



2022 PMC Kids Rides Fact Sheet

The Program:

PMC Kids Rides are mini bike-a-thons that involve children ages 2 to 15 in the PMC mission by providing them the opportunity to fight cancer just like adults. From a short obstacle course for tricycles to a 10-mile trek, the PMC Kids Rides vary in terrain and mileage to engage and challenge young cyclists of all skill levels. This year, the Pan-Mass Challenge (PMC) will host 18-20 PMC Kids Rides for 2,500 young cyclists to raise critical funds, with 100% of every rider-raised dollar directly supporting cancer research and patient care at Dana-Farber Cancer Institute.

In 2020 and 2021, the program was held virtually. Last year, the PMC Kids Ride for Pedal Partners fundraised in honor of children being treated at Dana-Farber’s Jimmy Fund Clinic, contributing to the PMC’s record-breaking \$64 million gift to Dana-Farber. In 2022, the PMC has a fundraising goal of \$66 million, which the PMC Kids Rides Program will contribute to. To date, the PMC Kids Rides program has raised more than **\$10 million** for the PMC. The PMC Kids Rides program is presented by Yawkey Foundations; program sponsors include Yasso, 105.7 WROR, and Landry’s Bicycles. The PMC is presented by the Red Sox® Foundation and M&T Bank.

For more information about the PMC Kids Rides program, please visit www.kids.pmc.org or contact Justine Darmanian at 781-343-4012 or justine@pmc.org.

The Mission:

PMC Kids Rides draw young cyclists into the organization’s mission: raising money for adult and pediatric patient care and cancer research at Dana-Farber Cancer Institute. In addition to promoting athletic fitness and physical activity, the program engages youth in philanthropy and teaches them the value of working for the benefit of others. These rides help kids bring the PMC, and its values, to the next generation.

The History:

The original PMC Kids Ride sprouted as a grassroots effort in 1998 when 13 children rode around their Medfield neighborhood 25 times and raised \$1,600. The current PMC Kids Rides program began in 2005 and, throughout the past 16 years, PMC Kids Rides have been held throughout New England as parents and children invite neighbors with tricycles, training wheels and two-wheelers to get involved.

The Fundraising:

Children have a \$20 registration fee, a fundraising commitment of \$40 and are asked to raise money by requesting contributions from family members, friends, and neighbors. Each rider who raises \$450 or more will be honored as a PMC Kids Heavy Hitter, and riders who raise over \$950 will be honored as a PMC Kids Breakaway Fundraiser. Both PMC Kids Heavy Hitters and Breakaway Fundraisers are recognized with a special PMC item and certificate to distinguish their achievement.

Growth:

<u>Year</u>	<u>Number of Rides</u>	<u>Riders</u>	<u>Volunteers</u>	<u>Contribution</u>	<u>Parental Support</u>
1998	1			\$1,600	
2005-2011	178	28,321	6,002	\$3,911,818	8,800
2012-2021	286	35,431	14,300	\$6,977,943	31,300
TOTAL	465	63,752	20,602	\$10,891,361	40,100