



2020 PMC Kids Rides Fact Sheet

The Program:

In 2019, 25 PMC Kids Rides attracted over 4,700 young cyclists and 1,500 volunteers. The program raised more than \$1 million as part of the Pan-Mass Challenge's (PMC) record-breaking \$63 million gift to the Dana-Farber Cancer Institute. This year, the PMC will host 30 PMC Kids Rides for 5,000 young cyclists to raise \$1.2 million as part of the organization's \$65 million fundraising goal, with 100% of every rider-raised dollar directly supporting cancer research and patient care at Dana-Farber Cancer Institute.

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. Some have music, games and food; others have silent auctions, character appearances and face-painting. 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 and its Game On! Foundation, 105.7 WROR, Stop & Shop, '47 and Landry's Bicycles.

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 14 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 fundraising commitment of \$35 and are asked to raise money by requesting contributions from family members, friends, and neighbors. Each rider who raises \$350 or more will be honored as a PMC Kids Heavy Hitter, and riders who raise over \$900 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 | |
| 2005-2008 | 79 | 12,482 | | \$1,599,553 | |
| 2009-2011 | 99 | 15,839 | 6,002 | \$2,323,265 | 8,800 |
| 2012-2014 | 99 | 12,845 | 6,400 | \$2,237,206 | 11,500 |
| 2015-2019 | 157 | 21,650 | 8,200 | \$4,229,828 | 19,800 |
| TOTAL | 435 | 62,816 | 20,602 | \$10,391,452 | 40,100 |