



2021 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. 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.

On Sunday, September 19, 2021, the PMC Kids Rides program will get on their bikes at their homes to ride and fundraise in honor of the kids being treated at Dana-Farber Cancer Institute's Jimmy Fund Clinic that participate in the PMC Pedal Partner Program, presented by MFS Investment Management. The program is Reimagining "Kids Helping Kids" as part of the PMC Kids Ride for Pedal Partners and will contribute to the PMC's \$56 million fundraising goal for 2021, 100% of which will directly support lifesaving cancer research and treatment at Dana-Farber. A generous donor is matching all PMC Kids Rides donations this year, up to \$800,000.

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. 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 15 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:

This year, children have a rider registration fee of \$10 and a fundraising commitment of \$40, due October 31. 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. Children can register online at kids.pmc.org.

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
2012-2020	286	35,095	14,300	\$6,642,034	31,300
TOTAL	465	63,416	20,602	\$10,566,452	40,100