teams are asked to raise \$1,000. With a team of 8 Participants, that's only \$125 each! Fundraising tips and ideas are available at spin4kids.com.

Participant Centre

Once you're registered at spin4kids.com, you're ready to start fundraising! The easiest way to fundraise is to collect online donations using the tools available in the Participant Centre:

- Your Personal Page – Customize your own fundraising page with a personal message, photos and videos to let your supporters know why you're taking part in Spin4Kids and how they can support your fundraising goals. You'll also be able to see a breakdown of your fundraising progress.
- Email – You can send a customizable email to friends, family and coworkers asking them to help you reach your fundraising goal.
- Cash and Cheque Donations – Do you want your online fundraising profile to show all donations you have secured? Here you can enter cash and cheque donations to count them towards your total using 'Offline Pledges.'
- Easily thank your sponsors, sponsor yourself, or invite a friend to join you at Spin4Kids
- Share your Spin4Kids fundraising journey via social media

How to fundraise

The easiest way to get donations? Just ask! Use your Participant Centre, post on social media or have a face-to-face conversation with a potential supporter. Let everyone know that you're participating in Spin4Kids and fundraising to help kids with special needs thrive through physical activity and fitness.

Once you set your goal, break it down into achievable amounts. For example, to raise \$125, you need 5 donations of \$25.

You can find fundraising resources at spin4kids.com, including:

- Pledge Form – For tracking cash/cheque donations and donor information
- Fundraising Tips – Ideas to support your overall fundraising
- Fundraising Rewards – Rewards you can earn by achieving fundraising goals

Questions or comments, email us at events@goodlifekids.com.

Fundraising Rewards

Participants who achieve the minimum \$125 fundraising goal will be recognized with our Fundraising Rewards.

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.

Eligibility for Fundraising 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

Note: Donations made by a Participant to their own fundraising efforts will be deducted from their total funds to determine eligibility for rewards. This is a requirement of Canada Revenue Agency.

Credit card donations: Online only

The easiest way for people to donate is by credit card at spin4kids.com. Participants can send potential donors a link to their fundraising page. Donations made on the Participant’s page automatically get added to their total raised.

Donors making a credit card donation of \$20 or more will automatically be emailed an income tax receipt.

Cash and cheques donations

You can also collect cash and cheque donations. Download the pledge form available in your Participant Centre on spin4kids.com to track these donations. Important points to keep in mind:

- Cheques are to be made payable to GoodLife Kids Foundation
- Completed pledge forms, as well as cash and cheque donations, are to be turned in at your Spin4Kids Event
- The donor's full name and address must be recorded on a pledge form for them to receive an income tax receipt for donations of \$20 or more
- Donors providing an email address will be emailed their income tax receipt
- Income tax receipts will be sent by Canada Post or email 6 to 8 weeks after Spin4Kids

Note: If cheques are made payable to you or you're given cash, you can add these amounts to your online fundraising by taking the following steps:

- Enter and pay them on spin4kids.com under the 'Offline Pledges' section using your own credit card
- When you enter the donation, be sure to use the donor's information so they receive the income tax receipt for \$20 or more (Donor's full name, mailing address and email address)
- Keep the cheque/cash to pay your credit card charges

Corporate Matching Gifts

Many companies offer a Corporate Matching Gift program – matching donations made by an employee to a charity. 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
 - Your name
 - Company name
 - Event location
 - Amount anticipated from 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 address is provided, income tax receipts will be sent electronically.

Lump sum

You are not able to submit a lump sum amount online that you've collected through a fundraising activity like a car wash or bottle drive. To have the amount allocated to you or your team for Fundraising Reward purposes, you must complete a pledge form and submit it to the Club or bring it in on Event Day. To record a lump sum on a pledge form, you only need to indicate the name of the fundraising activity and the lump sum amount being turned in.

Step-by-step checklist

Register online
Personalize your fundraising page and set a goal
Join a team or create a new one
Send out emails to potential donors or post on your social media
Work with your team to enhance your fundraising efforts
Keep your fundraising page up-to-date
Connect with your Team Captain and/or Event Leader to schedule your Event Day activity
Show up on time on Event Day and have fun!
Submit all donations collected and completed pledge forms
Thank all your donors

Event Day

Reminders for Event Day

- Bring all outstanding cash/cheque donations and completed pledge forms
- Check in 30 minutes before your scheduled activity time
- Join the conversation on social media with **#Spin4Kids**. Tag **@GoodLifeKids** on Twitter and Facebook and **@GoodLifeKids_Fdn** on Instagram

After Event Day

Thank your supporters and share your results. Did you meet your goal? Surpass it? Did you have fun? A quick email or social media post is all it takes.

Thank you, thank you, thank you!

Because of you, more Canadian kids with special needs will have an opportunity to thrive through physical activity and fitness. Thanks for participating in Spin4Kids 2019!