

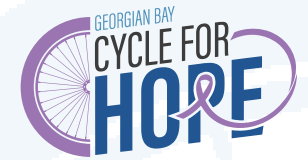
Pedal With Purpose

EVERYTHING YOU NEED TO FUNDRAISE FOR CYCLE FOR HOPE



FUNDRAISING TOOLKIT

Your Story Matters



Engage potential donors to your ride by bringing yourself into it

MAKE IT PERSONAL

A big part of raising funds is keeping it personal. Here are few things to keep in mind as you approach your family, friends, and other contacts to support your ride:



Talk about how you or someone you are close to has been impacted by cancer.



Customize your Personal or Team Fundraising Page with pictures and stories.



Note if you have participated before and explain why you took part and why the event is important to you.

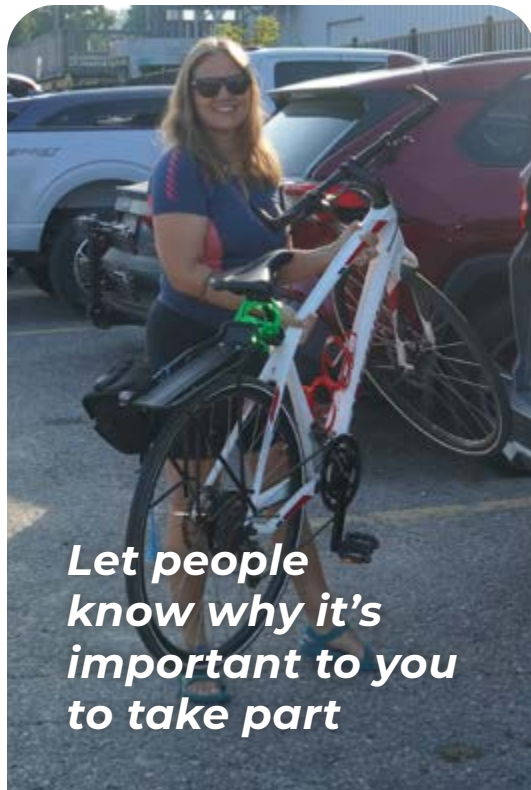


Try to reach potential supporters at different points in time and use a combination of phone calls and emails.



If affiliated with the GBCSC in any way, mention how.

Why You're Participating



Let people know why it's important to you to take part

YOUR RIDE—YOUR IMPACT

Talk about your goals and inspiration. Let everyone know what you want to achieve this year.



Why are you taking part this year in the event?



Why the cause is personally important to you?



Why the GBCSC needs this support today?



If riding for someone fighting cancer, or in memory of someone, talk about them and their story.



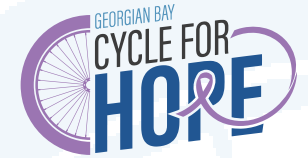
How much are you hoping to raise? Talk about how you want to increase your goal from previous years if you've taken part, or explain what your funds will do (see pg. 5).



Explain how you want to challenge yourself this year by taking on a longer route this year.



Learn From the Best



HOW OUR MOST SUCCESSFUL FUNDRAISERS DO IT

One of our top fundraisers is Sean Ouellet. Annually, he raises **over \$10,000** for the GBCSC. During the lead up to event day, he sends out a series of emails. As suggested in this support document, he makes communications as personal as he can.



After you Register - Let people know you've signed up, why you're taking part, and invite them to support your ride.



Share Your Progress - Provide an update on how you've been preparing and getting ready for the ride.



Final Push - Share where you're at in regards to your fundraising goal and preparation and remind people there's still time to support before the big day.

SAMPLE MESSAGE

Subject:

Recipient,

I'll be participating in Cycle for Hope on August 15th again this year, and will be doing the (Route & Length)

I am asking for your support in this cycling fundraiser. In the past, our team raised (dollar amount). Actually, you all raised this. We just did the cycling part.

Some of you are clients, some friends, some relatives. Each of you have your cancer story. It affect us all. I'm hoping you will help our team reach & surpass its goals.

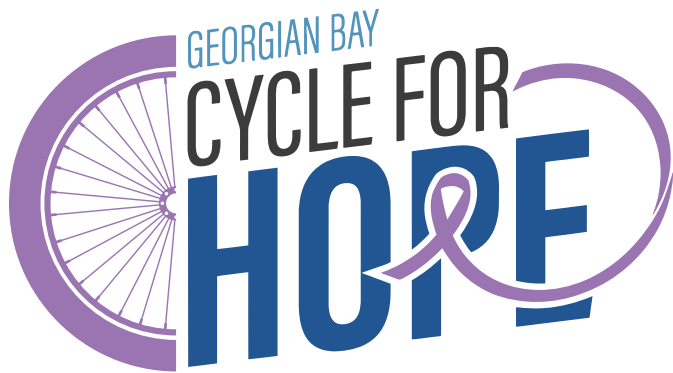
I am committed to raising (dollar amount) this year, and I've got a long way to go.

Thank you in advance for your support.

Just click on the link below and it will take you to my personal page where you can sponsor me.

Thank you in advance for your generosity.

*That's how Sean does it. Now it's your turn.
Tell everyone your fundraising story.*



AUGUST 15, 2026

Penetanguishene Ride

Rotary Champlain Wendat Park,
Penetanguishene

Collingwood Ride

Collingwood Curling Club

LINKS



<https://gbcycleforhope.ca/>



[/GeorgianBayCycleforHope](https://www.facebook.com/GeorgianBayCycleforHope)



[@gbcycleforhope](https://www.instagram.com/gbcycleforhope)

If you're experiencing difficulties with the Participant Page, contact cycle@gbcancersupportcentre.ca



**FUNDRAISING
GOAL VALUES**

\$150

New Wig & Styling

\$300

Soup for the Soul and Educational Program

\$800

Family Camp Programming for a Family

\$1000

Physical Fitness Classes for a Month

\$2000

Financial Assistance for Treatment & Travel

\$3500

Support Group for a Year

