

Chiya Guff Run Club – Chapter Lead Handbook

Purpose

This handbook outlines the role, responsibilities, and expectations of a Chapter Lead within Chiya Guff Run Club. Its purpose is to protect the culture, safety, and identity of the club while allowing chapters to grow locally in a sustainable and people-first way.

1. Role of a Chapter Lead

A Chapter Lead is not a coach, manager, or elite runner.

A Chapter Lead is:

- A culture carrier
- A community connector
- A guardian of inclusivity and wellbeing

The Chapter Lead sets the tone for the chapter. Calm, welcoming, and human leadership creates a safe and inclusive environment for all participants.

2. Core Values (Non-Negotiables)

Every Chapter Lead must actively uphold and protect the following:

- No one runs alone
- All paces and abilities are welcome
- No elitism, competition, or intimidation
- Conversation and connection matter more than performance
- Social connection after runs (tea or equivalent)

If a decision conflicts with these values, it should not be pursued.

3. Chapter Leadership Structure

Each chapter is encouraged to have the following roles:

Chapter Lead

- Overall responsibility for chapter culture and alignment
- Primary point of contact with the Founder
- Oversees safety, values, and behaviour

Run Coordinator

- Plans run schedules and routes
- Assigns run leaders
- Ensures safety standards are followed

Community Lead

- Welcomes new participants
- Encourages inclusion and connection
- Coordinates post-run social activity

One person may hold multiple roles in smaller or early-stage chapters.

4. Weekly Run Expectations

Each run should:

- Clearly communicate start point, time, distance, and pace options
- Identify a run leader
- Include regrouping points
- End with optional social connection

Runs must never:

- Leave participants behind
 - Shame or pressure runners on pace or distance
 - Promote competition or comparison
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5. Safety & Care Responsibilities

The Chapter Lead must ensure:

- Run leaders understand safety procedures
- Routes are appropriate and reviewed
- New participants are acknowledged and supported
- Emergencies are handled calmly and responsibly

People always come before the run itself.

6. Inclusivity & Behaviour Standards

The Chapter Lead must:

- Address exclusionary or unsafe behaviour immediately
- Maintain a welcoming, judgment-free environment
- Model respectful communication both in-person and online

Harassment, discrimination, or intimidation of any kind is not tolerated.

7. Brand Representation

As a Chapter Lead:

- You represent Chiya Guff Run Club during all runs and events
- Language, tone, and behaviour should reflect warmth and community
- Sponsorships or partnerships require prior Founder approval

The brand is people-focused, not commercial-first.

8. Relationship with the Founder

The Founder:

- Retains final approval rights
- Provides guidance and oversight
- May review or revoke chapter status to protect the club

Open communication and transparency are expected.

9. Chapter Review & Accountability

Chapter Leads participate in:

- Trial period reviews
- Ongoing culture and safety checks
- Feedback and improvement discussions

Chapter status may be upgraded, extended, paused, or terminated based on alignment with Chiya Guff values.

10. Final Reminder

Chiya Guff Run Club exists to create belonging.

If the environment feels safe, welcoming, and human — you are doing it right.