



Home Run Kit

RUN4CHANGE
The Clinic • The Challenge • The Change

 **START2FINISH**
Empower kids for life





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RUN4CHANGE

Overview

The Clinic

The 20/20 Clinic is your kick-off to the whole event! The Clinic is the time to prepare, inform and motivate your team to begin The Challenge.

You are supplied with everything you need to inform and prepare your team for the 20/20 Challenge.

The Challenge

The 20/20 Challenge takes the information from the Clinic and puts it into practice.

The 20/20 Challenge is a simultaneously run two-part event:

One part focuses on Physical Literacy with 20 minutes of daily physical activity for 20 weeks. This is your preparation for the 5 km Run4Change.

The other part brings Social Justice awareness to your school. Students collect their change to help make change for children living in poverty in your city. All money collected stays in your city or town to purchase the tools needed for these children to succeed and, ultimately, graduate. Not to worry, we have all the tools you need to do this - just add students and get ready to see the results! You will find all resources in this manual.

2 Sides of the Challenge

Change within ourselves — We are strong in mind & body with physical activity

Helping others by collecting our change to be Agents of Change for Social Justice

The Change

The Run4Change is the realization of all your hard work, motivation and support.

Whether you have a group of 10,000, as they had in Hamilton, Ontario, or your own school population, this is the time for a 5 km Run, collection of your change, and an epic celebration.

We have laid out how to plan and host your own Run4Change 5 km event!

Watch this for an overview of the The Clinic, The Challenge, The Change:

<https://www.youtube.com/watch?v=UanIbPyPi-Y&list=PL735DF910216190B8&index=2>

Who is Start2Finish?

Our Mission

Start2Finish's mission is break the cycle of child poverty by providing ongoing educational support to Canada's at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change.

Our Vision

To eradicate the effects of child poverty in Canada through education

The Problem

Each year, thousands of Canadian youth will drop out of high school. This seemingly simple and personal act alters the course of their lives forever. It's a move that costs them their education and future earning potential. Taken collectively, it costs their community by ingraining a culture of failure. Nationally, it costs our economy through a reduced employment pool and tax base, and an enormous strain on public expenditures.

Tens of thousands of youth in Canada's lower-income neighbourhoods have the potential to succeed in school but are unable to overcome the barriers to education that are created by poverty. Low literacy as early as grade 1 increases the risk of a child dropping out of school by 134%. Lack of financial means, nonexistence of positive role models in the community, absence of parental support, and integration into a new country and culture are all barriers that can make high school graduation seem like an impossible dream.

The Solution

The Start2Finish solution to child poverty is innovative and dynamic. Our community matrix, the engine that gives our programs sustainability, includes strong, lasting partnerships with businesses, schools and community groups, creating a "Pathway of Hope" that features comprehensive programs focused on academic achievement, physical fitness, nutrition and social interaction. This pathway includes our annual Backpack Program, which distributes backpacks filled with school supplies to the most at-risk schools across Canada; our Running & Reading Club weekly after-school program, which empowers children to improve their literacy skills, physical fitness and social and behavioural skills, and prepares them to achieve life-long success; and our Pathway of Hope Scholarship Program, which offers post-secondary scholarships to economically challenged high school students who demonstrate significant leadership, community service and academic excellence.



START2FINISH

Empower kids for life



Who is the Innovator and Thought Leader of Start2Finish?

BRIAN WARREN

Social Entrepreneur, Founder & Executive Director of Start2finish

Founder of Start2Finish, Brian Warren, is a national and international game-changing social entrepreneur. The organization he founded in 2000 is transforming the education landscape, equipping all Canadian children with the tools they need to succeed. Through education reform, child advocacy, ground breaking programming and research, he is creating a level playing field.

As a thought leader, Brian brought the revolutionary principle that fitness improves cognition, into schools across the nation. Alongside a dedicated team, Brian has worked to impact thousands of children by putting them on a path to succeed from elementary school to post-secondary education. Start2Finish's success began with an audacious idea that has spearheaded positive change in some of the most vulnerable and desperate communities in Canada. From the idea that every child deserves the tools to succeed has emerged a cohort of Running & Reading Club graduates, who have risen to their full potential. Some of our graduates are now the first in their families to attend University, while others are entering promising careers all over the country, all because they had someone who came alongside them to make sure they finished the race.

Start2Finish's dream is to see every child receive the tools for success so that the cycle of child poverty in Canada can be broken at last! This is the finish line that Start2Finish will continue to run towards!



Brian Warren giving a pep talk to some very excited children who are about to complete a 5km run followed by a jeopardy-style reading competition at the 5K Running & Reading Challenge year-end event

BUILDING THE CYCLE OF SUCCESS

START2FINISH HAS
REACHED CLOSE
TO



100,000

CHILDREN
since 2000.

S2F IMPACT ACROSS CANADA:



10+ MILLION
DOLLARS INVESTED



60K BACKPACKS
DISTRIBUTED



37 R&R CLUBS
CURRENTLY OPERATING

Start2Finish's mission is to break the cycle of child poverty by providing ongoing educational support to Canada's at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change.





RUN4CHANGE

The Clinic • The Challenge • The Change

PART I

THE CLINIC

The 20/20 Clinic

Preparation is the key. "Before anything else, preparation is the key to success." Alexander Graham Bell

The Clinic is all about being successful. We are supplying you with the tools to create a Cycle of Success.

Providing teachers and students with the tools to succeed is imperative to Start2Finish. The Clinic is the time where new tools are introduced, or if you have experience with the Run4Change, existing procedures are once again implemented or tweaked and revised. The Clinic is the place to share tools that will teach students valuable life skills and give teachers the information that will support their students in being Agents of Change.

Topics to consider for your Clinic:

Keynote speaker:

- Focus on one topic: physical literacy, mental health, social justice, or leadership
- Consider a speaker that can address both teachers and students.

A Workshop on Physical Literacy:

- Share information on the benefits of Physical Literacy. Include all areas, such as how being physically active can improve academic success.
- The specifics of the 20/20 Challenge and how to launch it at your school. Will this be a student-led initiative, led by a teacher, or a combination of both?

A Workshop on Social Justice:

- Gather statistics on poverty for your area (we have provided some Canadian links to start looking for this information). Consider poverty to be "The Problem".
- We must also consider Solutions to The Problem. By collecting your change, you are providing the building blocks to help at-risk children succeed. Your change goes towards tools like the Backpack Program, the Running & Reading Clubs, running shoes for children in the Clubs, and scholarship programs for students that qualify.
- We have also provided a cooperative activity to do with your group to bring awareness to poverty in your area.

Leadership training:

- If your students are to take the leadership role in your school, giving them the training and tools to do this will ensure their success.
- Consider offering a training session just for students on how to run a 20/20 demonstration.
- Listen to how they would like to make a difference in their community. Make a list of their ideas on how to fundraise and how to perform community service tasks. Community can be their internal school community or it can be the external community around their school.
- We have given a tip sheet on creating good leaders.

Sample Agenda for Clinic Day

- Welcome and Overview of the day
- Keynote Speaker - Someone who will appeal to both students and teachers
- Break - Could be an active break
- Physical Activity workshop - Demonstrate the various elements of the 20/20 Challenge and include audience participation.
- Lunch
- Social Justice Workshop - Make this pertinent to your local area. Prepare some solutions to the problem, but also encourage the students to bring forth their suggestions. This will give them a sense of ownership of the project.
- Logistics of the 20/20 Challenge - Share with the school the details on how the 20/20 Challenge will be communicated and implemented at the school.
- Certificate Presentation - This is for those students who have complete the leadership training.
- Motivation and closing.



Handouts for The Clinic

List of Handouts to be given out at The Clinic

These can be found on the various pages in each section of *The Clinic*, *The Challenge* and *The Change*

Tips for Leading Activities Effectively (for Teachers & Student Leaders).....	9
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Teacher Notes: Tips For Leading Activities Effectively

Why do you like participating in certain activities? What makes it stand out in your mind? Successful activities are led by leaders that are able to clearly engage the group. The mnemonic DA-DDA-DA (Rhonke & Butler, 1995) reminds us of an effective way to engage our participants.

Preparation:

Effective Preparation = Good Leadership

There are many key tasks that need to happen before conducting the activity.

- 1. Decide on the activity suitable for all group members.** Vary activities to provide a good mix for every participant.
- 2. Arrange the area and equipment.** Check the area and remove any potential hazards (obstacles, slippery surfaces) and/or modify the activity. Lay out any equipment or make boundaries in advance.

Presentation:

New activities need rules and expectations explained effectively. This will inform students of what to do. Leaders need to explain these rules well so the participants understand clearly.

- 1. Describe the activity.** Be sure to include information about how to play, roles, and equipment use. Communicate the rules and boundaries clearly. Participants should be warned of all hazards.
- 2. Demonstrate how the activity operates.** Get the group into the right formation, and do a dry run or demonstration of the activity. This will give the participants a visual idea of what to expect in the activity.
- 3. Ask questions.** Allowing participants to ask questions = clarification of the activity.

Performance:

Leaders should play too. This models desired behaviours and generates buy-in from others.

- 1. Do the activity.** Enforce the rules and pay attention to the group's planning process and safety. End activities on a high note or when the group is ready to move on to a different task.
- 2. Adapt for next time.** Many activities have variations, which increases the challenge level and allows group members to hone their skills and abilities. Consider possibilities for improving equipment, preparation, or leadership.

Leaders build community, but what does it mean to build community?

- Bringing people together
- Knowing names
- Having fun
- Working together for the same goal
- Developing group values
- Learning about each other

Using activities can be a way in which to build community. Using the 5 questions below at the end of your activity (reflection time) will allow the participants to chat as a community.

THE 5 QUESTION MODEL

1. Did you notice...?
2. Why did that happen?
3. Does that happen in life/school/classroom?
4. Why does that happen?
5. How can you use that?

Social Justice

The Problem and Solutions

There is a problem with poverty in Canada and each city has its own story to tell. In order for your students to truly understand the reason they are collecting their Change and why they need to make a Change in their city they need to be given the information on poverty in their city. Poverty is the problem and the solution to the problem is you! Once awareness is raised, then action can be taken. The solutions can be found on the following pages.

Problem: Poverty in Canada

Having a visual gives children a tangible concept of what poverty is. For many this means watching television and seeing children with bloated bellies and flies around their eyes, or sad looking children scrounging for a meal out of the trash. While these images are tragic, you can find similar heart-breaking images in your own city, but many youth are not giving the opportunity to make a difference.

By collecting statistics and graphs about the economics of your city, you are providing your students with awareness of the problem. Is it possible for you to take some pictures of the specific location you are describing in your town. You are familiar with your student population and where they live. To avoid embarrassing a child, it may be best only show pictures that are not too close to the homes of the students at your school.

Here are some links to use to find information:

For other areas in Canada, click here for Stat-Can population information:

<https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E>

<http://www.cwp-csp.ca/poverty/just-the-facts/>

http://www.sprc.hamilton.on.ca/wp-content/uploads/2013/10/SPRC_Rich_and_Rest_of_Us.pdf

Also search your city website for agencies that assist the poor in your city.



Social Justice Activity

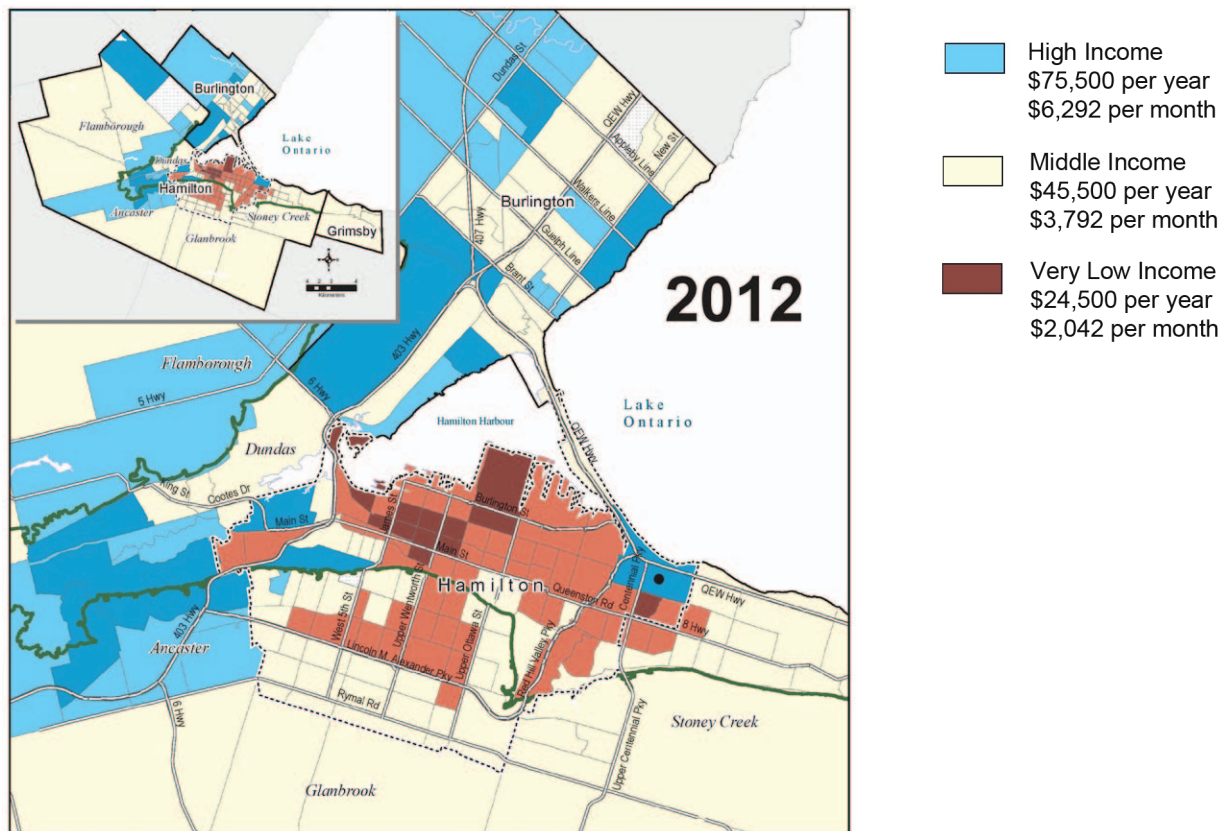
This simple activity will give your students an awareness of what is happening in their city. Consider the example of Hamilton and find stats (see previous page for websites) for your city to make this meaningful to your students.

What you need:

- Envelopes filled with “money” equaling the three incomes listed in the map below.
- There is also a template to print your money.
- Paper, pens and possibly a calculator for student to calculate the percentages of each income.

Description of the Activity:

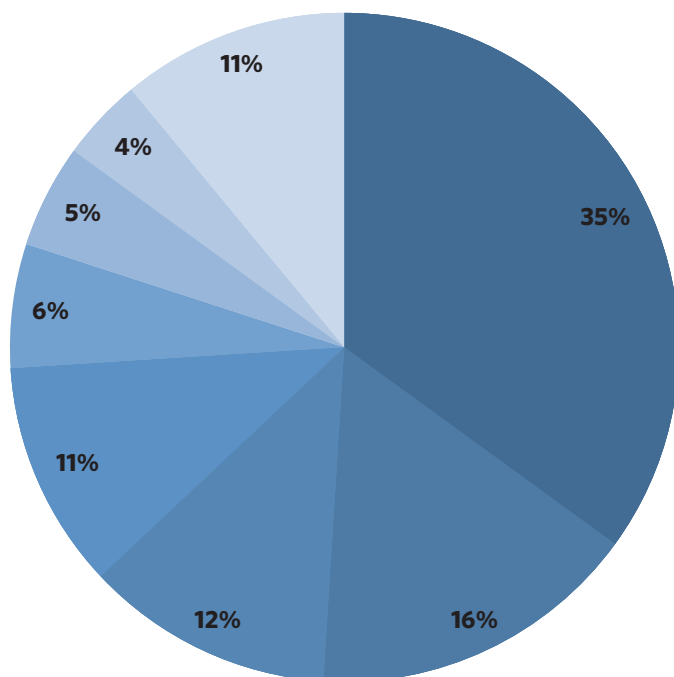
- Put students in a group of 6-8.
- Each group is given an envelope with money equalling one of the three income values below.
- Show the students the pie chart (on the next page) and ask them to pay these bills with the money they have in their envelopes.
- Once they have completed the activity and all bills are paid, have two groups get together to share their results. Have them discuss what money is left over after paying the bills and how this would affect their lives, their children’s lives, etc.



Social Justice Activity Continued

Living in Hamilton

■ Rent ■ Food ■ Transportation ■ Taxes ■ Utilities ■ Clothing ■ Childcare ■ Other



Incomes factored out for bill payment

\$ 6,292.00	\$ 3,792.00	\$ 2,042.00
-------------	-------------	-------------

Rent	35%	\$ 2,202.20	\$ 1,327.20	\$ 714.70
Food	16%	\$ 1,006.72	\$ 606.72	\$ 326.72
Transportation	12%	\$ 755.04	\$ 455.04	\$ 245.04
Taxes	11%	\$ 692.12	\$ 417.12	\$ 224.62
Utilities	6%	\$ 377.52	\$ 227.52	\$ 122.52
Clothing	5%	\$ 314.60	\$ 189.60	\$ 102.10
Childcare	4%	\$ 251.68	\$ 151.68	\$ 81.68
Other	11%	\$ 692.12	\$ 417.12	\$ 224.62

What was not listed and must be included in Other:

- Entertainment
- School trips, etc.
- Birthday parties
- Holidays - decorations, presents, etc.
- Travel
- Health Insurance

Money for Social Justice Activity

(Photocopy these pages)



Money for Social Justice Activity

(Photocopy these pages)



Change Catcher

This is a fun tool children can use to test each other on their knowledge of physical literacy and social justice ideas.



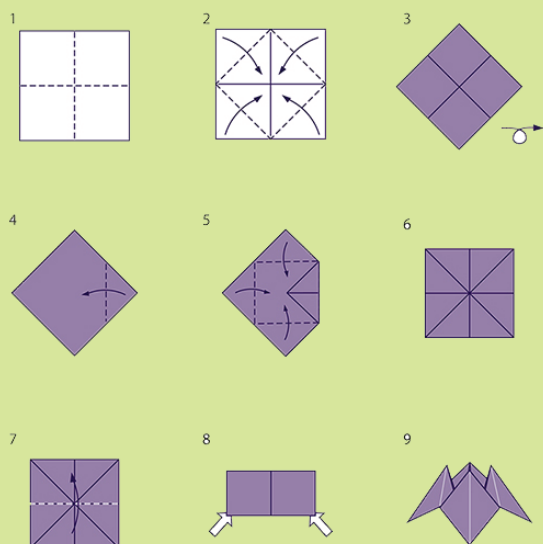
FRONT

Change Catcher

This is a fun tool children can use to test each other on their knowledge of physical literacy and social justice ideas.

How to Fold

BEGIN FOLDING WITH THIS SIDE UP



How to Play

1. With the “petals” closed, choose one of the 4 images. Then close-and-open the petals once for each letter in the name of the object, leaving it open at the end so that you see four numbers inside.

(When you open and close it, open it once with your forefinger and thumb on each hand together. Then open it with your two forefingers together and your two thumbs together.)

2. Choose one of the four numbers, and close-and-open the petals that many times, again ending with it open.

3. Choose one of the four numbers, and lift up that flap to reveal a special message.



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start2finishonline.org



BACK

Affirmation Tags

Let the children fill out these tags and hang them where everyone can see them. They can write what they will do to make a difference in their community. Remember community can either be internal (the school) or external (the outside community). OR, they can make an affirmation for themselves being physically active.

HELLO



my name is:

and this is how I do it:

HELLO



my name is:

and this is how I do it:

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The Clinic • The Challenge • The Change

PART II

THE CHALLENGE

What is the 20/20 Challenge?

The 20/20 Challenge is a simultaneous two-part event. The first part focuses on Physical Literacy and looks at fun, easy, creative ways to get physically fit. The second part brings awareness to child poverty and places emphasis on creating solutions for your community.

This is how it works:

Start2Finish provides you with a professionally developed training program that can be done in a classroom, in the gym or outside. You and your students follow either the Start2Finish training guide or online videos for 20 weeks, 20 minutes a day, to gradually build your strength and stamina. After 20 weeks of preparation, you will now join thousands of others across Canada who will be ready to complete a Start2Finish National 5K Run4Change!

While students are working at making a physical change within themselves, they can also collect change to help make a difference in someone else's life. All the change your school collects stays in your city or town and goes towards giving tools to help at-risk children create a cycle of success while breaking the cycle of poverty they currently live in. We are working towards one ultimate goal - to help all children graduate. Take a look on the fundraising pages to see all that your change goes towards.

Time Line for the 20/20 Challenge Run4Change:

January to May

For a cost of **\$225** per participating school, you receive the **Run4Change in a Box** kit, which includes the following comprehensive resources.

Online Training Tools:

- Complete 20/20 Challenge daily workout videos
- Ideas to motivate
- Social Justice challenges
- Exercise glossary containing video tutorials of all exercises
- Printable Run4Change poster
- Full colour, downloadable training guide
- Fitness journal
- Physical Activity challenges
- Fundraising ideas

Home Run Kit

Full manual that outlines all of the “how-to’s” for:

- **The Clinic** – Agenda, hand-outs, tips and activities to prepare schools for the 20/20 Challenge and Run event
- **The Challenge** – Calendar of Activities, Challenge Journal, Social Justice Calendar, training guide, ideas to motivate, fundraising ideas, where the funds go
- **The Change** – Run event planning guide, mapping out the course, day-of event itinerary, celebration and wrap-up, frequently asked questions

20/20 Clinic:

- A 2-hour in-service after school clinic held at a location of the school board's choice for all teachers interested in participating in Run4Change

Printed Resources:

- 20/20 Challenge Training Guide with written full workouts and exercise glossary
- Home Run Kit (outlined above)

Watch the 20/20 Challenge in action: <https://www.youtube.com/watch?v=ITJFDd8unnA>
Start your motor running and **register your school or business** online at: **www.run4change.net**

RUN4CHANGE

**THE 20/20
CHALLENGE**

**PHYSICAL
LITERACY**

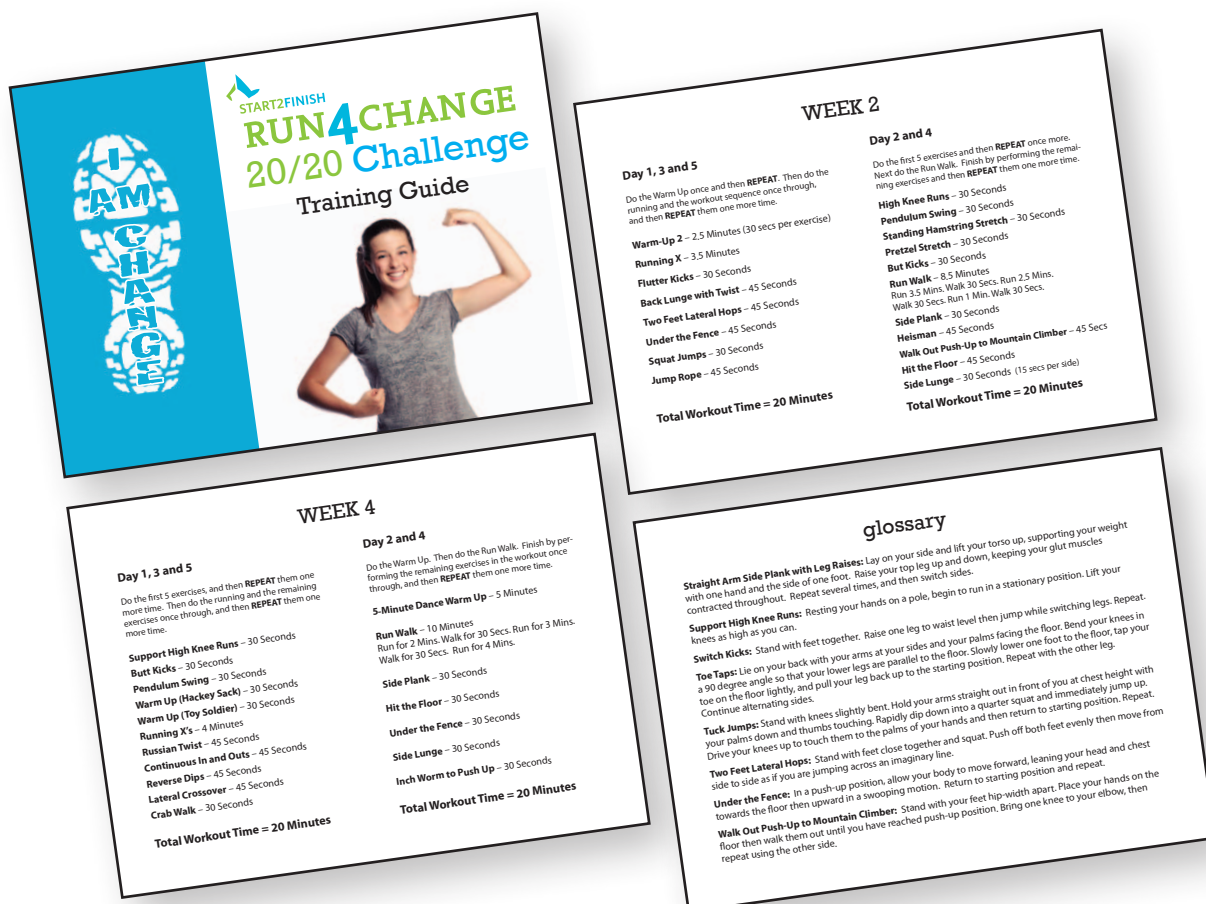
20/20 Challenge Training Guide

20/20 Challenge Videos

To make it more convenient to deliver the 20/20 Challenge, Start2Finish has provided our professionally developed Training Guide task cards. Each card holds activities for one week, broken down into the 5 school days of the week. Every workout begins with a warm-up and takes students through a variety of activities to increase their heart rate and endurance level. Week 1 starts out at a basic cardio level with 6 minutes of running. By the time students reach week 20, they are running for twenty minutes. I bet they never thought they could do that! Our 20/20 Challenge will show students how easily it can be done!

If you have access to the internet, go to www.run4change.net and click on "LOGIN" on the top right. Register or login and enter the Member Area, then click on the "20/20 Workouts" box. The 20/20 Challenge starts on the third Monday in January. Have the students follow along with you and/or your student leaders on the daily videos. If you cannot access the internet, you can use the printed Training Guide included in the Home Run Kit, or download it from the website and print it yourself. Either option is student-leader friendly.

The workouts are progressive, and are occasionally repeated to ensure ease of use and that all fitness levels can participate.



Sample of the 20/20 Challenge Task Cards

Teaser of 20/20 Video

<https://www.youtube.com/watch?v=Kwdz96DaDV4>

Calendar of Physical Activities

We want to help you keep things fresh and exciting! In order to motivate yourself and your students, we have created a calendar of ideas for 2017.

WEEK	Motivation	Activity
Week #1	Motivational Video from Brian Start your motors running	Create a Bucket to collect your Change
Week #2	"If it doesn't challenge you, it doesn't change you" Fred Devito*	Tweet out "Why We Do the Run4Change" with pictures of class/school doing the 20/20 @WeRun4Change #Run4Change2017
Week #3	"Some of the world's greatest feats were accomplished by people not smart enough to know they were impossible" Doug Larson	Create a message board for each class in your school. List how many days you do the 20/20 Challenge and who is leading it for the day.
Week #4	Don't fear moving forward slowly, fear standing still*	Add a game of tag to your 20/20 Challenge give link
Week #5	Can you be a HERO? H elping E veryone R espond to O thers	Create a Bucket to put in motivational words/saying. Hand these out to students/teachers who may feel challenged by the 20/20 Challenge. HELP them!
Week #6	You're only one workout away from a good mood!*	Tweet out pictures of your school/class wearing your green socks. How many ways can you use your sock?
Week #7	Never say I can't. Always say I'll try	Challenge another school - either in your area or one that your principal/teacher knows
Week #8	I think I can I think I can I think I can I think I can I knew I could!	Do a Scavenger Hunt at your school. Write activities from the 20/20 Challenge on pieces of paper and place them all over the school. Once children complete the task, they write their name on the back and submit it. Person with the most submission wins
Week #9	Stop competing with others and start competing with yourself	Have a Green Sock day - everyone in the school wears green socks or something green
Week #10	Silvia to share motivational video for half way point!	Challenge your principal to lead the 20/20 Challenge for a minimum of 3 days this week
Week #11	The voice in your head that says you can't do this IS A LIAR!*	Plan a 2km run. This is your half way point
Week 12	No goal was ever met without a little sweat - give a lot!*	Tweet out your school doing planks. What is the record time you can hold a plank for?
Week #13	"To give anything less than your best is to sacrifice a gift" Steve Prefontaine	Have a FLASH MOB of the 20/20 for this week. Have your group of school leaders create an opportunity for this to happen sometime this week. Have selection from every class in on the secret
Week #14	No matter how slow you go, you are still lapping everyone sitting on the couch*	Give Your Student Leaders a Big High Five and pass it on Can you give 5 High Fives a day?
Week #15	I'm not telling you it's going to be easy, I'm telling you it's going to be worth it*	Add a game of tag to your 20/20 Challenge give link
Week #16	Strive for progress, not perfection	Invite the parents into the school to do the 20/20 Challenge with their children. Let them be very impressed by how well their children do the Challenge
Week #17	You can't do anything well if you don't believe you can	Tweet out the whole school/class doing Crab Walks. How many steps can you take all together?
Week #18	Healthy is an outfit that looks different on everybody - feel great about you!	Create a school CHEER to do at the Run4Change
Week #19	Motivational Video from Silvia -We are there We are Change!	See list of what to bring for R4C next week. Prepare
Week #20	You've done it! You challenged yourself for 20 weeks. You've worked hard and you have made a difference to you and your community!	It's the Run4Change!!

10 Ideas to Motivate

Everyone needs a boost of motivation every once in a while, take a look at ones here and add in ways that have worked for you. Share those with us and we will pass your ideas to others.

1. We Are Change window sign. This is a sign that can be hung on a door or a window of the classroom who is out doing the 20/20. It shows the rest of the school They ARE Change! (see follow page)
2. Create a calendar and hang it in the staff room, class room, office all the teachers to inform them when you are doing the 20/20. Would your class like to join in? (see blank calendar on following page)
3. Each day have a different student come to the front and help the teacher lead the 20/20 challenge. Don't forget to use your student leaders that you have already trained. The only way to be proficient at something is to practice. Allow your students to practice their Leadership skills
4. Give copies of the activities for the day the to students and let them take it home to share it with their family. They can show off their new skills and help their family to be as active and healthy as they are!
5. Encourage: a Classmate, a fellow Teacher, a Student. A Student can motivate and encourage a teacher and a teacher can do the same for one or all the students.
6. As a class set some goals:
Today I will . . .
Each week we will. . .
Twice a month we will. . .
7. Understand that when you collect your change you are helping others! We are all working together as one big team and the change you collect is going into one large Run4Change Bucket that will be used to purchase backpacks and running shoes for other children in your city who cannot afford to buy their own. You are being the CHANGE agent!
8. Fitness journal. By allowing students a bit of time to reflect on how they feel when they are active, it will help to create lifelong enjoyment of physical activity. Even as your students get older, they may remember how they felt after being physically active, all because their teacher gave them an opportunity. This is not a mandatory idea; if a child does not want to write anything, that is fine as well.
9. Take care of YOU! Send out reminders how important it is to eat properly and stay hydrated when we are physically active.
10. Small, personal gestures of encouragement go a very long way! Whether it is once a week or once a day give a personal shout out to someone in the class who tried THEIR best in either the 20/20 challenge or did something spectacular in social justice.



We ARE Change



**WE are making positive
Changes to Ourselves.**

**WE are making a positive
Change in our Community**



RUN4CHANGE

Sample 20/20 Challenge Calendar

Who is doing the 20/20 Challenge?

RUN4CHANGE

[illegible]

Fitness Journal

Make some copies of the Fitness Journal on the next page to hand out to your students . You may want to start this journal after the first day or two that you start the 20/20 Challenge. It is not something that has to be filled out everyday, perhaps once a week. This is not a mandatory exercise and if a child does not want to in their journal, don't force it as it may lead them to having a negative association with physical activity.

Allowing the children to document their fitness journey gives them a powerful tool for reflection on where they started and how far they have come. This helps them recognize the goals they have achieved, how they feel, and what they have overcome to reach their goals.

As you will see on the following page, there are two journals per page. Either print them as is or print one per page and leave more room at the bottom for the child to write or draw a larger picture. We've also made space for the child to draw an emoji that represents their self-awareness of how they are feeling at that moment. Once a month a journey back through their journal will bring awareness to their physical and mental progression throughout the 20/20 Challenge.



My Fitness Journal

Name: _____ Date: _____

How does my body feel when I'm active?



Energized



Tired



I want more

Is my attitude . . .



Happy



Sad



No different

Have I noticed a difference in how I concentrate and how I do my work? ☐ YES ☐ NO ☐ NOT SURE

My thoughts:

Draw my Emoji of the day:

My Fitness Journal

Name: _____ Date: _____

How does my body feel when I'm active?



Energized



Tired



I want more

Is my attitude . . .



Happy



Sad



No different

Have I noticed a difference in how I concentrate and how I do my work? ☐ YES ☐ NO ☐ NOT SURE

My thoughts:

Draw my Emoji of the day:

RUN4CHANGE

**THE 20/20
CHALLENGE**

**SOCIAL
JUSTICE**

The Importance of Social Justice

Teachers may control the cultures of their classrooms, but they are not in control of the world their students face when they step away from their desks. Whether or not we talk about it, our students are bombarded with issues surrounding privilege and power every single day. “Activism” is now so rampant that it, for better or worse, even appears in Oscar acceptance speeches. Protests are televised and publicized at the click of a button, and the Internet has turned four hash marks into weapons of mass discussion. Whether or not we talk about it, they will.

Moreover, our students won’t just see these issues discussed; they live them. They will wonder why they don’t see their stories told on film, or why assumptions are made about them based on their last names or skin colour. Our students are not just keen observers of the outside world; they experientially learn from struggles they encounter every day. They have important stories to tell and to hear.

Today’s “millennials” and “post-millennials” are also change-makers. They are a generation overwhelmingly dedicated to social justice. Where there is injustice, they want to respond, whether in-person, online, or monetarily – even when it is a teenager who gives what little he can. From an early age, this generation has been raised to be empathetic, to spot and stamp out bullying, to know that “It Gets Better” and now to see that Black Lives Matter. As part of the most ethnically and gender aware cohort, this generation is exposed to more, asked to understand more, and driven to fight for more. It’s only natural that they are passionate about equality and justice of every kind. They fight for themselves, their friends, their classmates and others they see treated unfairly, whether due to issues of gender, sexuality, race, pay, or environmental. Instilled with a dedication to social justice, perhaps in good measure by parents, they seek to collaborate when possible to resolve social problems. Rather than saving their allowance money to protest their parents’ causes, they more often use it to support causes that both they and their parents care deeply for. Such intergenerational collaboration on social justice issues holds tremendous potential. Yet this potential has not been fully tapped.

This is where Run4Change comes in. Run4Change is a social justice initiative that addresses the two most critical issues facing Canadian children and youth today – obesity/physical inactivity and child poverty. It is easily embedded in current curriculum. Run4Change impacts the physical, academic and social literacy of every student who participates, while at the same time empowering them to help their peers who are less fortunate.



REFERENCES:

Social Justice in the Millennial Generation

http://www.huffingtonpost.com/joshua-stanton/social-justice-in-the-mil_b_2708224.html

Why Teaching About Social Justice Matters

<http://www.tolerance.org/blog/why-teaching-about-social-justice-matters>

The Next Generation: What Matters to Gen We

<http://www.forbes.com/sites/marymeehan/2016/08/11/the-next-generation-what-matters-to-gen-we/#125f380c6af0>

Calendar of Social Justice

Creating social justice awareness in your school may seem like a big task, but we have taken the anxiety out and made it as easy as 1, 2, 3. For each month of the 20/20 Challenge we have given you a launching point to generate creative ideas on Social Justice.

January	Wellness	<ul style="list-style-type: none"> • Keeping yourself well mentally & physically healthy • Celebrating Differences • Respect for yourself - breaking the cycle of poverty - teen moms, drug use and abuse poor health prevention, domestic violence
February	Empathy	<ul style="list-style-type: none"> • What is empathy? • How do we show empathy? • Definition: identification with or experiencing the feelings, thoughts, or attitudes of another. <p>Look up: http://preventingbullying.promoteprevent.org/8-empathy-activities</p>
March	Poverty	<ul style="list-style-type: none"> • Research the Problem of Poverty in your own city. • Get information about poverty in your own city at The Poverty Project: www.thespec.com/news-story/6033870-the-poverty-project-10-years-later/ • For a Solution: See May for Making a Change
April	Awareness	<p>How can you create awareness about child poverty:</p> <ul style="list-style-type: none"> • At your school • At home • In your community
May	Making a Change	<p>How can you create awareness about child poverty:</p> <ul style="list-style-type: none"> • At your school • At home • In your community

Fundraising Ideas

Sometimes coming up with some new, innovative and fun ideas for fundraising can be challenging. We went to a very reliable source - teachers - to share with you their creative ways to raise change for the 20/20 Challenge. Create a community in the school and **TELL THEM WHY THEY ARE DOING THIS!** It is then that they will understand the purpose and what their goals are. Show them the backpacks, etc. that they are fundraising for.

1. One school had a visual goal - They created a foot template and a path in the hallway. Every time the students raised a pre-determined amount, a new foot went up on the wall. At certain increments they celebrated. *See shoe template on following page.
2. A principal would give a class and/or students a goal and if they accomplished this they got:
 - 20 minutes of recess instead of 15, or an extra recess
 - A treat (i.e. freezies)**
3. If a child in a class brought in the most change for a particular week:
 - They got to sit at the teacher's desk for the day to do their work
 - They got to use the teacher's rolling chair for the morning.
4. Students could bring in a \$1 to:
 - Chew gum
 - Wear athletic wear, instead of their uniform
 - Wear green**
 - Bad hair day
5. If a class brought in the lowest amount that week, they had to do a "wall-sit" for 1 minute in front of the whole school, BUT the school encouraged them to stay a full minute by cheering them on.**
6. Lent - Alms giving for a particular time of year.**
7. Everyday there were reminders on the PA/announcements to bring in \$\$\$**
8. Visual reminders of what the students are fundraising for: Backpacks for children in their community, running shoes for children in the Running & Reading Club. All of these children live in at-risk areas.
9. Beard/Head Shaving - Do you have a brave soul who is willing to go through a change to create change in their city?
10. Skip a Meal/Give a Meal- Ask students to skip a meal by giving a meal (the amount they would typically spend on their lunch, donate it to a good cause instead!) You can replace skipping a meal with a cup of coffee too - perfect for Secondary Students.
11. A Tournament between teachers and students. Have an entrance fee of \$1 or \$2 for people to come and watch the game.
12. Who's the Baby? Get students to submit a baby photo of themselves and everyone can guess who is who. Charge a basic entry fee and offer a prize to the person who gets the most right.
13. The usual - Pizza, popcorn, carwash, bake sale, garage sale, lemonade stand - fundraising ideas.

** Ideas from Diana Persaud, teacher, HWCDSB



A Change of Shoes Can Change a Life!

\$20 will put running shoes on the feet of a child in need

Full Name _____

Address _____ City _____

Province _____ Postal Code _____ Phone # _____

Email Address _____

Amount* _____ *All Donations of \$20 or more are tax receiptable

A Change of Shoes Can Change a Life!

\$20 will put running shoes on the feet of a child in need

Full Name _____

Address _____ City _____

Province _____ Postal Code _____ Phone # _____

Email Address _____

Amount* _____ *All Donations of \$20 or more are tax receiptable

What Your Change Can Buy

The Start2Finish Gift Catalogue

While you are sharing information about the children in high-need areas in your city, it may be helpful to show your students where they money they collect will go towards. This may also give them some tangible, specific incentives to work towards. Here are some suggestion as to where your Change can be put towards.

Backpacks

Grade 1-3: \$50 | Grade 4-6: \$75 | One school: \$5,000

1 million children in Canada live below the poverty line and can't afford the most basic learning supplies. Your investment will provide a quality backpack filled with 3-6 months of vital school supplies. a great way to recognize a special teacher, leader or student!



Green Socks

One Pair: \$8

Demonstrate your support of the 1 million Canadian children who live in poverty that do not have the tools or opportunities to break free from the cycle. Buy a pair of green socks today and help Start2Finish provide the building blocks for children in Canada to graduate and succeed.



Nutrition at a Running & Reading Club

3 Months: \$11 | 6 Months: \$22.50 | 1 Year: \$45

A healthy body builds a healthy mind. Give a child in the Running & Reading Club a healthy snack each week.



Books for the Running & Reading Clubs

Beginner Level: \$10 | Intermediate Level: \$15 | Advanced Level: \$20
Small Bundle of Books: \$25 | Large Bundle of Books: \$50

Reading below grade level in **Grade 1** increases the risk of dropping out of school by **134%**, especially amongst children in poverty. Your donation towards books will provide the building blocks to help kids graduate and succeed!



The Start2Finish Gift Catalogue (cont'd)

Club Kit for the Running & Reading Club

One Kit: \$100 | Outfit a Family (2 kids): \$200 | Outfit an R&R Club: \$6,000

Put tools in the hands (and on the feet) of a Child! Help get elementary school children in the Start2Finish program fit and literate by equipping them with books, a brand new pair of running shoes, and a Running & Reading Club technical t-shirt.



5K Running & Reading Challenge

One Child: \$100

You can help a child achieve their goals! Your sponsorship of the year-end 5K Running & Reading Challenge will provide a child in the Running & Reading Club with transportation to and from the event, chip timing in the 5 km run, a medal, prizes, post-run nutrition, lunch, and participation in the reading challenge.



Pathway of Hope Scholarship

One Graduate: \$100 - \$500

Empower with the Gift of Knowledge. Your investment will last a lifetime for our Pathway of Hope Scholarship recipients who are following their dreams of a college or university education. Students selected demonstrate not only academic excellence but a strong commitment to community service, and your gift will empower them to become greater leaders within their communities and the nation. Once you have collected your change, there are two ways to submit this:



1. Send a cheque payable to Start2Finish to:

Start2Finish
1295 North Service Road
Burlington, ON L7R 4M2
RE: Run4Change

2. Deposit to our account:

Bank: Scotiabank
Account #: 30742 00162 17

PART III

**THE
CHALLENGE**

What is the Run4Change?

The Start2Finish Run4Change is a national initiative that addresses the two most critical issues facing Canadian children and youth today – obesity/physical inactivity and child poverty.

Run4Change has been endorsed by running retailers and businesses across the country, as well as by a number of school boards such as:

- Hamilton-Wentworth District School Board
- Hamilton-Wentworth Catholic District School Board
- Hillfield Strathallan College
- Appleby College
- Edmonton Catholic School Board
- Calgary Board of Education
- Halifax Regional School Board

Hundreds of elementary and secondary schools within these regions and across the nation have participated.

Run4Change raises vital funds to support Start2Finish, a national children's charity whose mission is to break the cycle of child poverty by providing ongoing educational support to Canada's at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change. The Start2Finish Fitness Literacy Model helps kids with high adverse childhood experiences reach their maximum potential. Research conducted by the S2F Scientific Advisory Group shows that physical activity, like running, develops non-cognitive skills including grit, commitment, perseverance, and optimism; all soft skills needed to maneuver life's obstacles. Literacy, the second component of the S2F Model, is a highly predictive success indicator.

With the valuable partnership of socially conscious individuals, businesses, schools and community partners like you, Start2Finish is nurturing successful kids prepared to tackle any challenge and become all they can be!

This is the final section in our Run4Change Home Run Kit. You have prepared your group by attending the Clinic, you've trained in the Challenge, and now you are in the final stage of being Agents of Change!

This final section gives you the tools to create an epic 5 km run event, from who should be invited to your event to the congratulatory speech at the end.

And this is how we do it!

Watch 2015 Run4Change: <https://www.youtube.com/watch?v=CVnrET9kSNk>

RUN4CHANGE



Run4Change Event Planning

January/February

Form a committee to spearhead the whole event. Remember: More hands make light work!

- Plan your date, and consider - is a rain date a possibility?
- Invite your VIP's from the school board and from the city: the mayor, police chief, councillors, etc.
- Invite local businesses to be a part of this exciting event. Can they support you with:

Post run nutrition food or snacks

T-shirts, water bottles, etc.

Music - a band or DJ to create an atmosphere of celebration

March

Plan your course. Consider and watch out for high traffic areas, areas where runner may run into congestion or general unsafe areas. See the next pages for suggestions on how to map a course. Do you need to contact your city for road closure information? For larger cities, this may need to be done in six months in advance. If the whole school is running, you may want to plan a 2km route for children in grades 1-3 and students with special needs. This could even be on the same route, just have a turnaround point for the younger students.

April

- Consider who will emcee your event?
- Who will do the warm up? This may be the perfect job for a local athletic celebrity.
- Contact your local paper, TV station and radio station. Share with them that a large number of students are running 5 km and what they are doing to eradicate child poverty by creating a cycle of success.
- Contact St. John Ambulance or local paramedics to assist at the run with any accidents.
- Line up someone who can take pictures.
- Don't forget to share your information with parents who may need some prior notice to book the day off work to come and help.



Run4Change Event Planning (cont'd)

May

You are almost there!

Confirm your invitation with your VIPs, and partners for food, music, etc.

If you are running through your local neighbourhood, consider putting out flyers to homes in that area and ask them to come outside to show their support to encourage the students.

Prepare items that you'll need for your 5 km course:

- Cones
- Caution Tape
- Volunteer vests or t-shirts
- Directional signs
- Student, teacher and/or parent volunteers
- Post-run nutrition (i.e: fruit, bagels, granola bars, etc.) **OR** do the run right before your school lunch break and have the students bring their lunch)
- OPTIONAL: Water station (table, small paper cups and water – somewhere between 1.5–2.5 km point)

Decide where you would like the students to congregate for the kick off assembly, the warm up, after the run, for the post-run food, and the celebratory round up and message.

A couple of days before, ask students to bring the following to Run4Change Day:

- Running shoes
- Hats
- Water
- Sunscreen
- Lunch (optional)

A note home with this list may be helpful.

Ensure a safe run and ask volunteers and parents to help support the students running – consider having two separate starting times, for younger and older students or for walkers and runners.

Make sure you have FUN!! This is a day to celebrate all the hard work the students and teachers have done over the past 20 weeks!

Mapping out the 5 km course

Websites to help you plan your route anywhere in Canada if you are running in your neighbourhood:

<http://www.mapmyrun.com/ca/>

<http://www.gmap-pedometer.com/>

Tips to help plan out a 5km course:

Use G-Map Pedometer (see above) to help figure out your route and print off multiple copies when it's final. Run it many times at the time of day you're planning to race to look for problems (traffic, shade/sun, uneven surfaces, etc.) before you make your final route.

Find out if you need any permits - with the city, police, ambulance/rescue, county, etc. Some permits need to be turned in very early - i.e. 90 days before the event.

Use social media to share your information and perhaps help with fundraising.



Day of the Event

We have arrived at the big day and ***This is how we do it!***

Morning of the event: Preparation work

- Layout your course by using markers, signs and cones
- Prepare your “stage” for your celebration with music and speakers
- Set up your VIP and Media area
- Set out areas where the teams (the classes) will have a space outside.
- Set out a clear “Start” and “Finish” line
- Set up your post-run nutrition area
- Set up water stations—one at the halfway part of the run and one at the end
- Set up a first aid station and have someone, perhaps on a bike, ready to scout the route
- Give your volunteers who will be on the route a pinnie or vest so they can be easily identified. They should also have a full map of the route and all of the designated spots.

Kick-off Assembly

Start off with **congratulating** all participants for their efforts; share how students have made a difference in the lives of children living in poverty in their city, and share the total funds raised.

Have a couple of **speakers** (but not too many) lined up. Consider having the Principal, the planning committee, and the Student Change Team share a couple of thoughts.

Start your **warm up!** Perhaps have members of your Student Change Team scattered in the crowd to help lead the warm up.

You know your students best. Have a **pre-arranged list** of how classes will be lined up to begin the run. Consider having the most prepared, fastest children at the front so there will not be a bottleneck with the slower students.

And they're off!

During the run, have someone prepare the “stage” area for the celebration afterward. Are you offering prizes for the class/person who raised the most money, for the student who improved the most, for the one to finish first, etc.?

Cue up the Start2Finish congratulatory message from Brian Warren.

Outside for the run, have your volunteers on the lookout for students who may need some extra encouragement.

As students start to come back, offer water on their return and direct them to the post-run nutrition (or have them go to where their lunch is).

Take lots of photographs to share with Start2Finish, the school community, local media and the School Board!

Celebration and Wrap-Up

Congratulations!! You've had a very successful Run4Change! Now is your time to celebrate.

Share with your students why they ran and where the collected change goes:

- They ran to make a change within themselves, to be stronger both mentally and physically and therefore will perform better at school
- They collected change to make a difference for a child in their city. They have helped a child to begin creating a cycle of success for their lifetime
- Show the congratulatory message from Brian Warren, Founder & Executive Director of Start2Finish
- If possible, show some of the pictures that were taken throughout the 20/20 Challenge and the run today
- Let them celebrate with music and fun!

Send us your pictures! Please email to:

info@start2finishonline.org



Frequently Asked Questions

These are questions that we hear most often. We have shared some answers below from teachers who are Run4Change Champions at their schools.

Q1: How many times per week did you do the 20/20 in a school year?

One Teacher's answer: *"Last year, we did the 20/20 every day, with a few odd exceptions."*

Another's Teacher's answer: *"No not every day, but on the days we don't have phys ed class."*

Q2: Do I need to do the exercises with my class?

"You don't need to, but it's great to model the exercises with the students. if they see you struggling as the teacher, they won't feel so bad as they struggle through it."

Q3: Did you find the program was well laid out, and easy to follow?

"The program cards were very helpful because they laid out the workout for each day, and each week. Since our school is only one level, and our space is limited, I do to modify some of the workouts to accommodate for the space we have, but the modifications are equal in intensity and everyone gets a good workout."

Q4: How can I run it in the class where there is no space?

"Have students run on the spot, or get them to run in a circle around the perimeter of the classroom. Go backwards too or even sideways. The idea is just to get them moving, so even getting them to dance to some music works. Or, if your principal supports it, have the students run in the hall for the running parts. Also, you can break up the running portion into 2-minute increments and intersperse them with the other exercises in that day's workout."

Q5: How do you run the program?

"I usually use my phone as a timer. set 20 minutes on my phone and track each exercise that we do. At times I go over in order to do some basic stretches."

Q6: What was the general feeling about the 20/20 in your school?

"The staff really bought in, and everyone participated daily - sometimes even when a staff member had a prep. The students LOVED it. There was much interest in the program. I had to create a sign up sheet so that six students per day could join me and the grade 8 fitness ambassadors (who were always on the stage with me in their green socks)"

Q7: Does the school community support the 20/20 and Run for Change endeavour?

"Yes. We have a few families in our school alone that are impoverished. It's actually amazing that a few students bring in their monetary contributions from their own piggy banks. It's very touching and it's pretty cool that kids, from 3 to 14 years old, have an understanding that poverty is on our front doorsteps - not just a developing country's issue."

Q8: Would you say that there is a routine that is being developed that is encouraging lifelong fitness and is promoting the benefits of being active?

"Absolutely! The students know that 20/20 is such and such a period every day, so they know to be dressed for a workout, they know to be prepared with water, and when they hear the Hustle, they know it's time to start. Then, we do the Hustle as a school - every day - and a big cheer at the end of the intro dance. It's pretty cool to watch, actually."

Links - Video and Websites

Website:

www.run4change.net

Who is Start2Finish?

<https://www.youtube.com/user/START2FINISHonline/featured>

The Clinic, The Challenge, The Change:

Overview -- <https://www.youtube.com/watch?v=UanlbPyPi-Y&list=PL735DF910216190B8&index=2>

Highlights -- https://www.youtube.com/watch?v=Akjs85Pb_Ko&list=PL735DF910216190B8&index=1

20/20 Challenge:

20/20 Challenge Teaser -- <https://www.youtube.com/watch?v=Kwdz96DaDV4&list=PL735DF910216190B8&index=5>

Run4Change:

<https://www.youtube.com/watch?v=CVnrET9kSNk&index=8&list=PL735DF910216190B8>

Motivational Videos:

6 Weeks Left -- <https://youtu.be/8PAei6BCfYo>

Where to send the Change Collected

You have done a phenomenal job!

We could not have done this without you.

Once you have collected your change, there are two ways to submit this:

Send a cheque payable to **Start2Finish** to:

Start2Finish
1295 North Service Road,
Burlington, ON L7R 4M2
RE: Run4Change

Deposit to our bank account:

Bank: Scotiabank
Account #: 30742 00162 17

Thanking the Community Partners — Sample letters

Thanking everyone who helped make your day a success can be a daunting task, especially after all the hard work you put into it. But we have made it easy for you with a sample letter to share with your sponsor and partners.

The Run4Change on [date] was an incredible day!

Over [# number of people] people came to [School Name] to make CHANGE! And CHANGE we made!

We cannot thank YOU enough for making this day a tremendous success! Because of your generosity in helping us by _____, you and your team were an integral part of supporting our children living in poverty. You certainly went above and beyond!

We saw the students, teachers, parents, Superintendents and Trustees all come out to support Start2Finish's **Run4Change** at our school!

These students, with their teacher's guidance, began months of physical preparation for the 5 km run back in January. We know from research done during a previous Run4Change that if children are physically active on a continual basis, they will be more focused and on-task with their school work. This leads to students having higher marks on report cards and feeling more confident in their academic studies.

We also encouraged our students to collect change in order to help other [name your city] children in need succeed. When we have our numbers tallied we will share with you the total amount YOU helped us to bring in and the number of backpacks that Start2Finish will be able to provide to those students in need in the [name your city] community.

We also had incredible support from the City of [name your city]. Mayor [name] gave a rousing speech and started the students off on their 5km run! We even made the News: [insert links to TV, radio or photos].

Again, on behalf of [School name] and the Start2Finish Run4Change Team, I would like to send you a very heartfelt THANK YOU!! You were a pleasure to work with and it was my honour to get to know you. I truly hope that our paths will cross again in the near future.

I AM CHANGE... WE ARE CHANGE... THIS HOW WE DO IT!

Feedback

We are always striving to make our programs better. It is because of your feedback , ideas and suggestions that we can improve.

Please share with us:

- **What worked best for your school**
- **What you would do again and why**
- **What you would not do again and why**
- **What you would do but make changes.**
- **How we can better communicate information and ideas to you. Did we miss telling you about something?**

Ask students and teachers to share their feedback – How did regular exercise affect their daily life? Did they notice a difference in their focus, school day? What about outside school? Were they more energetic? How did they feel about raising money to help children living in poverty? What goals will they set for next year?





Our Mission

Start2Finish's mission is to break the cycle of child poverty by providing ongoing educational support to Canada's at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change.



START2FINISH

Empower kids for life

www.start2finishonline.org

Toll Free: 1-888-320-8844 Local: (905) 319-1885

Email: info@start2finishonline.org

Charitable Registration #: 80270 0542 RR0001

