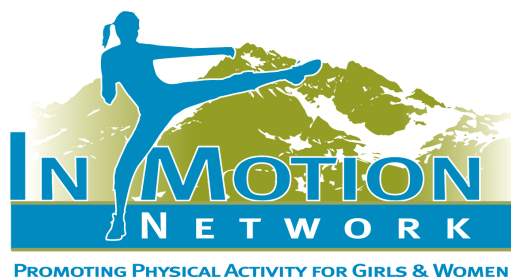




How to Organize a Go Girl in Your Community



InMotion Network is generously funded by



**ALBERTA
SPORT**
Connection

Alberta

Table of Contents

GO GIRL WORKSHOP - SUPPORTING PHYSICAL ACTIVITY FOR TEEN GIRLS.....	2
What is the project?.....	2
What are the expected outcomes?	2
Why is this project so important?.....	2
BUDGET – BEST PRACTICES	3
Swag	3
Speakers Honorariums.....	4
Participant Registration Fees	4
Equipment Rentals.....	4
Food and beverages.....	5
In-Kind Donations	5
Marketing and Promotion	5
EXAMPLE BUDGET	6
GO GIRL COMMITTEES – ROLES AND RESPONSIBILITIES	7
Example workplan with committee roles and responsibilities.....	7
EXAMPLE EVENT SCHEDULE.....	9
SESSION INFORMATION FORM – GETTING INFORMATION FROM SESSION LEADERS	
.....	10
INFORMATION FOR SESSION LEADERS.....	11
Example Registration Form.....	12
PUBLICITY AND POSTERS	14
DISPLAYS	14
DONORS.....	15
Example – Letter requesting support from Corporate Donor	16
EVALUATION FORM.....	17
FINAL REPORT.....	17



Go Girl Workshop - Supporting Physical Activity for Teen Girls

What is the project?

Go Girl is a program designed to support less active teen girls, ages 13 – 17, to pursue an active living lifestyle. The project revolves around a one-day event whereby teen girls are invited to “see and try” a variety of physical activity pursuits and to access resources on these and other physical activity options. In addition, the participants will attend information sessions and will be provided with nutrition and wellness resources.

What are the expected outcomes?

As a result of attending the workshop, the teens will have:

- Experienced a range of physical activities including outdoor pursuits, individual and team sports, dance, and activities such as Pilates, power yoga, hip hop, and ultimate Frisbee
- Received information on where to further pursue activities of choice in their communities
- Received information dealing with nutrition and wellness issues
- Offered an opportunity to express physical activity preferences for use by program providers
- Had a fun and enjoyable experience, met others teens, and gained new friendships

Why is this project so important?

- The CANPLAY study shows that Canadian children, aged 5 to 19, take approximately 11,220 daily steps on average. Boys take more daily steps on average than girls do. Children who participate in organized physical activities and sport take on average almost 1,500 more daily steps than children who do not participate in these types of activities. (Canadian Fitness Lifestyle and Research Institute – CANPLAY 2011-12 – August 2013).
- All Canadians need a physically active, healthy lifestyle, beginning in their early years. Unfortunately, poor nutrition, inactivity, childhood obesity and declining fitness are common. The prevalence of obesity has nearly tripled over the last 25 years, with up to 26% of young people (two to 17 years of age) overweight or obese, and 41% of their Aboriginal peers (Canadian Paediatric Society – Healthy active living: Physical activity guidelines for children and adolescents – April 2012)
- Younger teens in Canada are two to three times as inactive as adults, says a survey by The Lancet, one of the world’s most influential medical journals. In fact, 80 to 89 per cent of girls are inactive, compared to 70 and 79 per cent of boys (The Lancet – July 2012).
- *Her Life Depends On It II* documents the important role physical activity can play in helping to prevent the daunting array of health risks for girls and women such as obesity,

coronary heart disease, cancer, osteoporosis, Alzheimer's Disease and related dementias, illicit drug use, tobacco-related disease, sexual risk and teen pregnancy, and eating disorders. Based on the findings from 23 studies examining the effect of moderate and vigorous physical activity during adolescence on cancer risk, those who had the highest physical activity during adolescence and young adulthood were 20% less likely to get breast cancer later in life (Women's Sports Foundation, 2009).

- The Canadian Physical Activity Guidelines recommend that Canadian youth, aged 5 – 17, accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity each day. Only 5% of 5- to 17-year olds are meeting the recommendations. (2009-2011 Canadian Health Measures Survey)
- In youth aged 15-17, the daily time spent walking decreased from 17 to 11 minutes between 1992 and 2010; this decline was particularly evident in girls (Active Healthy Kids Canada, 2013).
- Moderate to vigorous exercise particularly appeared to help girls do better in science, a study by the universities of Strathclyde and Dundee found. The children's academic performance in English, maths, and science was then assessed at the ages of 11, 13 and 15 or 16. The analysis showed that better results across all three subjects was linked to the amount of moderate to vigorous physical activity undertaken at the age of 11.

Budget – Best Practices

Swag

Swag (or promotional items) can be provided to participants or volunteers to promote a Go Girl event or to promote event sponsors and partners. Swag can include many different items, including stickers, tattoos, balls, Frisbees, water bottles, t-shirts, pins, posters, and hats. An estimate of what swag should cost is no more than \$1-3/participant. Often sponsors will provide swag items as an in-kind sponsorship, either covering the cost entirely or providing the items at cost.

InMotion Network's three Physical Activity granting programs are funded through AGLC gaming proceeds. All funds acquired through gaming must be used in accordance with AGLC policies. The heart of the policy is that all funds must be used on items that are essential to hosting a Go Girl, Girls in Motion, or Women in Motion program.

Items INELIGIBLE for funding include:

"items of a personal, social, or promotional nature"

"equipment or supplies used in support of a commercial operation"

"wages - payment for administrative duties"

Frequently requested items we cannot fund include:

T-shirts

Water bottles

Volunteer appreciation

Wages for staff

Speakers Honorariums

Many Go Girl event organizers like to have a short amount of time during the day allocated to having a guest speaker. Event organizers may want to provide a speaker honorarium, although sometimes the speaker may donate their time. Speakers may include local athletes, community leaders, motivational speakers, teachers, speakers focusing on self-esteem, or health or nutrition experts from the Health Region. Speaker honorariums are generally in the range of \$100-\$300 for a speaking session, plus expenses incurred, such as mileage. Event organizers are encouraged to contact the InMotion Network for ideas in finding appropriate speakers for their Go Girl event.

Participant Registration Fees

Go Girl events may decide to charge a fee to participants. However, the InMotion Network encourages organizers to keep these fees nominal. The InMotion Network wants to ensure that Go Girl events are available to all girls, irrespective of their family's financial position.

Equipment Rentals

Go Girl organizers may want to rent various types of equipment for sessions being held throughout the day. It is important; however, to remember that the goals of a Go Girl event are to provide a low cost, fun event which provides a variety of physical activities. It is not necessary to spend a great deal of money on equipment – many, unique and fun activities can be planned without breaking the Go Girl budget. Items such as bouncy castles/jumpers or trampolines are fun for kids; however they are expensive and aren't appropriate for this type of event. Items such as a tent (in case of rain), may be nice to have in case of rainy weather but there also may be a less expensive option available. When organizing a Go Girl event, ask the question, "is this equipment essential to the goals of our event?" and "does it fit in our budget?"

Food and beverages

Food and beverages will likely include 1-2 snacks and lunch provide to the participants and volunteers, depending on the timing of the Go Girl event. Local businesses, such as grocery stores and retail outlets (Subway or the like) are often eager to provide food and beverages to events being held in their community. A guideline for budgeting for food and beverages is they should be from \$8-\$12/participant.

The InMotion Network has a partnership with Alberta Milk to provide beverages or snacks to Go Girl events. Event organizers may contact Alberta Milk to get milk beverages or yogurt reimbursed after the event takes place. The budget for this program is limited so please contact them prior to the event. Please contact:

Charmaine Blatz
Alberta Milk
(780) 577-3328

In-Kind Donations

When a sponsor provides an in-kind donation, either in goods or services, it is important to recognize this contribution. When the Go Girl organizers are completing the budget, months prior to the event, they may not know the dollar value of these in-kind donations. It is acceptable, at this point, to simply list the in-kind donations you hope to attain. In the Final Report, after the event has been held, the specific dollar value of in-kind donations can be accounted for.

Marketing and Promotion

Marketing and Promotion should be a relatively small part of your Go Girl Budget. There are many effective ways of promoting a Go Girl event that are inexpensive and don't require a great deal of time – see Publicity and Posters for ideas.

Example Budget

The following provides an example budget, using the template in the Go Girl Application form.

Revenue (please describe item)	Estimated \$
InMotion Grant <i>(please enter amount requested from InMotion Network)</i>	\$1,500
Participant Registration (\$5x100 participants)	\$500
Local Sponsors - Accounting firm - Car dealership	\$300
Rotary Club	\$300
Total Anticipated Revenue:	\$2,600
*Anticipated In-kind donations (please do not include in Total Revenue item)	
Local grocery store - for food and beverages	To be determined
Local sporting goods store - for giveaways	To be determined
City recreation facility	To be determined

*In-kind donations may include: facility or wage costs covered by municipality, door prizes, giveaways

Expenses (please describe item)	Estimated \$
Food and beverages (snack and lunch - \$8x100)	\$800
Giveaways for participants	\$500
Fees for instructors	\$700
Marketing and promotion (posters, tattoos/stickers, postcards, radio advertisement)	\$100
Miscellaneous (sound system rental, overhead projector)	\$100
Speakers' honorarium	\$200
Volunteer appreciation – thank you notes	\$50
Total Anticipated Expenses:	\$2,450

Go Girl Committees – Roles and Responsibilities

Example workplan with committee roles and responsibilities

Sub-Committee Area	Specific Tasks (examples)	July	Aug	Sept	Oct	Nov
Program	<ul style="list-style-type: none"> - determine date - determine name of event - determine program parameters, including: values and principles, key outcomes, session length and content, and number of sessions - determine program options and prioritize (for example, keynote address, motivational speakers, etc.) - book appropriate activity leaders and develop a session leaders package - determine requirements for space/equipment and forward to venue - establish process for meeting, directing, introducing and thanking speakers 	<i>In this type of workplan, the committee(s) can keep track of their event planning progress on an ongoing basis</i>				
Insurance	- determine if host has adequate insurance for event. Arrange for insurance coverage if necessary.					
Venue	<ul style="list-style-type: none"> - determine facility requirements and list possibilities - check for availability and costs - decide on preferred site and book - ensure set-up according to direction - ensure necessary equipment based on program (sourcing, costing, contracting, transporting, set-up/take-down and returning) 					
Food	<ul style="list-style-type: none"> - set requirements for food (nutrition, etc.) - determine menu/costs - determine and book supplier - forward set-up requirements to venue - coordinate food during the event day 					
Equipment and	- assess and cost out needs					

First Aid	<ul style="list-style-type: none"> - source suppliers and contract according to budget - arrange for first aid station - communicate to participants and volunteers at events 					
Displays and Information	<ul style="list-style-type: none"> - determine requirements for displays (content, number, fees, etc.) - develop promotional/sign-up material - develop mailing lists and distribute invitations - develop system for confirmation - forward equipment needs to venue - support set-up and take-down during the event 					
Volunteers	<ul style="list-style-type: none"> - recruit, register and orient all volunteers - volunteer recognition (gifts, thank you cards) - determine who is responsible for volunteer supervision on day of event 					
Finances and Sponsorship	<ul style="list-style-type: none"> - determine budget - assign tentative budgets to committees - determine sponsorship possibilities for specific costs (food, venue, etc.) and prioritize - approach and confirm sponsors - ensure necessary recognition for sponsors - track finances to keep budget on track - ensure bills are paid 					
Registration	<ul style="list-style-type: none"> - develop registration procedure - identify where registration will be processed - input registrations as they come in - develop a check-in procedure at the door - develop name tags for registrants, special guests and volunteers 					
Publicity and Promotion	<ul style="list-style-type: none"> - establish promotional plan (type, targets, means, dates, etc). - implement promotional plan 					
Evaluation	<ul style="list-style-type: none"> - develop an evaluation process/outline to ensure that progress toward outcomes can be reviewed. - distribute InMotion Network evaluation form for girls to fill in at event - complete and submit InMotion Network Final Report 					

Example Event Schedule

	Gym East Side	Gym West Side	Weight Room	Ancillary Room	Outdoor 1	Outdoor 2	Classroom 15	Classroom 20
Opening session 9:30 – 10:20	Opening Comments, Energizing warm up Main Gym							
Session 1 10:30 – 11:20	Kick Boxing	Break Dancing	Weight Training	Pilates	Fishing and Trapping	Soccer	Power Yoga	First Aid Room
Session 2 11:30 – 12:20	Tai Chi	Self Defence	Weight Training	Wrestling	Traditional Games	Rugby	Body Image	First Aid Room
12:30 – 1:20	LUNCH							
Session 3 1:30 – 2:20	Lacrosse	Swing/ Cha Cha	Weight Training	RCMP testing	Skateboard	Mountain Biking	Body Image	First Aid Room
Session 4 2:30 – 3:20	Hip Hop	Latin Dance	Weight Training	RCMP testing	Skateboard	Race Walking	Body Image	First Aid Room
Closing Session 3:30 – 4:15	Closing – Main Gym							



Session Information Form – Getting information from Session Leaders

Please complete this form and return by (*INSERT date*) via email or fax to (*INSERT name*) at (*INSERT e-mail and fax number*). Thanks in advance.

Session Title and Brief Description

Contact Information

Session Leader Names(s):

Phone:

Email:

Organization Address

Equipment/Space Needs

Information on how girls can participate in your activity after Go Girl

_____ Yes we will bring brochures

_____ Yes we can provide a door prize

Email reply or fax back to (INSERT email and fax number) by (INSERT date)

Thanks!



Information for Session Leaders

Name: _____

Session Title: _____

Location: _____

Time(s): _____

Thank you for your participation as a session leader in Go Girl (*INSERT name of event*). The following will provide you with most of the information you will need for your session(s) to run smoothly. If you have further questions, please contact (*INSERT name*) at (*INSERT phone number*) or (*INSERT email address*).

- ✓ The event runs on (*INSERT date*) from (*INSERT time*) at (*INSERT name of venue and address*)
- ✓ We ask that you be at the site 30 minutes prior to the session to ensure you have the necessary set-up.
- ✓ When you arrive, go to (*INSERT location*) and someone will take you to your session location.
- ✓ Each session is to last (*INSERT number of minutes*) and is to include an introduction to the activity, an opportunity to try the activity and where possible, receive information on how to do the activity following the event.
- ✓ REMINDER: the majority of the girls will have a less active background and we'd ask that you keep this in mind as you plan your activities. The girls will also be attending other physical activity sessions and we want to make sure they can last the day.
- ✓ The support person for your session will help you get the session underway and keep the number of participant to a manageable level.

Thanks again, and have a great session!

Registration Forms

Example Registration Form

About Go Girl

Start the day "Rough & Ready" with certified instructors from Rugby Alberta, rappelling from the rafters or the ultimate in aromatherapy. Move to the beat as you try Cardio Hip Hop, or Power Yoga. Finish the day strong with Survival Skills, Weight training and Boxing.

GO GIRL 2001

An energy packed one day ACTIVE event.

Come and be part of the ACTION and join girls from all over the

city in an opportunity to participate in a mind-blowing variety of sport, recreation, and active living.

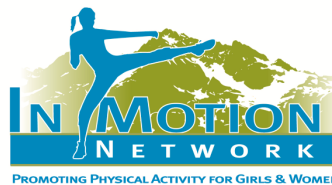


For Girls Ages 12—17

To Register:

Call Roberta (780) 514-2233
or Mail application to:
Box 6837

Alberta Milk



*An Action Packed
One-Day Active Event
for Girls Ages
12—17*



*Location: Drayton Valley Omniplex
Time: 9:00 A.M. — 3:30 P.M.
Date: April 13, 2001
Cost: \$10.00*



Go Girl 2001 Sessions

Rough & Ready

An introduction to rugby, taught by certified instructors from Rugby Alberta

Over the Top

Rappelling down from the girders in the arena; a killer work-out not for the faint of heart

Do You Get the Point?

Introduction to fencing from members of the Alberta Fencing Association

"Hang 10"



Skateboarding 101 for the beginner who's always wanted to climb on the board! Protective equipment is advisable.

Hacky Hacky

Are you cool to this fun sport? Learn some basic moves and impress your friends.

Cardio Hip Hop

Groove to the tunes in this kick-butt workout designed to get your body moving

Oww! That Hurts!

Basic first aid for sports injuries plus some preventative tips.

Show & Smell

Aromatherapy for the novice.

Looking Gooooo!

Athletic clothing how to and tips.

Hai Karate

Find out who the stronger sex really is.

Survivor

Can you survive the outdoors?

Shakin' Breakfasts

No time for breakfast? Learn some neat tips for making breakfast easy and delicious!

'Round & 'Round & 'Round she Goes

Weight training with a twist

Keynote Luncheon Speaker

Heather McDermid - 2000 Olympic Medallist



GO GIRL 2001 TIMELINE

9:30 - 10:15	10:30 - 11:15	11:30 - 12:15	12:30 - 1:15	1:30 - 2:15	2:30 - 3:15
Rugby	Rugby	Rappelling	Lunch & Keynote Speaker	Rappelling	Rappelling
Skateboarding	Fencing	Hacky		Fencing	Rappelling
Aromatherapy	Skateboarding	Skateboarding		Hacky	Hacky
Karate	Yoga	Yoga		Hip Hop Cardio	Hip Hop Cardio
Weights	Aromatherapy	Body Image		Yoga	Yoga
	Karate	Aromatherapy		Body Image	Body Image
	Dairy Council	Boxing		Sports Injury	Sports Injury
	Circuits	Nutrition		Boxing	Nutrition
	Outdoor Skills	Weights		Dairy Council	Weights
		Outdoor Skills		Circuits	Outdoor Skills

Register by calling
Roberta @ (780) 514-2233
 or Mail Application to
Box 6837
Drayton Valley, AB
T7A 1A1

Registration

Fill in your session choices according to preference by indicating session name below:

Time	1st	2nd	3rd
9:30 - 10:15			
10:30 - 11:15			
11:30 - 12:15			
12:30 - 1:15	<i>Lunch Break & Keynote Speaker</i>		
1:30 - 2:15			
2:30 - 3:15			

Name _____

Address _____

Emergency Contact & Phone Number _____

Birth Date _____ Health Care Number _____

List health conditions, allergies, and special needs:
 (We will not administer any medications required.)

COST: \$10.00
 (including Lunch)

PAYMENT METHOD

☐ CHQ ☐ MONEY ORDER

Participant Signature _____

Date _____

Parent/Guardian Signature _____

Date _____

Publicity and Posters

The following are some examples of organizations that may be utilized to display Go Girl posters or promotions or to place Go Girl information on websites:

Alberta Native Friendship Centres
Big Sisters/Girls Club
Community Events bulletin through local cable company
Community Leagues
Family Community Support Services
Girl Guide
Local community information boards
Municipal Recreation and Leisure Centres
Other Leisure Centres (e.g. YMCA, sports clubs)
Provincial Sport and Recreation Associations
Public and Catholic Schools
Sports Stores

A public service announcement could be distributed to media contacts (print, radio, and T.V.) in the Go Girl community. Local media contacts could also be contacted to arrange for interviews or articles.

Displays

Host organizations for Go Girl events may want to consider having local businesses, organizations or groups set up displays at the Go Girl event. Displays may include brochures, posters, videos, door prizes, and giveaways for participants (stickers, tattoos). This could be used as a fundraising opportunity for the event or displays could be free.

Social Media

If you have a Facebook or Twitter account you might want to use it to get more girls to register for your event or get sponsors. Social media is a free way to advertise your event. You can communicate with media to get them to promote your event. It's worthwhile to start a blog or start communicating with members in your community.

Donors and Sponsors

There are many types of donors that may be approached and many ways that a donor may provide assistance to a Go Girl Event. Because Go Girl is a community based program, many local businesses may be interested in contributing to the Go Girl event.

In addition, local businesses, organizations or individuals may be interested in providing in-kind donations or donations that are provided in goods or services, rather than money. Common examples of in-kind donations for Go Girl events include: facility costs (often by the municipality if it is a municipally owned facility), door prizes, giveaways, thank you gifts for volunteers, instructor wages, and food and beverages.

Thanking donors who support the event with either cash or in-kind donations is very important. This can be done in a number of ways, including displaying logos where possible, acknowledging donors in printed material or at the event, inviting donors to be recognized at the event, or providing a small gift.

The following is an example of a letter requesting support from a Corporate Donor/Sponsor – this letter could be modified and sent to many types of donors.



Example – Letter requesting support from Corporate Donor

Dear Corporate Friend:

Be a part of an active experience and join us in **Go Girl 2014**!

Physical inactivity represents a significant health burden in Canada. We know that 2/3 of children in Canada are not active enough to benefit their health. Specifically, teen girls ages 12 to 17 are at high risk. They are generally less active than males in the same age group. To encourage physical activity in girls, *(Insert your organization)*, in conjunction with provincial and local active living partners is hosting **Go Girl 2014**.

Insert Date, time and location of event

The goal of this event is to encourage and support teen girls in choosing an active, healthy lifestyle. This is a one-day experience in which teen girls are invited to see-and-try a variety of physical activities and sports and access resources on how to continue participating in these activities. They also have the opportunity to participate in sessions and get information on nutrition, body, image, and wellness issues. **Go Girl 2014** is a great opportunity for girls to move beyond some of the barriers to participating in physical activity: access, affordability, and gender stereotypes.

Over *(Insert number)* participants, their families and numerous volunteers will be a part of **Go Girl 2014**. Representatives from over *(Insert number)* different fitness, recreation, and sports organizations will provide the see-and-try sessions. We are providing information on kits that will include highlighting and thanking the many sponsors, donors and support organizations that contribute to the success of **Go Girl 2014**.

We are asking for your support in providing donations to help make **Go Girl 2014** a success. We are asking for your help with any of the following donations:

- Cash donations or food items for the *(Insert number)* participants at the event
- Prizes for the participants and volunteers at the event (gift certificates, coupons, t-shirts, promotional items, etc.)
- *(Insert number)* coupons or similar donations to be included in the information kits provided to all the participants.

Please contact the committee member below by *(date)* if you are able to provide a donation. Thank you for your time and consideration for supporting the **Go Girl 2014** event.

Gratefully,

Insert logos or names of other donors

Evaluation Form

Please see the InMotion website to download an evaluation form that the participants can fill out after the Go Girl event. By having participants fill out this form, event organizers will get valuable information on what worked well and what can be changed for subsequent events.

Final Report

Go Girl event organizers are required to complete a Go Girl Final Report. This document will assist the InMotion Network in evaluating the overall Go Girl Program and is an opportunity for you, your partners and volunteers to “see” the results of all your hard work. This report must be submitted for event organizers to receive the second half of the InMotion Grant.