

An Important Note to Donors

The AIDS Rides® make no guarantee about what percentage of donations will remain for AIDS services. This depends entirely on how many individuals ride, and on how much money they raise. The more raised, the greater the percentage that will remain for services.

How much money has gone back to AIDS services?

Since the first Ride in California in 1994, there have been a total of six California AIDS Rides. Together they have raised more than \$45 million, and approximately 62% of every dollar has gone back to AIDS services. In 1999, California AIDS Ride 6 raised \$11.1 million and returned approximately 63% of donor dollars back to AIDS services. The AIDS Rides have delivered more money, more quickly back to AIDS charities than any single known AIDS fundraising event operation in history. And this is what AIDS charities need. Money. As quickly as they can get it. Please call your local beneficiary for further information.

Where does the rest of the money go?

For California AIDS Ride® 6, approximately 21% of every dollar went into event awareness marketing and administrative expenses (including staff salaries), and the other 16% went toward

rider safety and support — meals, showers, safety signage, tents, and everything it takes to move your friends and loved ones, and thousands of other people, safely from town to town each day. Safety is priority one with the AIDS Ride.

What is the standard for return on donations?

Different organizations say different things, and it always depends on the nature of the fundraising appeal. Standards are different for a special event like the AIDS Ride than they are for a solicitation you might get in the mail. As a person who gives to charity, you should do all you can to understand the complexities of charitable fundraising. One of the leading professional fundraising trade organizations, the National Society of Fundraising Executives, states that a minimum of 50% of every dollar from events should go back to charity. California AIDS Ride's historic average of 62% falls well above that guideline. The AIDS Ride is extremely different from most fundraising events. In addition to fundraising, it is an awareness-raising and empowering event. For many people, the Ride is a life-changing experience. Providing the setting for that kind of experience requires very complicated logistics and mobilization operations. The AIDS Ride

is truly a new model in a class by itself. This makes it even more remarkable that the Rides DO fall within the accepted cost standards for other, less complicated events.

Do the organizers try to get things donated?

Constantly. We have full-time staff working on nothing but bringing in corporate donations to help defray costs. Companies like Tanqueray, who donate nearly \$1 million annually in cash to defray costs, continue to come on board to help us send even more dollars back to AIDS services.

An important note...

The AIDS Ride has many intangible benefits you can be proud of — like the advertising that helps increase awareness about AIDS; like the way the Ride gives hope to HIV positive riders; like the way the the AIDS riders get people talking about AIDS as they go out and seek donations; like the children that line the streets to cheer on the riders and get a first-hand experience of heroism; or like the way the Ride teaches people that we can work together to solve our problems. These are the things that make the Ride so remarkably magical. These are important reasons to give as well. And these are things you can count on the AIDS Ride delivering.

TANQUERAY CONTINUES TO TAKE PRIDE IN BEING A PART OF THE BOLDEST STEP EVER TAKEN AGAINST HIV AND AIDS. SINCE THE BEGINNING, IT HAS BEEN OUR PRIVILEGE TO HELP SO MANY PEOPLE TOUCH SO MANY LIVES.

YOU ARE ABOUT TO JOIN THE HUNDREDS OF RIDERS, CREW MEMBERS, VOLUNTEERS AND DONORS WHO COLLECTIVELY MAKE REAL THE POWER OF POSSIBILITY.

THANKS, AND WELCOME. WE'RE STILL RIGHT BEHIND YOU.

THE HOUSE OF TANQUERAY