

SEPTEMBER 14-18, 2022

R2//NYC

**WE RIDE FOR CAMPFIRE CIRCLE
(FORMERLY CAMP OUCH & CAMP TRILLIUM)**

SUPPORT CREW TOOLKIT



FORMERLY CAMP OUCH & CAMP TRILLIUM

R2NYC.CA

Dear Support Crew Member,

Thank you for joining us for the 2022 R2//NYC, an epic ride in support of CAMPFIRE CIRCLE (formerly Camp Ooch & Camp Trillium).

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 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 160 kilometres each and a daily average of 1,000 metres of climbing make for a big ride! **And the 2022 ride will feature a brand new route!**

The 2022 R2//NYC will consist of 4-6 teams, 40-70 riders and 25 support crew members! This small-group focus—rather than all 60 riders riding together—makes for an intimate experience between riders and their support crew with each team having a dedicated support vehicle that stays with it to support with navigation and hydration/nutrition stops.

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!** Riding across the iconic George Washington Bridge, south through Central Park, and into Times Square is an absolutely incredible feeling—a storybook ending to five amazing days on the bike. And, of course, once we arrive in NYC, we'll have a big celebration! The support crew makes this possible!

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

Thank you for volunteering your time and talents to making R2//NYC a resounding success!

R2//NYC Planning Team

IMPORTANT DATES

July 10: Registration closes

September 7: Support Crew Training

September 13: Rider reception at CAMPFIRE CIRCLE Toronto Office (luggage drop-off and meet & greet)

September 14-18: R2//NYC 2022

September 19-20: Drive back from NYC to Toronto



ONE EPIC IMPACT

In 2018, 50 brave riders left Toronto on a Wednesday morning and on Sunday afternoon, rolled across the George Washington Bridge into Times Square.

Collectively, due to the dedication and caring of the R2//NYC community, **this event has raised \$500K+—enough to send 200 kids to Camp for one magical week.**

After two years of virtual R2//TOUR CHALLENGE, riders are ready to get back on the road to NYC, raising even more critical funds so that kids and families affected by childhood cancer can continue to access vital camp programs all across Ontario.

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



WE ARE BRINGING BACK CAMP!

Did you know that Camp Ooch & Camp Trillium merged in 2020, and that we have a new name? Announcing ... CAMPFIRE CIRCLE! We aren't changing what we do—we're just changing our name.

Our new identity places kids and families affected by childhood cancer at the heart of what we do, and recognizes the caring community surrounding them, and that includes you! Your participation is helping us reach 1,500+ kids and their families every year.

Childhood cancer changes lives. So does camp. And so can you.

A diagnosis of childhood cancer changes life in an instant. For kids and families, it can suddenly feel like everything is about cancer. Simple joys like friendships, birthday parties, or sports teams are left behind and replaced by medical appointments, hospital stays, and long absences from school.

CAMPFIRE CIRCLE is where kids can be kids, and families can be families, at no cost to them.

You and the Support Crew are members of that circle, helping restore what's been lost to cancer and COVID, 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



Family weekend retreats will continue into 2022, with plans for traditional camp programs to return as soon as possible, including kids-only camp, week-long family camp, and specialized one-week sessions for teens and bereaved siblings.

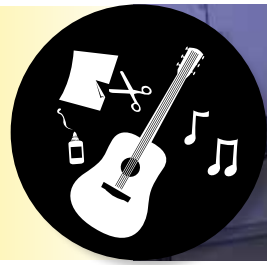
Did you know that our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions? This means that Campers at every stage of their treatment can come to camp.

COMMUNITY



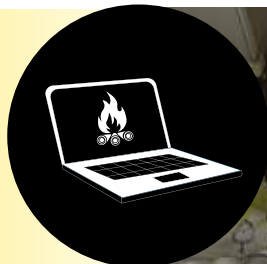
Fun, camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences. Community programs across Ontario also include day camps and leadership programs.

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.

VIRTUAL PROGRAMS



Virtual programs are packed with fun activities for the whole family, including campfires and circle time. Virtual programs help kids connect with siblings at home, or make new friends while in the hospital.

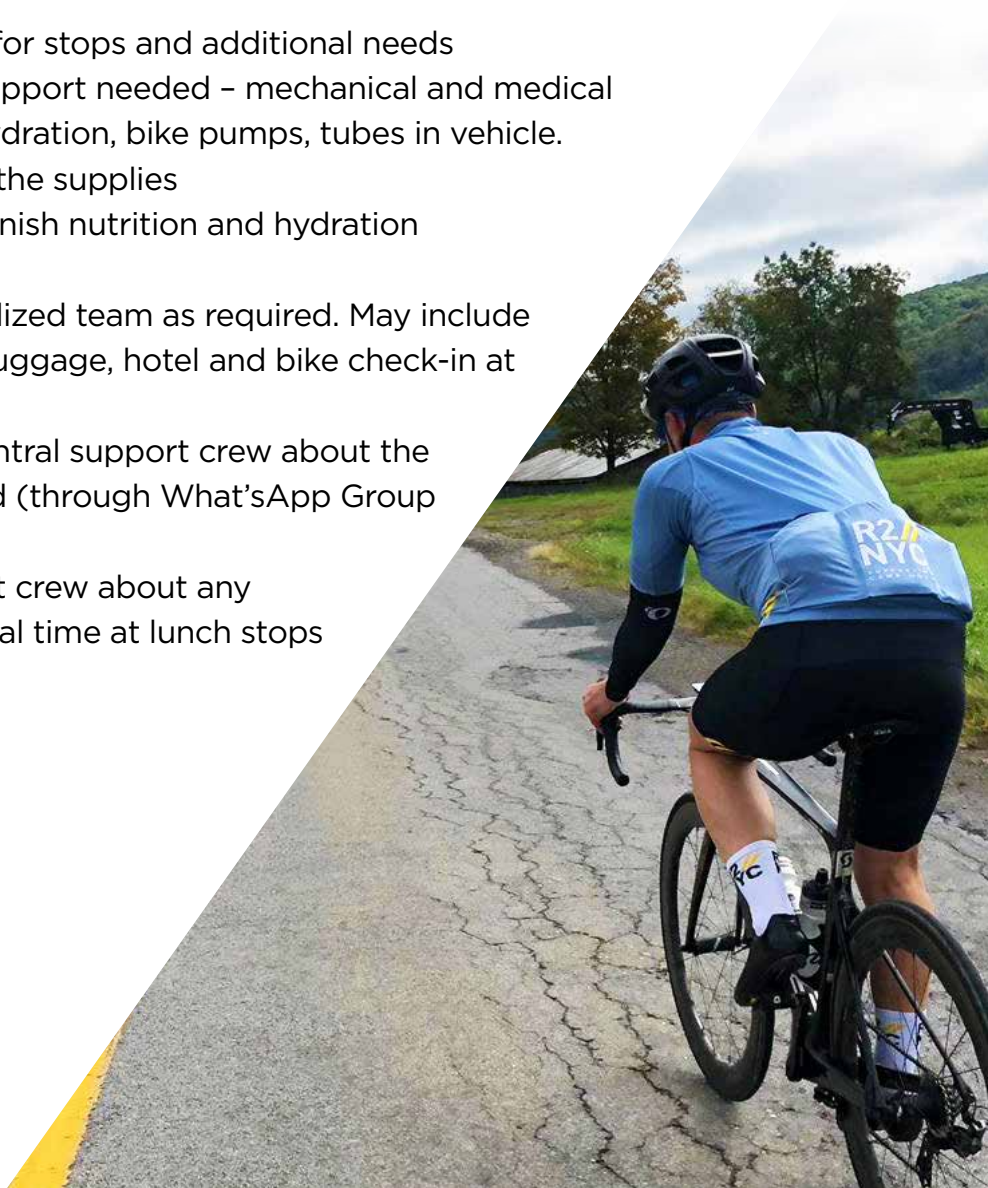
SUPPORT AND GEAR (SAG) CREW

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 – vehicle to drive slightly ahead of riders at all times
- 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 communication with central support crew about the location of your team as requested (through What'sApp 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
- 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
- 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:

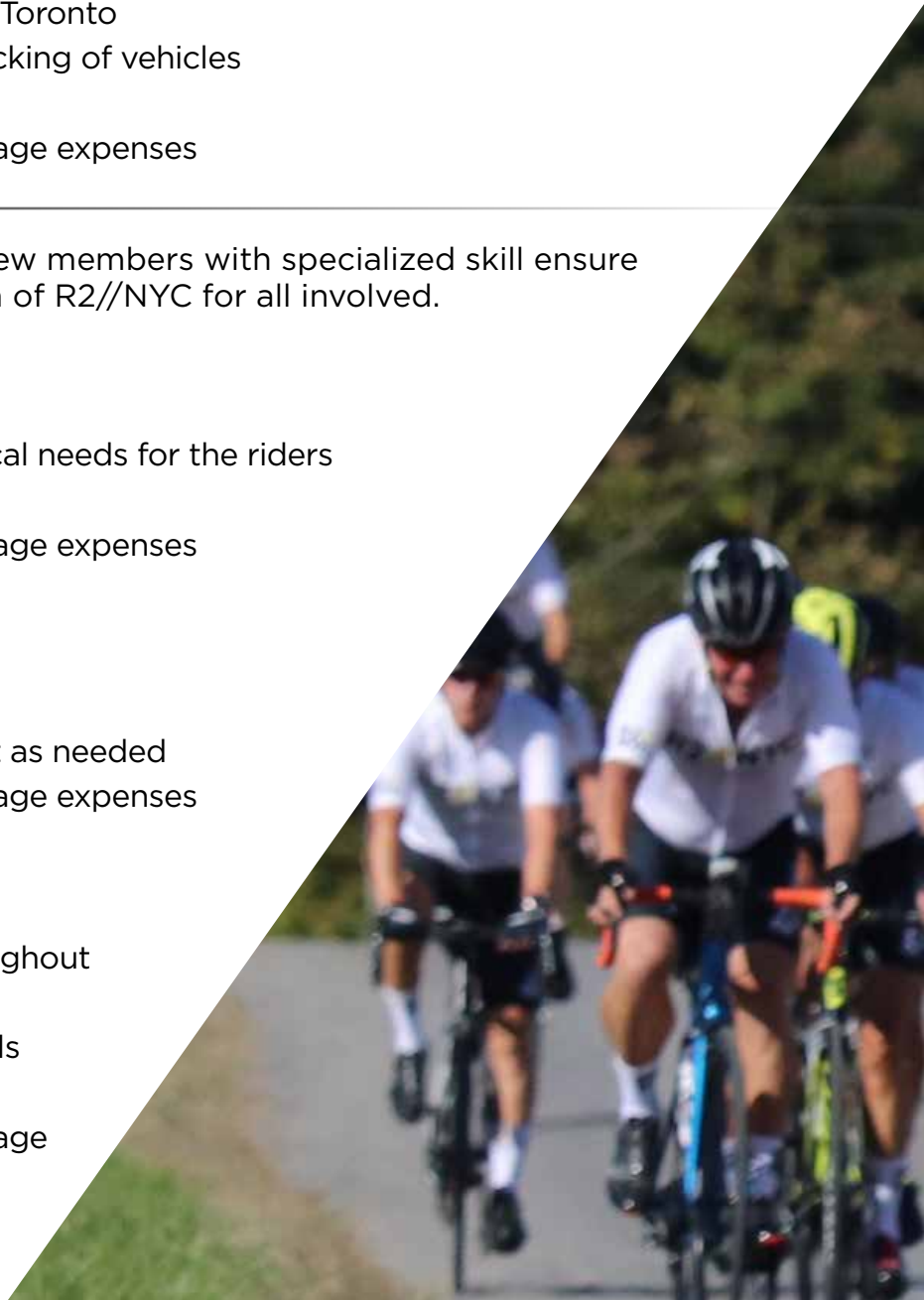
- Drive on route to support ALL medical needs for the riders and support crew
- Managing a designated float to manage expenses

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
- Booking breakfast and dinner 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

September 7: Support Crew Training - Evening

September 13: R2//NYC Luggage Drop Off & Reception - Evening

September 14: Toronto to Buffalo

September 15: Buffalo to Geneva

September 16: Geneva to Binghamton

September 17: Binghamton to Matamoras

September 18: Matamoras to New York City

September 19-20: All support crew drive back from NYC to Toronto.



A TYPICAL DAY ON THE RIDE

6:45 - 7:00AM

- Depart room with luggage

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)

8:45-9:30AM

- Depart hotel (each team will depart separately)
- Central Support Crew wraps up at hotels and prepares for lunch while SAG vehicles and teams are on route

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

AFTERNOON 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

3:45-5:30PM

- Teams 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)
- Laundry drop off (if laundry day)
- 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

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
- Proof of vaccination
- 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. These groups will be used to share information on training riders in advance of R2//NYC and is a good place to pose any questions you have about the ride. 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!



INCREASE YOUR IMPACT!

You can help more kids and families affected by childhood cancer by fundraising in support of R2//NYC. Here are some great fundraising ideas to get you inspired. If you would like to fundraise for CAMPFIRE CIRCLE please contact r2nyc@campfirecircle.org and we will help you set up your page!



CREATE AND PERSONALIZE A FUNDRAISING PAGE

Your supporters want to see why you ride for kids and families affected by childhood cancer!



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.

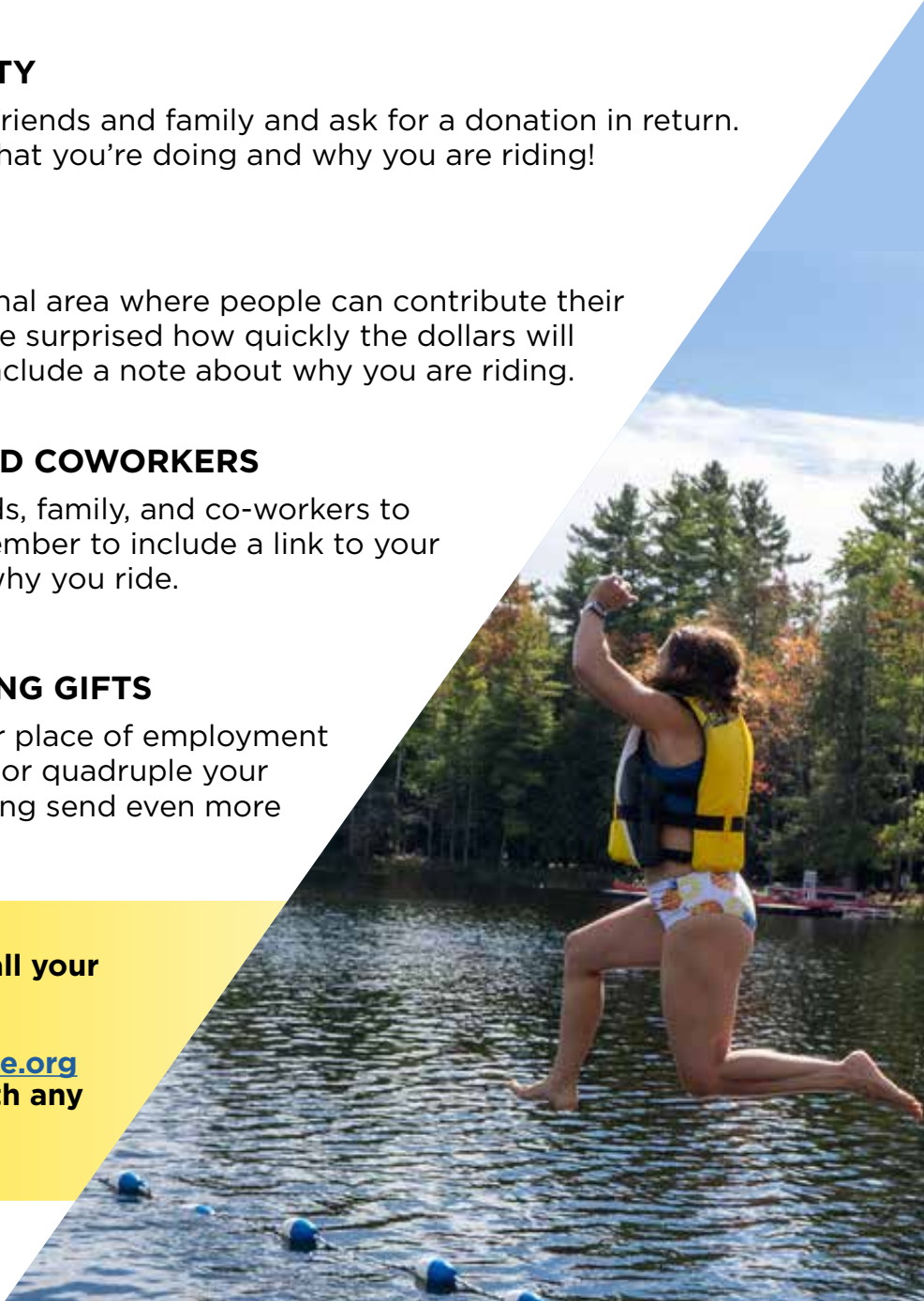


CORPORATE MATCHING GIFTS

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.

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
(FORMERLY CAMP OUCH & CAMP TRILLIUM)**

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



We are proud to support a cause
that makes such a huge impact.

“Camp was probably the first
place where I didn't feel so
different anymore. I was
surrounded by people just like
me having a great time and
laughing, and it made me feel
comfortable enough to just be
myself and not the 'kid with
cancer'.”



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