

MEDAVIE  
**BLUE NOSE**  
marathon

## Volunteer Handbook

MEDAVIE BLUE NOSE MARATHON  
(HALIFAX INTERNATIONAL MARATHON SOCIETY)

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## Welcome to the Medavie Blue Nose Marathon

Dear Volunteer,

Welcome to the Medavie Blue Nose Marathon team! We are thrilled to have you join us in making our iconic events a resounding success. Your dedication and enthusiasm are the heart and soul of our race, and we simply couldn't do it without you.

As a volunteer, you'll be playing a crucial role in creating a positive and memorable experience for thousands of participants and spectators. Your friendly smile, helpful attitude, and commitment to excellence will leave a lasting impression on everyone involved.

We understand that volunteering is a commitment of your valuable time, and we sincerely appreciate your willingness to contribute to our community. We are confident that you will find your volunteer experience rewarding and fulfilling.

Thank you again for your dedication.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sherri Robbins', with a stylized flourish at the end.

*Sherri Robbins*

*Executive Director*

## Land Acknowledgements

We acknowledge that the Halifax International Marathon Society takes place on the traditional and unceded territory of the Mi'kmaq people. We recognize and respect the ongoing presence and contributions of Indigenous peoples, both past and present, on this land. We are grateful for the opportunity to gather and run on this territory and commit to fostering a deeper understanding and respect for the rich history and culture of the Mi'kmaq Nation.

## African Nova Scotian Acknowledgement

We also recognize that African Nova Scotians, and their descendants from the over 50 land-based communities across Nova Scotia, are a distinct people whose histories, legacies and contributions have enriched Nova Scotia for over 400 years.

## Purpose of Handbook

This handbook is your starting point for a rewarding volunteer experience. Inside, you'll find essential information to guide you. We encourage you to explore it thoroughly and keep it handy as a reference throughout your time with us.

While we've packed this handbook with helpful details, we know questions will arise. Consider it a foundation, a way to connect you with our mission and make you feel confident as you contribute. We're excited to have you join our team!

## Office Location

### Office

Blue Nose Marathon  
192 Wyse Rd. - Suite 4

Dartmouth, NS B3A 1M9

Office hours: 9AM - 4PM Monday through Friday

## Contact Us

Phone 902.496.1889

Email: [admin@bluenosemarathon.com](mailto:admin@bluenosemarathon.com)

## About Us

Legend has it, back in the age of sail when the sea was at the core of our existence, mariners would arrive in the port of Halifax with noses stained blue by the dye of their peacoat sleeves – the perfect substitute for a handkerchief. It is in their name we run. Blue Nose.

The Blue Nose Marathon began with a dream – that Halifax, Nova Scotia have its own annual marathon. Realizing that there were many races around the world, we came up with a unique idea. Our marathon would be part of a weekend of events promoting and celebrating healthy living and active lifestyles. As well, we would encourage everyone in our community and beyond to get involved as a volunteer, sponsor, spectator, or participant, be it as a runner, walker, or Nordic walker.

The Blue Nose Marathon, known as ‘the people’s marathon’, is the signature event of Blue Nose. This event welcomes all ages, abilities and fitness levels traditionally occurring annually on Victoria Day weekend. Blue Nose Marathon is a community based and volunteer-driven organization.

With the help of more than 1,000 volunteers, there are **six** running events (5KM, 10KM, half marathon, full marathon, marathon team relay, youth run-4KM and 2KM) taking place during the May long weekend every year. There is also an Active Living Expo that spans two days with more than 80 booths. The Giv’er Charity Challenge has grown to over 80 charities that collectively have raised more than \$6 million since 2015.

Along with the Blue Nose Marathon, Blue Nose also owns and operates four additional running and walking events across Nova Scotia, including the Valley Harvest Marathon, Not Since Moses, The Night Owl 5KM and Beat Beethoven.



## Vision

*A diverse community celebrating active living and movement across Nova Scotia where all feel welcomed and included.*

## Mission

*To inspire active living for Nova Scotians while creating memorable experiences and celebrating achievements.*

## Core Values

**Health.** We serve as a catalyst to promote health, fitness and active lifestyles.

**Inclusion.** We encourage and support the participation of all people of all abilities, ages, genders, and backgrounds.

**Youth.** We make a difference in youth attitudes toward health and fitness.

**Charity.** We serve as a vehicle for raising significant funds to support the well-being of our communities.

**Community.** We showcase Nova Scotia's beauty, attractions and sense of community while involving the whole community through participation, volunteering, sponsoring, spectating and fund raising.

**Experience.** We treat everyone as elite performers – participants, volunteers, spectators, sponsors, suppliers, fundraisers or general public while delivering an 'extraordinary experience' for everyone.

**Sustainability.** We honour the land (*which is within Mi'kma'ki*) on which we operate and will respect the resources that we use to ensure we are responsible to leave the community better than we found it.

## Who We Are

Blue Nose Marathon was born and bred by Nova Scotians– taking place in the City of Halifax. Blue Nose was founded in 2004 by community leaders Gerry Walsh and Rod McCulloch, who dreamed of a world-class running event that would showcase the beauty of Halifax and Dartmouth. “In the first year, we had 3,500 registrants – and we thought that was pretty good,” said Walsh. “Little did we know that Blue Nose would experience double-digit growth in most years, reaching 13,000 in 2014.”



Co-Founders, Gerry Walsh (left) and Rod McCulloch (right)

Blue Nose Marathon is registered as a non-profit society in the Province of Nova Scotia.

In 2015, the founding co-chairs Rod McCulloch and Gerry Walsh, recruited a Board of Directors for the Blue Nose Marathon organization to ensure our continued success as a safe, fun, social and well-governed event in years to come. The board of directors is now comprised of a team of people with a variety of backgrounds; community leaders who have specialist knowledge in community engagement, finance, legal, HR, sponsorship, health & wellness, operations, marketing, technology, risk management and /or governance. The inaugural board of directors was appointed in September of 2015.

### Board of Directors

|                              |                  |                  |
|------------------------------|------------------|------------------|
| Christine Pound, Chair       | Kelly vanNiekerk | Jarvis Googoo    |
| Jane Elise Bates, Vice Chair | Allan Ferguson   | Patrick Sullivan |
| Glenda Barrett, Treasurer    | Genaya Cameron   |                  |
| Mary Navas, Secretary        | Janine Pelham    |                  |

## Staff

Owned by the community and driven by volunteers the Blue Nose Marathon has six full time staff.

|                   |   |
|-------------------|---|
| Sherri Robbins    | Executive Director                      |
| Rochelle Locke    | Sponsorship & Expo                      |
| Kelly Hudson      | Director, Development                   |
| Jessica Theriault | Manager, Volunteers                     |
| Sapir Gadilov     | Marketing & Communications Coordinator  |
| MacKenzie LeBlanc | Senior Participant Services Coordinator |

## Contacts

If you have questions or inquiries about volunteering please contact Jessica, Volunteer Manager at [volunteer@bluenosemarathon.com](mailto:volunteer@bluenosemarathon.com) or call 902-496-1889.

## Volunteers

The Blue Nose Marathon relies heavily on the dedication of its volunteers, who are essential to the success of our event. As a volunteer, you contribute in numerous ways, from providing support at water stations and guiding participants along the course, to assisting with race kit pick up and post-race activities.

Your contributions create a positive and supportive atmosphere, reflecting the strong sense of community that the Blue Nose Marathon embodies. The event organizers recognize the vital role you play and strive to provide a rewarding experience for those who give their time.

As a volunteer you will:

- Share your knowledge and experience with others;
- Enjoy the satisfaction that comes with helping those in need;
- Remain an active and vital member of the community;
- Meet new people, develop new skills, and discover new experiences;
- Receive recognition for your services to the community.



## Recognition

The Blue Nose Marathon honours our active volunteers and leadership volunteers across all events during annual recognition events or with branded swag items. This is a special time for the organization to show its appreciation and support for your time and services. Each year, lead volunteers and groups who volunteer with the Blue Nose Marathon are nominated to receive a Volunteer Award from HRM.

Volunteers are also recognized on an ongoing basis through emails, social media, annual reports and other promotional resources.

## Volunteers

The Emera Blue Nose Marathon is owned by the community and thrives through the dedication of its "Giv'er Crew". This year, more than 1,000 individuals and groups generously volunteered their time and energy, many of which have been long-standing supporters of the event, some volunteering annually since 2004.

There are various volunteer opportunities available in the Blue Nose Marathon, encompassing different roles such as marketing and communications, participant services, race operations, and more. There are shifts available weeks in advance of the event to help notify communities and prepare kits, as well as many on-site event weekend positions, including course marshals, course photographers, start and finish line support, food and hydration services, and medal presenters. Engaging in the Blue Nose Marathon as a volunteer offers an opportunity to actively participate in the community, forge lifelong friendships, and gain valuable hands-on event experience.

Blue Nose volunteers are provided with a commemorative Giv'er Crew shirt; free Halifax Transit transportation on Victoria Day long weekend, May 17-19; the opportunity to develop and strengthen critical skills; and a Certificate of Achievement for their records.



*Super Volunteers: Joan & Gail. Served as Volunteers for 21 annual events.*

## Expectation

### *What you can expect from the Blue Nose Marathon*

- **Respect for your time and confidentiality:** We understand and appreciate the time you dedicate, and we will handle any personal information with care.
- **A sense of belonging:** You'll be a valued member of our team, working alongside passionate individuals.
- **Consistent support:** Our staff will be readily available to assist you throughout your volunteer experience.
- **An inclusive and welcoming environment:** We celebrate diversity and strive to create a space where everyone feels comfortable and respected.
- **Sincere recognition and appreciation:** Your efforts will be acknowledged and valued.
- **The freedom to decline:** You have the right to say no to tasks that don't align with your comfort level.
- **Open communication channels:** We provide safe and accessible ways for you to share feedback about your volunteer role.
- **The tools and information you need:** We'll ensure you have the resources and guidance to perform your duties effectively.

### *What the Blue Nose Marathon expects from you*

- **Fulfill your volunteer commitment:** We rely on your dedication to the program.
- **Work collaboratively:** Cooperate with staff and fellow volunteers to achieve our shared goals.
- **Be punctual and reliable:** Show up on time and prepared for your assigned tasks.
- **Communicate any changes:** Notify us promptly if your availability changes.
- **Adhere to our policies:** Follow the guidelines and procedures set by the Halifax International Marathon Society.
- **Communicate proactively:** Inform your contact person about any difficulties or concerns.
- **Treat everyone with respect:** Demonstrate patience and courtesy towards all individuals.
- **Report safety concerns:** Immediately notify your contact person about any injuries, accidents, or incidents.
- **Disclose limitations:** Inform us of any physical limitations that may affect your ability to perform certain tasks.

## Opportunities

We warmly encourage community volunteers to explore the many ways they can contribute across our five exciting events.

| Kit Pick Up (KPU)                  | Celebration Zone  | Expo   | Race Operations      | Marketing & Communications |
|------------------------------------|-------------------|--|----------------------|----------------------------|
| Kit Pick Up                        | Awards            | Blue Nose Store                                | Course Marshals      | Community Outreach         |
| Race Kit Prep & Packaging          | Bag Check         | Expo Support (Set up, Show Support, Tear Down) | Aerobics First Pacer | Photography                |
| Set up KPU                         | Green Team        |  | Bike Marshals        |                            |
| Virtual Race Kits Prep & Packaging | Info Booth        |  | Burn Rubber Crew     |                            |
|                                    | Low Sensory Tent  | Green Team                                     | Cheer Stations       |                            |
|                                    | Nutrition Station | Greeter  | Medal Presenter      |                            |
|                                    | Signage Team      | Info Booth                                     | Water Stations       |                            |
|                                    | Site Set Up       | Route Experts                                  |                      |                            |
|                                    | Site Tear Down    | Volunteer Centre                               |                      |                            |
|                                    | Volunteer Tent    |  |                      |                            |

## Orientation and Training

Volunteer orientation and training are crucial for a successful event. Prior to the event, all volunteers will be asked to review the volunteer instructions. These instructions will cover essential information, including event logistics, assigned roles and responsibilities. Role-specific training will follow, providing detailed instructions and practical guidance for your assigned task. This ensures you are well-prepared, confident, and equipped to contribute to a positive and safe experience for all participants.

## Guidelines

### **Equity, Access and Inclusion Policy**

Blue Nose recognizes that every choice we make comes with the opportunity to benefit our community by creating a safe and welcoming event for all interested participants, including accommodations and assistance to address any potential participation barriers. We strive to ensure that facilities and programs are accessible to all participants, with and without disabilities.

### **Statement of Accessibility**

In accordance with the [Accessibility Act](#) of Nova Scotia, the Halifax International Marathon Society is committed to following the guidelines set out for organizations pertaining to accessibility for our participants, volunteers and employees involved with the event.

### **Privacy policy**

The Halifax International Marathon Society is committed to respecting the privacy and confidentiality of information provided by users of our web site, race registrants, volunteers, sponsors, suppliers and subscribers to our electronic newsletter and any other means that provide the Society with personal information. To view our Privacy Policy [click here](#).

### **Drug free workplace policy**

The Halifax International Marathon Society is committed to providing a safe and healthy environment for all participants, volunteers, staff, and spectators. This policy aims to ensure that volunteers are not impaired by drugs or alcohol while performing their duties.

### **Personal belongings**

Volunteers are cautioned not to bring valuables onsite unless necessary. The Halifax International Marathon Society cannot be responsible for loss of personal property.

### **Safety & security**

It is the intent of the Halifax International Marathon Society to provide a safe and secure workplace for volunteers. Everyone within the Halifax International Marathon Society shares responsibility to identify and alleviate safety concerns and threatening or violent behaviours.

### **Incident reporting**

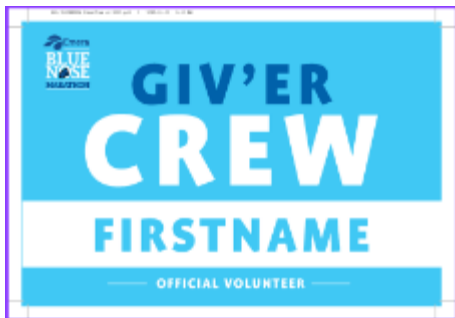
If a volunteer or participant is injured during volunteer service, it is important that the volunteer notify their Blue Nose Marathon point of contact immediately.

## **Code of Conduct and Ethics**

As a volunteer for the Halifax International Marathon Society, you are a vital part of creating a successful and positive experience for all participants. We expect you to uphold the following principles:

### **1. Professionalism and Representation:**

- Act as a positive ambassador for our events (Blue Nose Marathon, Valley Harvest Marathon, Night Owl, Not Since Moses, & Beat Beethoven).
- Be punctual, reliable, and prepared for your assigned duties.
- Wear your volunteer shirt and volunteer bib visibly (see image below).



- Always maintain a professional demeanor.

### **2. Respect and Inclusivity:**

- Treat all participants, fellow volunteers, and spectators with respect and dignity, regardless of their background or abilities.
- Create a welcoming and inclusive environment for everyone.
- Refrain from any form of discrimination, harassment, or offensive language.

### **3. Safety and Responsibility:**

- Prioritize the safety of participants, volunteers and yourself.
- Follow all safety guidelines and instructions from race officials.
- Be aware of your surroundings and report any safety hazards or concerns immediately to contact found in **Appendix 1**.
- If you are assigned to a medical or aid station, follow all provided protocols.

- If you see someone in distress, help and notify medical personnel.

#### **4. Confidentiality and Privacy:**

- Respect the privacy of participants and volunteers and maintain confidentiality of any personal information you may encounter.
- Do not share participant information with unauthorized individuals.

#### **5. Adherence to Instructions:**

- Follow the instructions of your volunteer manager and race officials.
- Carry out your assigned duties diligently and efficiently.
- If you are unsure about a task, ask for clarification.

#### **6. Helpful and Supportive Attitude:**

- Provide accurate and helpful information to participants and volunteers.
- Offer assistance and support to participants as needed.
- Maintain a positive and enthusiastic attitude.

#### **7. No Impairment:**

- Volunteers must not be under the influence of drugs or alcohol while volunteering.

#### **Consequences:**

Failure to adhere to this Code of Conduct may result in dismissal from your volunteer role.

By volunteering for the Halifax International Marathon Society, you agree to uphold these principles and contribute to a safe, positive, and successful event.

## Release and waiver of liability

### **BLUE NOSE MARATHON VOLUNTEER WAIVER FORM**

ADULT (19 and OVER) WAIVER and RELEASE for VOLUNTEERS

WARNING: This document will affect your legal rights. Please read carefully before signing.

I recognize, understand, assume and accept all risks, dangers and hazards associated with volunteering to assist with the Blue Nose Marathon, including the Full Marathon, the Marathon Team Relay, the Half Marathon, the 10KM, the 5KM and the 4KM and 2KM Youth race (the "Races") and/or any of the Pre- or Post-Race events. I recognize that the Races are being conducted under the auspices of the Halifax International Marathon Society, a registered not-for-profit entity in the Province of Nova Scotia. I hereby waive and release any and all claims for any injuries, losses or damages that I may have against the Halifax International Marathon Society and its directors, officers, employees and/or agents, all Race volunteers and organizers, all sponsors and/or their agents or representatives, Halifax Regional Municipality, the Province of Nova Scotia, Zatzman Sportsplex, the Halifax-Dartmouth Bridge Commission and its Commissioners, employees and/or agents, which claims in any way arise out of my volunteering with respect to the Races, including pre and post Race events. I hereby agree that any photographs, video or images taken of me by the employees, representatives or agents of the Halifax International Marathon Society during the Races or at any pre or post Race events are and shall remain the property of the Halifax International Marathon Society and may be used for any purpose without my permission and I grant the Halifax International Marathon Society and its sponsors and licensees the exclusive right to the free use of my name, my voice, and/or my picture in any broadcast, telecast, advertising, promotion, or other account of this event.

I further attest that to the best of my knowledge, I am not suffering from any condition, which would prevent and/or render me unfit to work as a volunteer for this event.

I have read, fully understood and agree with the terms and conditions of this document.

## **BLUE NOSE MARATHON VOLUNTEER WAIVER FORM**

### **YOUTH (UNDER 19) WAIVER and RELEASE for VOLUNTEERS**

This document waiver must be signed by a parent or legal guardian of any volunteer who is less than 19 years of age.

**WARNING:** This document will affect the legal rights of you and your child. Please read carefully before signing.

I, the Parent/Guardian of the below named minor, recognize, understand, assume and accept all risks, dangers and hazards associated with said minor volunteering to assist with the Blue Nose Marathon, including the Full Marathon, the Marathon Team Relay, the Half Marathon, the 10KM, the 5KM and the 4KM and 2KM Youth race (the "Races") and/or any of the Pre or Post-Race events. I recognize that the Races are being conducted under the auspices of the Halifax International Marathon Society, a registered not-for-profit entity in the Province of Nova Scotia. I hereby, on my own behalf and on behalf of said minor, WAIVE AND RELEASE any and all claims for any injuries, losses or damages that I or said minor may have against the Halifax International Marathon Society and its directors, officers, employees and agents, all race volunteers and organizers, all sponsors and/or their agents or representatives, any and all municipalities associated with these races including Halifax Regional Municipality, the Province of Nova Scotia, Zatzman Sportsplex, the Halifax-Dartmouth Bridge Commission and its Commissioners, employees and agents (hereinafter referred to collectively as the Releases), which claims in any way arise out of said minor's volunteering with respect to the Races, including pre and post Race events. In addition, I personally agree to fully Indemnify and Hold Harmless the Releases with respect to any claims that said minor may have arising from said minor's volunteering with respect to any of the Races or pre and/or post Race events.

I hereby agree that any photographs, video or images taken of said minor by the employees, representatives or agents of the Halifax International Marathon Society during the Races or at any pre or post race events are and shall remain the property of the Halifax International Marathon Society and may be used for any purpose without the permission of myself or said minor and I grant the Halifax International Marathon Society and its sponsors and licensees the exclusive right to the free use of said minor's name, voice, and/or picture in any broadcast, telecast, advertising, promotion, or other account of this event.

I further attest that to the best of my knowledge, said minor is not suffering from any condition, which would prevent and/or render said minor unfit to work as a volunteer for this event.

Both I and said minor have read the terms and conditions of this document and I fully understand and agree to same.

## Appendix 1

# Communication Chart

