

# Santa Ynez Valley People Helping People



[www.winecountrybiketrek.com](http://www.winecountrybiketrek.com)



## Quick Facts

*Wine Country Bike Trek*

*"Pedal for People"*

**DATE:** June 24-July 1, 2012

**LOCATION:** Santa Ynez Valley, CA

**DISTANCE:** 30 or 50 miles each day; 3 Day Ride or 1 Day Saturday Ride

**GOALS:** 15 teams      150 trekkers      \$75,000 dollars



**HOW MONEY WILL BE USED?** People Helping People is a non-profit human services organization and will use the proceeds from the *Wine Country Bike Trek* to help fund the following programs:

- **Basic Needs:** Food and Emergency Services (Rent/Mortgage Assistance, Mobile Home Repair, Utility Assistance);
- **Health Care:** Community Health Access Resource Team (CHART), Children's Dental Fund, Drug and Personal Counseling;
- **Youth Programs:** Buellton After School Youth Program, High School Workforce Development and Counseling, Coalition to Promote Drug Free Youth, and Early Childhood Mental Health Counseling; and
- **Family Support:** Domestic Violence Prevention, Parent Education, Advocacy, Case Management, Christmas Fulfill-A-Wish, and Family Resource Centers.

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**HOW WILL THE MONEY BE RAISED?** Funds will be raised in two basic ways...

1. Event sponsorship donations will be solicited from companies. Generally, cash sponsorship donations in amounts ranging from \$500 to \$10,000 made by local companies account for 20 to 40% of the total amount raised from the *Wine Country Bike Trek*. If you would like to solicit these corporate sponsorship donations, then we will happily provide you with our Sponsorship package and you can put these toward your pledge totals.
2. Donations collected by Trekkers participating in the *Wine Country Bike Trek*. Generally, these types of donations account for between 60% and 80% of the total raised from a *Wine Country Bike Trek*.

## Fundraising Tips

- **The First Rule of fund raising is to ASK!**
- **Begin your fund raising early!**
- Once you turn in your minimum, we hope you continue to collect more pledges right up until the *Wine Country Bike Trek*. You can solicit pledges from friends, family, neighbors, co-workers, clubs and community organizations.
- **The businesses that you and your business patronize can be excellent sources of donations. Just think of all the places you or your company spends money!** Who could you ask? Your Doctor? Your mechanic? Your hairstylist?
- Ask your company to make a corporate donation and then offer to match it with your own sponsors. Remember, donations are tax deductible.
- Always remember to ask for more than you expect to get. Keep reminding yourself that you're not asking for money for yourself, but for a worthy cause. The more you ask, the easier it gets!
- Some sponsors and companies you approach might request a letter. We have enclosed sample solicitation letters in this packet - all you have to do is sign your name! The letter describes the People Helping People's support and educational programs and how the *Wine Country Bike Trek* money will be spent. Please let us know if you need more.
- In lieu of Birthday or Holiday gifts, ask for a donation to the cause.
- Create a list of potential donors & decide on amounts to ask for.
- Send updated letters of your fundraising & training progress to donors and non-donors. This creates a competitive spirit and gets new donations for you.

**HOW ARE RIDERS RECRUITED FOR THE EVENT?**

1. About half of the riders sign up as individual riders.
2. The other half of the Riders in the *Wine Country Bike Trek* will participate as members of a family or business-based team. These teams are organized by "Team Captains."

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The typical *Wine Country Bike Trek rider* is a family member, close friend or co-worker of the team captain. Join the Team Ride on Saturday, June 30 - a great opportunity for family members, friends, and co-workers to join together in a fun-filled team ride!

**Teams may consist of four or more riders.** Just pick a Team Captain, choose a Team name and decide on some kind of theme for your outfit. **Prizes will be awarded to the team with the highest average in pledges and to the team with the most creative/fun outfit.**

## WHAT SUPPORT WILL People Helping People (PHP) PROVIDE RIDERS & TEAM CAPTAINS?

In addition to all of the on-site support normally accompanying a ride of this quality, food and accommodations, PHP will provide every Rider & Team Captain all the materials, training, encouragements and support that they will need to be successful in their teambuilding and fundraising efforts.