

An Important Note to Donors

The AIDS Rides® make no guarantee about what percentage of donations will remain for AIDS services. This depends entirely on how many individuals ride, and on how much money they raise. The more raised, the greater the percentage that will remain for services.

How much money has gone back to AIDS services?*

Nearly \$70 million from all Rides—a record. The AIDS Rides have delivered more money more quickly back to AIDS charities than any single known AIDS fundraising event operation in history. And this is what AIDS charities need. Money. As quickly as they can get it. Since the first Ride in California in 1994, 40 campaigns have been completed. Nationally, over \$127 million has been raised, and, on average, approximately 55% of every donor dollar or a total of nearly \$70 million has gone back to AIDS services. Please note that the specific percentage for your city may be different—please call your local Ride Office for further information.

Where does the rest of the money go?

About 28% of every dollar goes into administrative expenses (a good portion of which help promote AIDS awareness) and approximately another 17% goes toward rider

safety and support — meals, showers, safety signage, tents, and everything it takes to move your friends and loved ones, and thousands of other people, safely from town to town each day. Safety is priority one with the AIDS Ride.

What is the standard for return on donations?

Different organizations say different things, and it always depends on the nature of the fundraising appeal. Standards are different for a special event like the AIDS Ride than they are for a solicitation you might get in the mail. As a person who gives to charity, you should do all you can to understand the complexities of charitable fundraising. One of the leading professional fundraising trade organizations, the National Society of Fundraising Executives, states that a minimum of 50% of every dollar from events should go back to charity. The AIDS Ride's historic average of 55% falls well above that guideline.

The AIDS Ride is extremely different from most fundraising events. In addition to fundraising, it is an awareness-raising and empowering event. For many people, the Ride is a life-changing experience. Providing the setting for that kind of experience requires very complicated logistics and mobilization operations. The AIDS Ride is truly a new

model in a class by itself. This makes it even more remarkable that the Rides DO fall within the accepted cost standards for other, less complicated events.

Do the organizers try to get things donated?

Constantly. We have full-time staff working on nothing but bringing in corporate donations to help defray costs. Companies like Tanqueray, who donate nearly \$1 million annually in cash to defray costs, continue to come on board to help us send even more dollars back to AIDS services.

An important note...

The AIDS Ride has many intangible benefits you can be proud of — like the advertising that helps increase awareness about AIDS; like the way the Ride gives hope to HIV positive riders; like the way the AIDS Riders get people talking about AIDS as they go out and seek donations; like the children that line the streets to cheer on the riders and get a first-hand experience of heroism; or like the way the Ride teaches people that we can work together to solve our problems. These are the things that make the Ride so remarkably magical. These are important reasons to give as well. And these are things you can count on the AIDS Ride delivering.



Pallotta TeamWorks | **Impossible dreams.**

*Figures as of May, 2000

BACK IN 1994, WHEN WE FIRST SAID, "YES!" TO PRESENTING THAT INAUGURAL AIDS RIDE IN CALIFORNIA, WE NEVER IMAGINED WHAT WE WERE GETTING OURSELVES INTO. WHAT IT WOULD COME TO. THAT WE'D BE HERE SEVEN YEARS LATER REFLECTING BACK ON THE SMILING FACES OF 44,000 RIDERS MAKING THEIR WAY ALONG THE FINAL STRETCH OF THEIR VICTORY RIDES. THAT WE'D BE A PART OF SOMETHING THAT SENT OVER \$70 MILLION TO HIV/AIDS SERVICE ORGANIZATIONS NATIONWIDE. THAT WE'D TOUCH SO MANY LIVES.

AND AS WE BEGIN THE SERIES OF 2001 RIDES, ALL OF US AT TANQUERAY WANT YOU TO KNOW THAT YOU TOUCH OUR LIVES, TOO. THAT YOU REMIND US OF WHAT IT MEANS TO BE ALIVE. AND TO LIVE—TO REALLY LIVE. IF YOU'RE ONE OF THOSE 44,000 PEOPLE WHO'VE SHOWN US WHAT BEING HUMAN IS ALL ABOUT, THANK YOU. YOUR SPIRIT GOES ON.

IF YOU'RE RIDING THIS YEAR IN ONE OF TANQUERAY'S AIDS RIDES USA, PLEASE REMEMBER TO RIDE SAFELY. AND REMEMBER THAT WHAT YOU'RE DOING IS MAKING LIFE WORTH LIVING FOR THOUSANDS OF AMERICANS.

THE HOUSE OF TANQUERAY®