



2023 PMC Kids Rides Fact Sheet

The Program:

In 2022, 15 PMC Kids Rides attracted over 1,000 young cyclists and 450 volunteers to raise more than \$325,000 as part of the Pan-Mass Challenge's (PMC) record-breaking \$69 million gift to Dana-Farber Cancer Institute. The PMC is Dana-Farber's single largest contributor, accounting for more than 60 percent of its Jimmy Fund's annual revenue. In 2023, the PMC will host 18-20 PMC Kids Rides for 2,500 young cyclists to raise critical funds in support of the PMC's \$70 million fundraising goal for Dana-Farber, 100 percent of which will directly support cancer research at the Institute.

The PMC Kids Rides program is a spoke in the wheel of the PMC's yearly fundraising campaign, featuring mini bike-a-thons throughout southern New England 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. The PMC Kids Rides program is presented by Yawkey Foundation; program sponsors include Yasso, 105.7 WROR, and Landry's Bicycles. The PMC is co-presented by the Red Sox® Foundation and M&T Bank.

For more information about the PMC Kids Rides program, please visit 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 17 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
2012-2022	302	36,431	14,750	\$7,303,943	33,300
TOTAL	481	64,752	20,752	\$11,217,361	42,100