**Perth Polar Bear Plunge 2022**

**TO DO and DONE LIST:**

**November 22, 2022**

**Author: Joellen McHard**

**Please also refer to Alfred’s notes** Action Plan for 2022 Plunge Alfred’s current thoughts after a meeting with Stan Munro October 22, 2021

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|  | 1. **ITEM** | Notes | **Action** |
| **1 1** | **HIGH PROFILE PLUNGERS**: | It would be good to get high profile plungers.   * + - * Police       * Fire       * Town Council       * Lawyer       * Crown | * Reaching out to newly re-elected Scott Reid – * me 1-613-915-3263 (Robin’s number) – sent email * David Lavery – video for website – email sent and he confirmed that he will do one * Other * Margo Bell to reach out to Perth Mayor John Fennick |
| **2** | **EMAIL** | Send email about the plunge to constituents and email lists.  Ask board, facilitators, contacts, friends and family to forward | * Sent * Send reminders * LC Child and Youth Service Collaborative - sent * **Other? Not done:** * Schools – not done * Planet Youth ? * Youth at Risk – Sheri * Perth Fire Department – Alfred * Firedawgs – Alfred * Tay Valley Fire Department * LCCJ Funders * Civitan * Legion * Lions |
| **3** | **Lanark County OPP** | Kathleen MacGill: wrote “Joe Tereschuk (our CSO officer) is working on a team at detachment, and we’ve looped in our east region headquarters as well. Josh Dupuis is trying to get a team together there. We have several officers that have volunteered to do the plunge and we will also involve the dayshift officers that day.  Contacts: Magill, Kathleen (OPP) | Contact:Kathleen.Magill@opp.ca  Tereschuk, Joseph (OPP) [Joseph.Tereschuk@opp.ca](mailto:Joseph.Tereschuk@opp.ca)  Need to follow-up again – still have not registered  Josh Dupuis |
| **4** | **Lanark County Law Society** | Need to share the PPBP with Law Society to get Plunge or Pledge | Mark MacDonald to do a presentation at Law Society Dinner December 8th – get Mark marketing materials – pledge form |
| **5** | **Youth Centres** | I presented to the youth centres, and they seem interested. Lanark County Youth Centre would like to do an earlier ice bucket plunge and post it on social media.  Mississippi Mills would like us to consider an 11:00 am plunge time for just youth and get the youth to challenge the adults. | Decision: Not to do an 11:00 am Youth Plunge - Manpower  Need to contact Sarah Bingham – has done the plunge in the past |
| **6** | **County of Lanark, PDCF, Tay Valley Township:** |  | Joellen included information (personalized flyer) about the PPBP in my applications to PDCF & The County of Lanark, Tay Valley Township and encouraged them to get a team together. |
| **7** | **Board Members** | Board has received several reminders to register to plunge and either plunge, get a plunge surrogate or pledge. Most board members have pledged to raise between $500 and $1000 on LCCJ’s behalf. | Idea: Get board members to pledge police, lawyer, crown to get them started |
| **8** | **Social Media** |  | Event notifications were sent to the following groups on Facebook:  a) Perth Polar Bear Plunge Site – posted 2 times  b) Town of Perth – posted 2 times  d) The Real Deal in SF  e) Carleton Place District Chamber of Commerce  f) CP Youth Centre  g) Open Doors for Lanark Children and Youth  h) YAK youth services  i) Hometown News Lanark, North Leeds and Grenville  k) Lanark Plan B  l) Lanark County Interval House  m) County of Lanark – posted on page  n) Perth and District Chamber of Commerce – need to contact personally  o) Perth Ontario Community Events – posted to page  p) Perth Tourism- posted to page  q) Beckwith Public School (good relationship)  r) Civitan Club of Perth  s) Carleton Place High School Alumni  t) Perth and Smiths Falls District Hospital Foundation – Posted to page  u) Downtown Carleton Place  v) Perth Lions Club  w) Perth Women’s Health and Wellness  x) Perth Veterinary Clinic  y) 50 of my personal contacts  z) others I have forgotten  a) All about Perth  b) Perth Firedawgs  c) Events in Kingston, Ontario  d) What’s going on in Brockville and Area  e) Perth Ontario Social Scene  f) What’s happening in Ottawa Tonight  g) Ottawa (Ontario) Free Events, Volunteering and Free Services  h) Ottawa Open Water Swimming  i) Things to do in Smiths Falls  j) Perth Community Events and Promotions |
| **9** | **Perth Polar Bear Plunge Web-Site** | Need to update with current info | the Town of Perth has a link to this page in their events. <http://perthpolarbearplunge.ca/>  needs to be changed |
| **10** | **Posters** |  | Posters have been created – 100 and will be put up around town by the student.  Need to get the Posters and small cards to Weatherhead ASAP |
| **11** | **Small info Cards** |  | Small info cards have been crated and distributed at Christmas Market, Santa Clause Parade and businesses? |
| **12** | **QR Code Poster** |  | Done – can be used for Christmas Market and Santa Clause Parade  The go to ? |
| **13** | **Videos** |  | Polar Bear Pete Video and Alfred and Joellen’s Video need to be shares.  One paid ad on Facebook of Polar Bear Pete – reached 1.5K  Page reach up 986 – 100%  Facebook Page 48,368 up 221%  Instagram Reach 21,942- up 163%  -Need another paid ad for plunge  -Share Videos on YouTube Page  Link to YouTube Videos to share on Social Media:  <https://youtu.be/lC-Nk--Hrhg> |
| **14** | **Christmas Farmers Market** | Farmers Christmas Market Margo and Aisha, Brian, Alfred  November 21st –   * Need Polar Bear Peter costume, banner and LCCJ Display, PPBP into to register, QR Code Poster | Done |
| **15** | **Santa Clause Parade** | d) Santa Clause Parade –December 4th ,  Joellen registered & paid (Sue Landry).  Contact is Coldwell Banker Real Estate, Sheri Mahon Fournier sherisells@hotmail.com, Sheri has a polar bear with a baby polar bear full sized figure she can share in the basement of her office in Perth. Sheri checked and it is too big. | Starts at 5:00p.m. – need to be at the Factory on Sunset BLVD by 3:30p.m.to get a good spot – Sheri, Joellen & Alfred will be there.  Other volunteers arrive by 4:00 –  The idea is to have Polar Bear Pete in costume. QR code blown up so people can scan and register.   * no handing out candies * vehicles must be decorated.   Items Needed:   * Decorated Vehicle, * QR Code, * 9 Volunteers dressed up (no santa costume or Ms. Clause), * Perth Polar Bear Plunge Banner with LCCJ Logo and Tagline. * LCCJ Banner * Slips of paper with registration info * Two poles   Volunteers Needed:  1) Polar Bear Pete Costume Wearer – Alfred?  2) 6 Youth Volunteers – Rayna (plus Brent and Brianne McHard) and two Lanark County Youth Centre Staff  3) One car driver – Alfred’s wife Sheri and Alfred to get car and decorate  4) Someone to Walk with Polar Bear Pete – Joellen  **Other:**   * What about having them on a wagon or a couple of skateboards, being pulled by a volunteer with polar bear located at the legion? * Polar Bear Pete – reminder do not wear feet. Good footwear * Everyone dress warm!!! * Music? We think there will be enough already at the parade. |
| **16** |  | b) Permits – site plan & operating plan Greg McQuat [gmcquat@gmail.com](mailto:gmcquat@gmail.com)  Trevor Choffe [firechief@perth.ca](mailto:firechief@perth.ca) | Registered for fire permit Approved– only can register for 2021 – need to follow up.  Alfred met with Fire Department for site visit -  Items needed: 3 or more? Fire bowls, kindling, wood, lighters, over 18 supervisor of each fire bowl.  Parks Canada Permit: Filled out – Alfred to approve  NEED FIRE BOWLS – preferably gas, Alfred to get wood etc.. |
| **17** | **Royal Canadian Legion** |  | * Alfred to work with Legion about change rooms and hot beverage for plungers only * Jim and Bob re access to the building, contacted by Alfred * arrange for an email from someone at the Legion (Susan or Jim) given us written approval for this year's plunge, including the fire bowls for insurance |
| **18** | **Volunteers Day of Plunge** | Margo and Alfred to work together on this | * Contact tracing form – Registration Form?   We need volunteers for:   * Two at door of legion – * Sign in/Registration Form -4 * Safety Talk * Announcer * COVID-19 compliance? * Margo floater |
| **19** | **Parks Canada Permit** | **Need a permit – cost $50**  **Joellen to submit. Alfred and Joellen have reviewed and ready to submit** | Submit Parks Canada Permit – Joellen  Safety Plan Created  Site Plan Done  Insurance Needed |
| **20** | **Insurance** | **Contacted McDougall Insurance –** | need certificate of additionally insured for Town of Perth, Legion, Parks Canada – Joellen TODO  Copy of waiver to include COVID-19 (Mark MacDonald updating) |
| **21** | **Safety Plan** |  | **Safety Plan:**   1. All participants and spectators will be required to maintain 6ft of social distancing or wear a mask if unable to social distance when outdoors during event, unless they reside in the same residence. Two volunteers will circulate to ensure compliance.   COVID-19 Physical Distancing Guidelines and mask use will be maintained by the plungers and supervised by the officiants/volunteers. The participants will receive safety training at 9:45a.m. before the event.   1. The Perth Fire Department will be providing safety personnel for the event, as they do every year. This will include two people in the water at all times, in survival suits, to ensure there are no problems with people entering or exiting the water. There will be other trained fire department staff on hand to deal with any medical issues that might arise. Trevor Choffee, the Perth Fire Chief, could be contacted if further details are required on exactly what will be provided by them." 2. There will be two volunteers assigned to help plungers get in and out of the water and provide the plungers with a replacement mask if it comes off in the water. The helper will also be masked during the event and will sanitize hands in between assisting plungers. 3. Hand sanitizer will be made available to participants before, during and after the event. 4. No towels, clothing, equipment, or any other supplies will be provided by or shared by any of the above persons. Participants are required to bring their own items for use. 5. No drinks or food will be shared by any of the above persons. Participants are required to bring their own food and drinks for personal consumption. 6. Participants will go to their own vehicle to warm up after the event or into the Perth Royal Canadian Legion, Branch 244 located at 26 Beckwith St. E., Perth Ontario, K7H 1B5. Masks will be required to wear indoors and a sign in sheet will be utilized for COVID-19 contract tracing. |
| **22** | **Plungers/ Registration** | Teams: 2 Team –  1) The Poppowells – Kyle and Ronin (dad and son team)  2) Lanark Highlands Youth Centre  3) Lanark County OPP – not registered yet  4) East Region Headquarters – not registered yet  5) Perth Stingrays  6) McHard Family  7) Team Simpson/Kristine/Hof  Individuals:  1) Alfred Von Mirbach – double dare dip  2) Plunge for Justice – Amir Von Mirbach – is he still plunging? Should this be deleted on Canada Helps?  3) Sue Landry – facilitator  4) Andrew Lynch – facilitator (saw his message on Facebook)  5) Joellen McHard  6) Matt- Bonnie’s husband at Cat’s Cove  7) Emily T  8) Amir? –  9) Christine Peringer  10) Haley Bellmore | * Dave would like us to put $35 as the registration fee * Amir- need to delete? * Christine Peringer – need to rename? I sent email to her * People need to put their name in the plunge title |
| **23** | **Canada Helps Website** | Updated  Set goal of $1000 – plungers can change  Safety info included | Need to ad videos  Need to update thank you  Need to add pictures |
| **24** | **Site Preparation** |  | **Dock needs to be repaired – Alfred is taking care of this**   * Cut hole and put in the dock on the 31st at 12:00 * 3 volunteers needed |
| **25** | **PPBP Banner** | There will be a banner in Perth across the street on Foster Street. Alfred is getting the LCCJ logo on it and coordinating with Town. Legion Pays for the Logo to be added. | Perth Polar Bear Plunge Banner for the Town – Alfred to coordinate  Get banner to Prodecal for printing then get banner to Town of Perth |
| **26** | **Waiver** | **Joellen sent the waiver to be reviewed by Mark MacDonald** | Mark to review the current waiver and it needs to be updated to include COVID-19 |
| **27** | **PA System and Announcements and Host** | Request to Lake 88 for a host the day of done by Alfred | Alfred to follow up |
| **28** | **Ads on Lake 88** | **Purchased the community events package.**  $378. That will include a minimum of 36 spots, as well as one interview, as well as inclusion on the Community Events calendar.  We will start the campaign on or around November 29 and run it for two weeks. | Follow up with [james.smith@lake88.ca](mailto:james.smith@lake88.ca)  Send promotional info – Rayna?  Schedule Interview with Alfred and ?  Schedule Interview with InFocus with Dave Lavery after Christmas – talk about experiences as “Canadian Dave during the fall of Kabul and Afgan Refugee support and the Perth Polar Bear Plunge. |
| **29** | **Weatherhead** | Weatherhead will set up a tent just outside their Beckwith Street door and will sell hot drinks and some sort of breakfast snack-sized food (e.g. a breakfast burrito), from 9 to 11, for anyone - spectators, organizers, plungers. They will donate a portion of proceeds to LCCJ - They will also then open up inside from 11 for people who want to some in after the plunge for some food or drink, but will close promptly at 1 pm. | Get Weatherhead promotional material about the plunge– Rayna?  Get promotional material from Weatherhead about the plunge.  Signs to direct people to Weatherhead the day of?  Updated plunge page with this information |
| **30** | **Prize for Greatest Amount of Pledges** | Margo to organize | Ideas? |
| **31** | **Portable Sauna** | There is a portable sauna available that Alfred will coordinate. | Confirm Portable Sauna – contact information |
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