



## 2018 PMC Kids Rides Fact Sheet

### The Program:

In 2017, more than 35 PMC Kids Rides attracted over 4,250 young cyclists and 1,500 volunteers. The program raised more than \$850,000 as part of the Pan-Mass Challenge's (PMC) record-breaking \$51 million gift to 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 26-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 **\$8 million** for the PMC. The PMC Kids Rides program is presented by Yawkey Foundations. Program sponsors include, New Balance, Yasso and its Game On! Foundation, 105.7 WROR, Stop & Shop, '47 and Landry's Bicycles. For more information about the PMC Kids Ride program, please visit [www.kids.pmc.org](http://www.kids.pmc.org) or contact Justine Darmanian at 781-343-4012 or [justine@pmc.org](mailto:justine@pmc.org).

### The Mission:

As a spoke in the PMC wheel, 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 will 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 official PMC Kids Rides program began in 2005 and throughout the past 13 years, PMC Kids Rides have continued to form throughout New England and beyond as parents and children invite neighbors with tricycles, training wheels and two-wheelers to get involved.

### The Fundraising:

Children have a fundraising commitment of \$30 and are asked to raise money by requesting contributions from family members, friends, and neighbors. A registration fee of \$10 or more is collected from each participant. Each rider who raises \$300 or more will be honored as a PMC Kids Heavy Hitter, and riders who raise over \$800 will be honored as a PMC Kids Breakaway Fundraiser. Both PMC Kids Heavy Hitters and Breakaway Fundraisers will be 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	13	1,611		\$138,098	
2006	17	2,519		\$268,349	
2007	23	3,499		\$465,106	
2008	26	4,853		\$728,000	
2009	31	5,438	1,972	\$677,000	
2010	35	5,301	2,030	\$837,000	4,500
2011	33	5,100	2,000	\$809,265	4,300
2012	33	4,475	2,300	\$829,000	4,000
2013	37	4,670	2,300	\$778,206	4,000
2014	29	3,700	1,800	\$630,000	3,500
2015	34	4,300	1,900	\$731,797	4,000
2016	30	4,100	1,500	\$723,689	3,800
2017	35	4,500	1,800	\$820,000	4,000
2018	<b>GOAL</b> 38	4,500	1,800	\$920,000	4,000