

California AIDS Ride 7

Los Angeles PLEDGE

Rider/Crew No. **5771**

Jonathan Fish

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.

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!

Honorar 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 check 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 rider 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 understood the above

Signature _____ Date _____



Also sponsored by:



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 even 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 one, 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 logistic 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 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.

TANQUERY 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.

T H E H O U S E O F T A N Q U E R A Y

Pledge Form Reminders

Just some important reminders (all of which are also on the form):

- No cash pledges
- Do not mail the form to me, mail it to
California AIDS Ride 7
135 S. LaSalle
Dept. 3949
Chicago, IL 60674-3949
- Include your address on the form to receive your tax receipt
- If you are paying by check, please include rider name (Jonathan Fish) and rider number (5771) on your check
- If you are paying by credit card, you must include your phone number
- If you are having your pledge automatically deducted from your checking account, you must include a voided check when you send in your pledge form.
- Pledges are immediately utilized by the beneficiary

Printing Suggestions

This form may be difficult to print, depending on your printer, your computer, and all sorts of variables I can't control. If you have troubles printing, or the form looks really bad, please email me at jfish@triplestudio and I'll try to improve the form or I'll send one via regular mail (gasp!).

When I try to print, I get the message "The margins of section x are set outside the printable area of the page. Do you want to continue?"

Choose yes, it should work.