



## 2024 PMC Kids Rides Fact Sheet

### The Program:

In 2023, 19 PMC Kids Rides attracted 1,400 young cyclists and 563 volunteers to raise more than \$400,000 as part of the Pan-Mass Challenge's (PMC) record-breaking \$72 million gift to Dana-Farber Cancer Institute. In 2024, the PMC is celebrating the 20<sup>th</sup> anniversary of the PMC Kids Rides program and will host 20-22 rides for 1,900 young cyclists to raise critical funds for Dana-Farber, with 100 percent of rider-raised dollars contributing to the PMC's annual gift. The PMC, which is Dana-Farber's largest single contributor, accounting for 62 percent of its Jimmy Fund's annual revenue, has raised \$972 million since 1980. In 2024, the organization is positioned to cross a monumental \$1 billion in lifetime fundraising for 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 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.

### 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 19 years, PMC Kids Rides have been held throughout New England.

### 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 \$500 or more will be honored as a PMC Kids Heavy Hitter, and riders who raise over \$1,000 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
2012-2023	321	37,831	15,313	\$7,707,809	35,400
<b>TOTAL</b>	<b>500</b>	<b>66,152</b>	<b>21,315</b>	<b>\$11,621,227</b>	<b>44,200</b>

For more information about the PMC Kids Rides program, please visit [kids.pmc.org](https://kids.pmc.org) or contact Justine Darmanian at 781-343-4012 or [justine@pmc.org](mailto:justine@pmc.org).