

California AIDS Ride 7

Rider/Crew No. _____

Los Angeles PLEDGE

Name of Rider You're Sponsoring
(Please include rider name and rider # on all checks.)

Thank You!
Please fill this form out completely and legibly to prevent processing delays. Sorry, we cannot accept cash pledges. Pledges are tax deductible to the fullest extent allowed by law. You will receive a letter of acknowledgement for tax purposes. Pledges are actual sponsorships, not promised sponsorships to the L.A. Gay & Lesbian Center. Pledges are non-refundable.

Matching Gifts
Many companies provide their employees with matching gift/pledges. Check with your employer on its specific guidelines.

Please mail this form with pledges to:
California AIDS Ride 7
135 S. LaSalle
Dept. 3949
Chicago, IL 60674-3949

(323) 993-7628

All pledges benefit the Jeffrey Goodman Special Care Clinic and other HIV/AIDS related services of the L.A. Gay & Lesbian Center

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.



Also sponsored by:



A Please Print YOUR Name

Mr. Mrs. Ms.

Last Name										First Name										M.I.	
Last Name or Business Name (for business donations only)										First Name										M.I.	
Mailing Address															Suite/Apt.No.						
City										State					Zip						

(_____) _____
Phone (Mandatory for credit card and debit payments)

Please do not place me on any L.A. Gay & Lesbian Center mailing or telemarketing lists.

B I'm Behind You Every Mile!

- Honorary Rider** \$1000
 Paid in Full
 10 monthly payments of \$100
- Heroism** \$750
 Paid in Full
 10 monthly payments of \$75
- Inspiration** \$500
 Paid in Full
 10 monthly payments of \$50

- Commitment** \$250
 Paid in Full
 5 monthly payments of \$50
 10 monthly payments of \$25

- Spirit** \$150
 Paid in Full
 6 monthly payments of \$25

- Other Amount**
 Single Payment in Full (amount \$ _____)
 _____ monthly payments of \$ _____ totaling \$ _____ (Monthly payments must be \$25 or higher and cannot extend beyond 10 months.)

C 3 easy payment options

Based on the selection I made in Section B, I would like to pay my pledge via:
(Please choose one form of payment. Credit card or voided checks are the only acceptable forms of payment for monthly pledge installments.)

1.

Personal Check — Single Payment in Full

If you are making a full single payment, please make checks payable to **California AIDS Ride**. (please include rider name and r0ider number on all checks)

2.

Checking Account Automatic Monthly Debiting

If you wish to have your pledge debited automatically each month from your checking account, please read the following very carefully, and complete and sign. Please attach a VOIDED blank check to this form (please, no deposit slips).

NOTE: You may only use this option if your monthly payment will be \$25 or more.

IMPORTANT: Your monthly statement(s) will read L.A.G.L.C.S.C. Please read and complete the following. I (we) hereby authorize the Los Angeles Gay & Lesbian Center to initiate debit entries and to initiate, if necessary, credit entries and adjustments for any debit entries in error to my (our) account, upon processing of the form by the pledge office. This authority is to remain in full force and effect until my pledge is fulfilled or until revoked by me (us) in writing. Payments commence immediately upon processing of this form by the Pledge Office. Pledges are tax deductible to the fullest extent of the law.

Signature _____

Date _____

3.

Pledging by Credit Card

Choose One: Visa MasterCard American Express

Account Number _____

Exp. Date _____

Signature _____

IMPORTANT: Your monthly statement(s) will read L.A.G.L.C.S.C. Please read and complete the following. Payments commence immediately upon processing of this form by the Pledge Office. Pledges are tax deductible to the fullest extent of the law. Pledges are non-refundable.

I have read and understand the above

Signature _____

Date _____

Thank You!



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?

Since the first Ride in California in 1994, there have been a total of six California AIDS Rides. Together they have raised more than \$45 million, and approximately 62% of every dollar has gone back to AIDS services. In 1999, California AIDS Ride 6 raised \$11.1 million and returned approximately 63% of donor dollars back to AIDS services. 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. Please call your local beneficiary for further information.

Where does the rest of the money go?

For California AIDS Ride® 6, approximately 21% of every dollar went into event awareness marketing and administrative expenses (including staff salaries), and the other 16% went 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. California AIDS Ride's historic average of 62% 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.

TANQUERAY CONTINUES TO TAKE PRIDE IN BEING A PART OF THE BOLDEST STEP EVER TAKEN AGAINST HIV AND AIDS. SINCE THE BEGINNING, IT HAS BEEN OUR PRIVILEGE TO HELP SO MANY PEOPLE TOUCH SO MANY LIVES.

YOU ARE ABOUT TO JOIN THE HUNDREDS OF RIDERS, CREW MEMBERS, VOLUNTEERS AND DONORS WHO COLLECTIVELY MAKE REAL THE POWER OF POSSIBILITY.

THANKS, AND WELCOME. WE'RE STILL RIGHT BEHIND YOU.

THE HOUSE OF TANQUERAY