

SEPTEMBER 19-23, 2023

R2 // NYC

WE RIDE FOR CAMPFIRE CIRCLE

SUPPORT CREW TOOLKIT



HEALING THROUGH HAPPINESS

R2NYC.CA

Dear Support Crew,

Thank you for joining us for the 2023 R2//NYC, an epic ride in support of Campfire Circle.

R2//NYC is big! Big on a number of fronts. First and foremost, because of **the big difference our collective fundraising efforts will make** in the lives of hundreds of kids affected by childhood cancer or serious illness and their families.

Secondly, **the ride itself is big**. It's not the Alps or the Pyrenees, but don't be fooled; five consecutive days of approximately 165 kilometres each and a daily average of 1,800 metres of climbing make for a big ride! **And the 2023 ride will feature a brand new route!**

The 2023 R2//NYC will consist of 4-6 teams, each made up of 10 to 14 riders and supported by a diverse team of Support Crew. This team is the behind the scenes magic that make it possible for our riders to achieve their goals and facilitate the epic experience.

Additionally, **the big connection to camp** that you will experience over the five-day journey will be profound, and really is what sets R2//NYC apart from any other ride.

Finally, **the finish is big, surreal, and absolutely epic!** Seeing the Riders roll into Times Square where the support crew is waiting to cheer them on and celebrate all that the team has accomplished over the extraordinary 5 days.

We ask that you read through the following R2//NYC Support Crew Toolkit to prepare yourself for the ride.

See you at the start line,

R2//NYC Planning Team

IMPORTANT DATES

May: First Aid Training

June: In-Car Training

September 6: Support Crew and Team Captain Training

September 18: Rider reception at Campfire Circle Toronto Office (luggage drop-off and meet & greet)

September 19-23: R2//NYC 2023

September 24-25: Support Crew drives back from NYC to Toronto



WE RIDE FOR CAMPFIRE CIRCLE

R2//NYC is a five-day fully supported ride starting at Campfire Circle's Toronto location, and taking the roads less travelled through southern Ontario, New York State, and Pennsylvania with an epic finish in New York City. The 2023 ride will take an exciting new route to NYC.

Tuesday, September 19 - Saturday, September 23, 2023

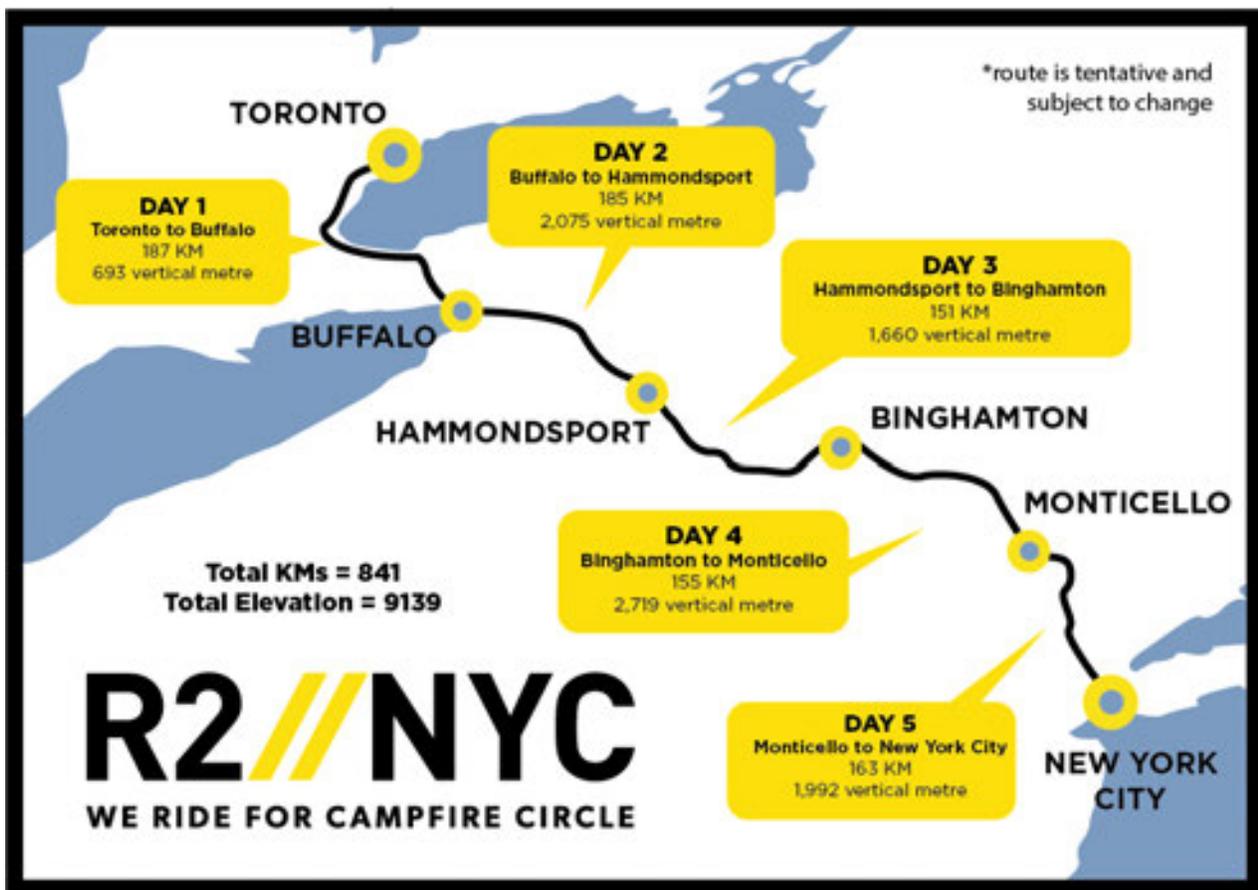
850KM+

4-6 teams of 10-14 riders per team

60 rider spots available

25+ Support Crew

The challenging new 800KM + route brings together a passionate group of cyclists. They are bound by their love of cycling, and motivated by giving kids affected by childhood cancer or serious illness the chance to just be kids.



ONE EPIC IMPACT

In 2022, this epic event returned after two years of the virtual R2//Tour Challenge. Riders were ready to get back on the road and make a massive impact for kids and boy, did they ever. Collectively, due to the dedication of 38 riders, we were able to raise over \$860,000 and provide over 340 weeks of camp programs to kids and families affect by childhood cancer.

WILL YOU MAKE THE MAGIC OF CAMP POSSIBLE? 	\$500  1 DAY OF CAMP	\$1500  WEEKEND OF CAMP	\$5000  2 WEEKS OF CAMP
	\$150  COMMUNITY PROGRAMS	\$300  IN-HOSPITAL PROGRAM	



HELP HEAL THROUGH HAPPINESS

More than a thousand kids were diagnosed with cancer during the pandemic. This summer, we welcomed back overnight camp with 50% of Campers in active treatment.

The need is greater now than ever in order for us to reach more kids and families.

We need your support to continue to operate our in-hospital programs, creating over 5,600+ experiences for children each year at SickKids, McMaster Children's Hospital and the Children's Hospital at London Health Sciences Centre.

We also use funds to provide community-based programming, such as weekend activities and summer day camps, for more than 300+ children and families in Toronto, Hamilton, London and Ottawa.

THE MAGIC OF CAMP CHANGES LIVES. AND SO CAN YOU.

A diagnosis of childhood cancer or serious illness changes life in an instant. For kids and families, it suddenly revolves around medical appointments, hospital stays, and long absences from school. There is little room for simple joys like friendship, birthday parties, or sports.

You are helping Campfire Circle deliver camp-inspired programs that bring back joy and laughter. Our programs help kids build self-confidence and resiliency, improve their overall wellbeing, and provide opportunities for friendship and connection with others who share a similar journey.

You and your teammates are members of our circle, helping restore what's been lost to cancer or serious illness, helping kids and families heal through happiness, together. Thank you!

“Camp is a place where you meet people who've gone through what you've gone through. You're no longer different, you're just the same. You can reach goals that seem impossible elsewhere.”

—Camper



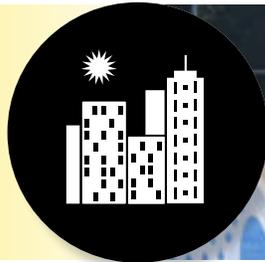
OVERNIGHT CAMP PROGRAMS



Overnight camps at Rainbow Lake and Muskoka provide week-long and weekend family camp, specialized one-week sessions for teens and bereaved siblings, and kids-only camp.

Did you know that our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions? This means that Campers at every stage of their treatment can come to camp.

COMMUNITY



Local, accessible camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences right where they live, including Toronto, Hamilton, London, and Ottawa. Community programs across Ontario also include day camps and leadership programs.

IN-HOSPITAL



We bring the playful spirit of camp to hospital settings with one-on-one bedside visits occurring daily at three pediatric oncology hospitals across Ontario, fostering fun and friendship with arts and crafts, games and theme days.



SUPPORT AND GEAR (SAG) CREW

Role Overview:

- Each team will be assigned two dedicated Support and Gear crew members that will stay with their team throughout R2//NYC
- You will drive a large SUV or minivan with supplies to keep your team fueled up and ready to ride throughout each day and will serve as navigation for the team
- You will also serve as the key communicators between your team and the central support crew
- Support and gear volunteers may rotate between the driver role and navigation/communication role
- You will need to use various smart phone apps throughout the ride to support communication and navigation

Responsibilities:

- Vehicle Navigation
- Provide hydration and nutrition stops while on route in safe locations
- Very light mechanical challenges and contacting mechanical support for more significant needs
- Communicate with Team Captain for stops and additional needs
- Call/message for any additional support needed – mechanical and medical
- Carry rider day packs, nutrition, hydration, bike pumps, tubes in vehicle. Maintain the organization of all of the supplies
- Packing team day packs and replenish nutrition and hydration supplies each day
- Additional tasks to support centralized team as required. May include assistance with post-ride snacks, luggage, hotel and bike check-in at nightly stops
- Remain in frequent communication with central support crew about the location of your team as requested (through WhatsApp Group Chats and phone calls)
- Communicate with central support crew about any issues on route and expected arrival time at lunch stops and hotels



CENTRAL SUPPORT CREW:

The central support crew consists of a variety of team members with varying roles and responsibilities that support the overall execution of R2//NYC.

SUPPORT CREW LEADS:

- Oversees the planning and execution of R2//NYC
- Managing a designated float to manage expenses
- Makes sure you all have a well-organized, awesome time
- Share the impact of your and the riders support
- Risk management (weather calls, incident support, etc.)
- Expense management
- Problem solving and key decision maker
- Daily team “Here we go” emails
- Support on all hotel planning, rooming, etc.
- Support on overall event logistics (apres/dinner reservations/nutrition prep)

LOGISTICS SUPPORT CREW:

Role Overview:

- You will drive a large SUV or minivan with supplies to keep your team fueled up and ready to ride throughout each day and will serve as navigation for the team
- * Be cross-trained to serve as a back up Support and Gear volunteer
- One to two people will be assigned by vehicle
- You will be responsible for maintaining in communication between other members of central support crew and the various teams
- Logistics support crew may rotate between the driver role and navigation/communication role
- You will need to use various smart phone apps throughout the ride to support communication and navigation



Responsibilities:

- Support for overall ride logistics including meal set-up/tear-down, supply restocking, hotel check-in and check-out, bike storage/loading, laundry, luggage, etc.
- Picking up supplies as required
- Managing a designated float to manage expenses
- Additional tasks to support centralized team as required. May include assistance with post-ride snacks, luggage, hotel and bike check-in at nightly stops
- Support the infusion of camp spirit throughout R2//NYC
- Support the meal programming which may include camp spirit activities like roses, buds and thorns, special awards and steps in the right direction
- Communicate with support crew leads and our team members about any issues on route and expected arrival time at lunch stops and hotels

TRUCK SUPPORT CREW:

- Transportation of supplies (overnight luggage from day to day)
- Transportation of bikes from NYC to Toronto
- Storage of surplus supplies for restocking of vehicles
- Picking up supplies as required
- Managing a designated float to manage expenses

Additionally, there will be support crew members with specialized skill ensure the safety and successful completion of R2//NYC for all involved.

MEDICAL SUPPORT CREW:

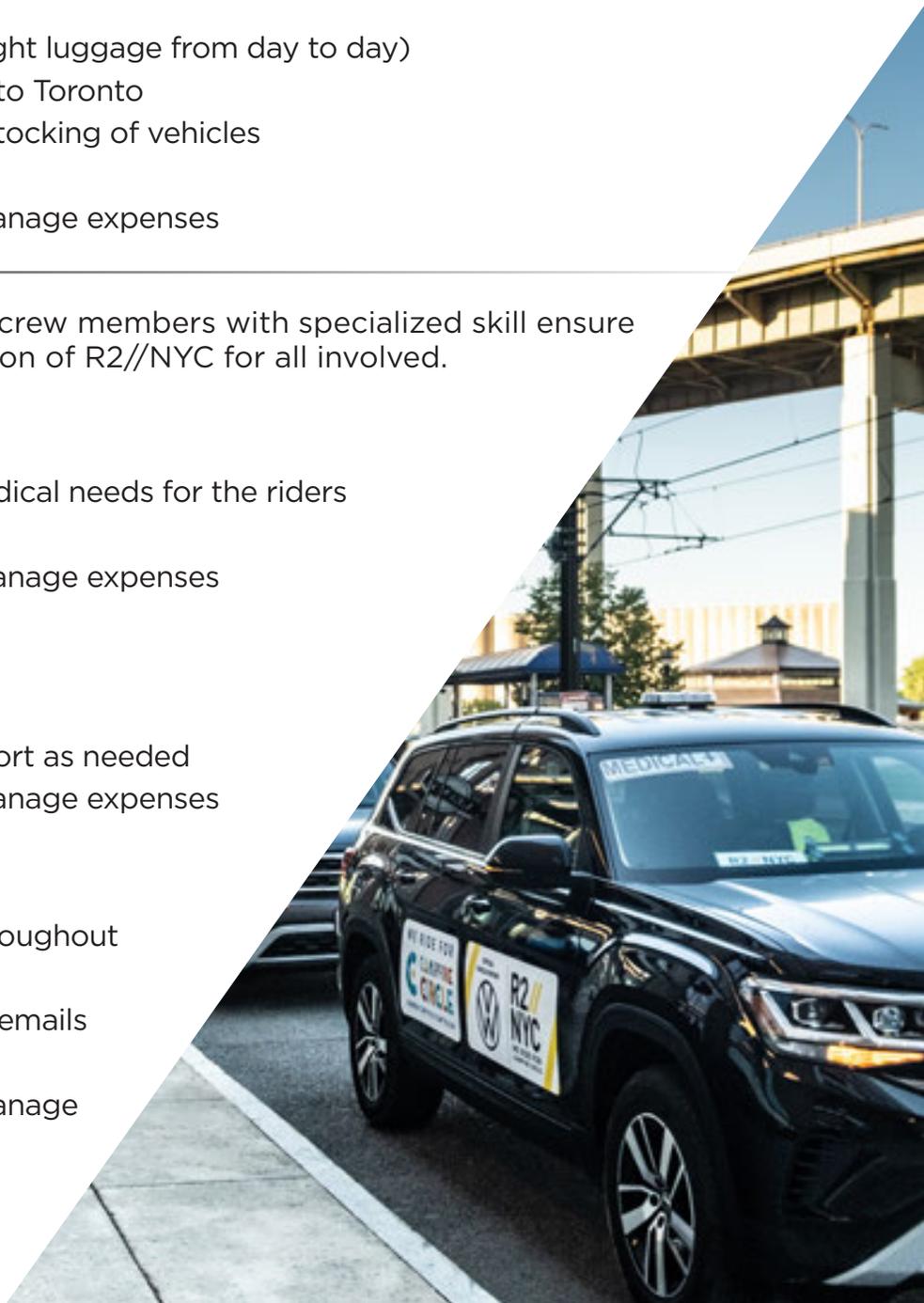
- Drive on route to support ALL medical needs for the riders and support crew
- Managing a designated float to manage expenses

BIKE MECHANIC SUPPORT:

- Mechanical support to all teams
- Morning/end of day tune-up support as needed
- Managing a designated float to manage expenses

COMMUNICATIONS:

- Social media and photography throughout R2//NYC
- Production of daily “Here We Go” emails to all teams
- Managing a designated float to manage expenses



HOW WE WILL SUPPORT THE SUPPORT CREW

BEFORE AND AFTER THE RIDE

- Booking hotels
- All meal planning and reservations
- Organizing a celebration on the final night in New York City
- Provide you with support team gear
- Provide first aid training
- Provide technology, vehicle and event training

DURING THE RIDE

- Purchasing and setting up all meals including lunch stops
- Checking into hotels and handing out room keys
- Transporting luggage
- Expense management and paying for meals
- Making weather related decisions
- “Campfire” dinners with Campfire Circle stories and activities
- Gas for your vehicle
- The vehicle you will drive

EVENT SCHEDULE

May: First Aid Training

June: In-Car Training

September 7: Support Crew Training - Evening

September 18: R2//NYC Luggage Drop Off & Reception - Evening

September 19: Toronto to Buffalo

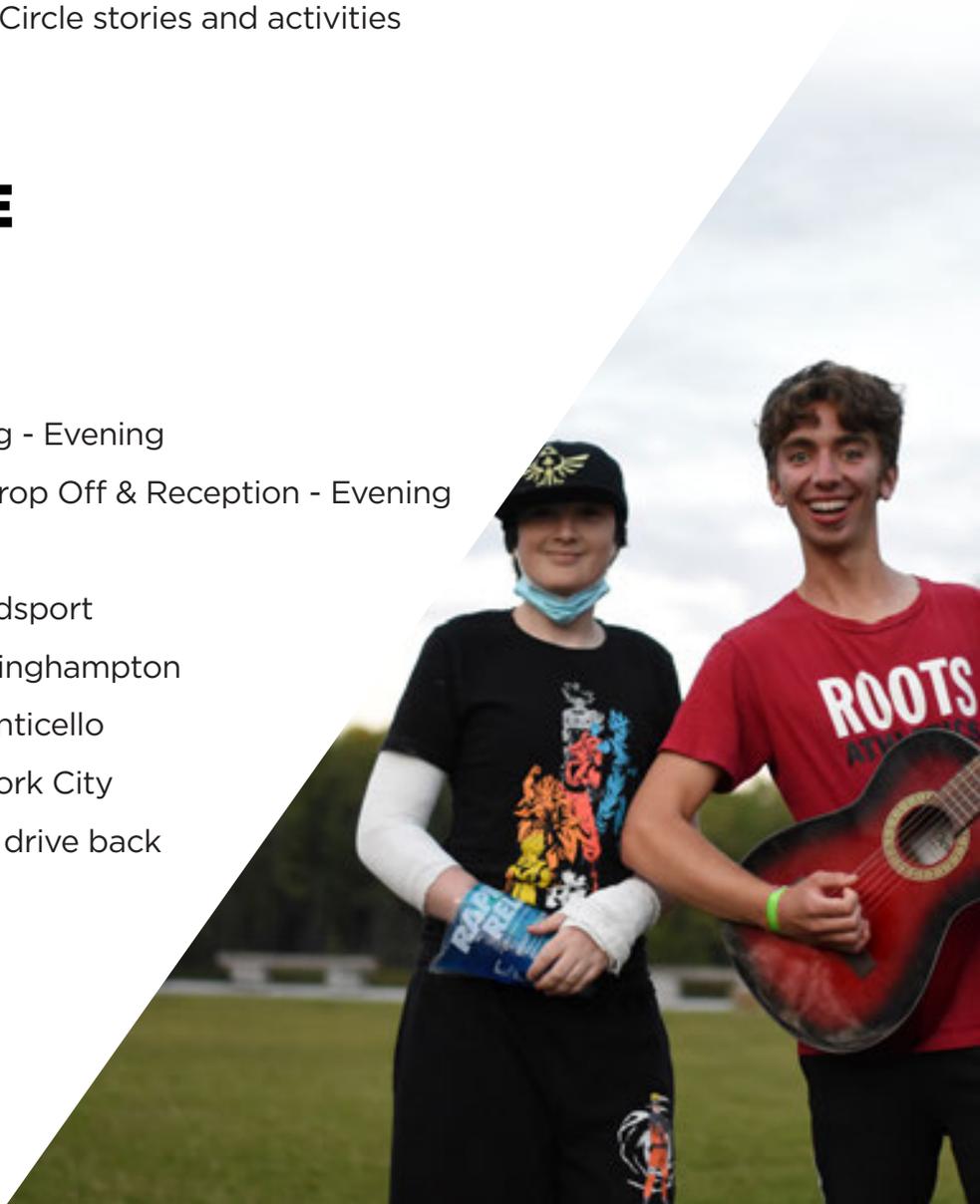
September 20: Buffalo to Hammondsport

September 21: Hammondsport to Binghamton

September 22: Binghamton to Monticello

September 23: Monticello to New York City

September 24-25: All support crew drive back from NYC to Toronto.



A TYPICAL DAY ON THE RIDE

6:30-7:30AM

- Depart room
- Bring luggage and day bags to team vehicles

7:30-8:30AM

- Support crew morning huddle
- Load and restock vehicles with supplies
- Breakfast in hotels
- Support bike pick up and check-out (depending on role)

7:45-8:30AM

- Depart hotel (each team will depart separately)

MORNING HYDRATION STOP(S)

- SAG crew and team captains will work together to select where and when their nutrition and hydration stop(s) occur along the route. These typically occur at the side of quiet roads for a quick stop

11:45-1:30PM

- Central lunch stop for all teams
- Lunch will be purchased and set up for your team

AFTERNOON HYDRATION STOP(S)

- After teams depart back on route, logistics support crew packs up lunch and prepares for hotel check-in and evening program and dinner

3:45-5:30PM

- Arrive at destination

4:00-6:00PM

- Post-ride beverages and snacks
- Hotel check-in
- Luggage pick up
- Critical bike repairs
- Bike drop off (if bike storage is available)
- Vehicle tidy up and restocking
- Support Crew pre-dinner huddle

6:30-8:00PM

- “Campfire” dinner (format of dinners will vary by day; these include all-rider dinners and merged post-ride receptions and dinners)



EVENT LOGISTICS

TRAINING

In addition to attending this epic event our Support Crew will be required to participate in training sessions prior to R2//NYC. This will include:

- First Aid Training
- Asynchronous Training Webinars and Policy Review
- In Vehicle Training Drive with Campfire Circle Staff
- Training Ride with Cyclists
- In-Person Training Meeting with Team Captains
- Post Reception Team Huddle

R2//NYC SUPPORT CREW PACKING LIST

In addition to your issued Campfire Circle gear, we suggest you bring the following ride specific items:

- A day pack for all your extra essentials (for access throughout each day)
- Any specific nutrition/hydration brands that you prefer
- Casual evening attire
- Camera
- Phone/charger
- Passport
- Driver's license
- Various clothing layers for different types of weather
- Comfortable shoes

Please make best efforts to bring a **carry-on size suitcase** or bag.

TECHNOLOGY ON THE RIDE

We will use a variety of apps to support a safe and fun ride. These include:

InRoute

The use of InRoute is required for all support crew vehicles in ensure, routes match with that of the riders. This is only iOS compatible at this time.

WhatsApp

Starting in the summer, we will create a WhatsApp chat group for each team, all riders and another for the support crew and team captains. We will use WhatsApp throughout the ride to keep everyone informed with any important information or changes.

Email

All riders and support crew will receive additional information to help you prepare for R2//NYC. These emails can sometimes be blocked by spam filters. Please ensure you add r2nyc@campfirecircle.org to your safe sender list.

Social Media

Help spread the word by sharing information about R2//NYC and your role in this event for kids affected by childhood cancer! Tag **@ride2newyorkcity** and **@campfirecircleorg** on Instagram and use the hashtag **#R2NYC**. Remember not to use the backslash when hashtagging!

EVENT LOGISTICS

THE TEAMS

The 2023 R2//NYC will consist of **4-6 teams, each made up of 10 to 14 riders**. This small-group focus—rather than all 60 riders riding together—is an important part of the integrity of the ride. It makes for an **intimate experience** without the stress of large groups out on the road.

DURING THE RIDE

Each team will have **a dedicated support vehicle** throughout the ride. Your support and gear (SAG) vehicle will stay with the team at all times and support the team for navigation, hydration/nutrition stops, and small mechanical issues.

There will also be a number of centralized support vehicles to support the ride logistics and our riders' safety including:

- First Aid
- Bike mechanic(s)
- Ride logistics for luggage transportation, laundry, and main meals including breakfast, lunch (centralized on route for all teams), post-ride snacks/drinks, and dinner
- Bike transportation from NYC to Toronto

BORDER CROSSING

All riders will be crossing into the USA at Fort Erie. It is the responsibility of each rider to have **a valid passport and/or any supporting documentation with them at the time of crossing**. This includes any necessary Visas or Green Cards.

USA customs will be notified in advance of rider arrival at the border to ensure the proper resources are on hand to complete the border crossing efficiently.

COVID-19 GUIDELINES: Campfire Circle will continue to monitor the COVID-19 vaccination and testing requirements in order to enter the USA and will communicate the plan for any advanced testing requirements closer to September 2023.



EVENT LOGISTICS

HOTEL ACCOMMODATIONS

When we say we are going to be riding on roads less travelled, we mean remote roads winding through small towns. As such, there are some areas with limited hotel accommodations. We have booked the best possible hotels available at each overnight stop.

Specific hotels will be confirmed with all riders in early September. Depending on numbers, the various teams and support crews may be divided between two hotels. Your team will always stay in the same hotel together.

Please note that all **rooms are double occupancy**. You may request your preferred roommate during registration or by contacting r2nyc@campfirecircle.org. Riders who do not indicate a preferred roommate will be placed with a roommate by the R2//NYC organizing team and their team captain.

Single rooms can be requested, but cannot be guaranteed and are based on availability. Any rider or support crew member requesting single occupancy will be responsible for covering the additional expense.



EVENT LOGISTICS

RETURN TO TORONTO

Support Crew will be scheduled to support in returning the vehicles to Toronto. All Support Crew will depart New York City on Sunday September 24 and have the option to complete their drive back to the GTA over the course of one or two days.

We ask that all vehicles be returned during Campfire Circle business hours no later than Tuesday, September 26.

WHAT YOU GET / WHAT'S INCLUDED?

Breakfast, lunch, and dinner—as well as nutrition and hydration stops—will be provided. **Should you have any specific nutrition/hydration preferences, please bring them with you.** A specific list of nutrition/hydration options will be provided to Support Crew members in the summer. R2//NYC will not provide any additional nutrition/hydration options beyond the specific list.

Please note that any specialty wine or additional alcoholic beverages throughout the ride are at the expense of the rider.

All hotel accommodations with double occupancy are included in the R2//NYC registration fee.

Please send any questions regarding rooming or dietary restrictions to r2nyc@campfirecircle.org.

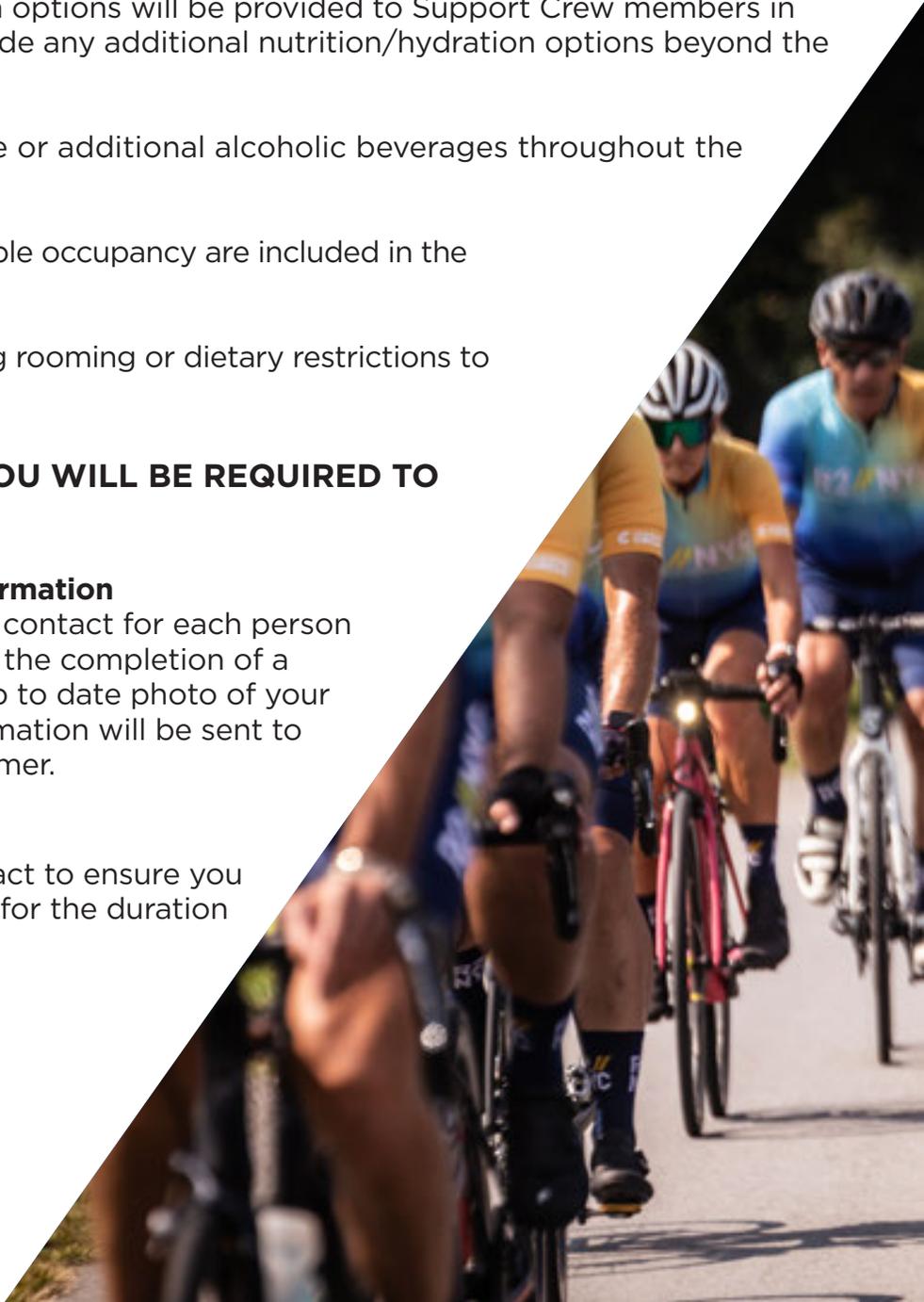
ADDITIONAL INFORMATION YOU WILL BE REQUIRED TO PROVIDE IN ADVANCE:

Emergency contact & medical information

We require at least one emergency contact for each person participating in the ride, along with the completion of a medical information form and an up to date photo of your passport. The request for this information will be sent to Support Crew members in the summer.

DRIVER'S ABSTRACT

We will be running a Driver's Abstract to ensure you are added to our Vehicle Insurance for the duration of the event.



SUPPORT OUR \$1 MILLION MISSION

Our Support Crew is welcome to fundraise in support of R2//NYC. Invite your friends, family, and colleagues to participate and contribute! Here are some great fundraising ideas to get started.



PERSONALIZE YOUR FUNDRAISING PAGE

Your supporters want to see why you ride for kids and families affected by childhood cancer or serious illness.



BIRTHDAYS/SPECIAL OCCASIONS

Encourage friends and family to donate to your R2//NYC fundraising efforts in lieu of giving gifts.



HOST A DINNER PARTY

Host a dinner party for friends and family and ask for a donation in return. At your party, explain what you're doing and why you are riding!



SPARE CHANGE JAR

Set up a jar in a communal area where people can contribute their loose change. You will be surprised how quickly the dollars will add up! Remember to include a note about why you are riding.



FRIENDS, FAMILY, AND COWORKERS

Reach out to your friends, family, and co-workers to support your ride. Remember to include a link to your giving page and share why you ride.



CORPORATE MATCHING GIFTS

Matching gifts from your place of employment can often double, triple, or quadruple your team's fundraising, helping send even more kids to Camp.

We are here to support you with all your fundraising needs. If you have any questions or concerns about setting up a fundraising page, please let us know. We are here to help!

Contact us at r2nyc@campfirecircle.org or at 1-888-464-6624 ext. 403 with any questions or needs.



WELCOME TO CAMP: THE BUTTON BRAID

At Campfire Circle, the button braid adorned with bling is a symbol of **courage, community, friendship, and fun**. From picking the fabric to deciding the length and colour combination, the button braid celebrates the uniqueness and creativity of each Camper.

Showcasing each individual's story of triumph, celebration, courage and challenge, the braid may feature personal arts and crafts creations, special awards from mentors and friends, and milestone achievements.

Each piece of bling reflects each person's story as one of a kind and special. Often found on Campers' button braids are Steps in the Right Direction—colourful foot-shaped stickers. Each day at camp, Campers present Steps in the Right Direction to their friends, cabin mates, and counsellors. This is the way Campers recognize each other for the successes, special moments, and qualities that make each of them unique.

Welcome to our community! We are happy to share these camp traditions with you and are excited to give you your own braid.



“Thanks for letting me be myself.”



“People outside can be really cruel but Camp is a safe place, a place I love to be!”



“Thanks for giving me a place to laugh and be silly!”



R2 // NYC

WE RIDE FOR CAMPFIRE CIRCLE

“Camp is a really incredible place, everyone here has a connection that words can’t describe. It’s my home-away-from home.”



