

FUNDRAISING GUIDE

Everything you need to know to reach your fundraising goals.



WELCOME TO THE RIDE

Thank you for being a part of a community of thousands in Canada's largest and most impactful cycling fundraiser. We Ride for brighter tomorrows and raise funds for life-saving cancer research at Princess Margaret Cancer Centre.

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Like any other guidebook, just scan for topics and tips you need or are interested in.

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RIDE 2025 ORIENTATION VIDEO

[Click to watch the video](#)

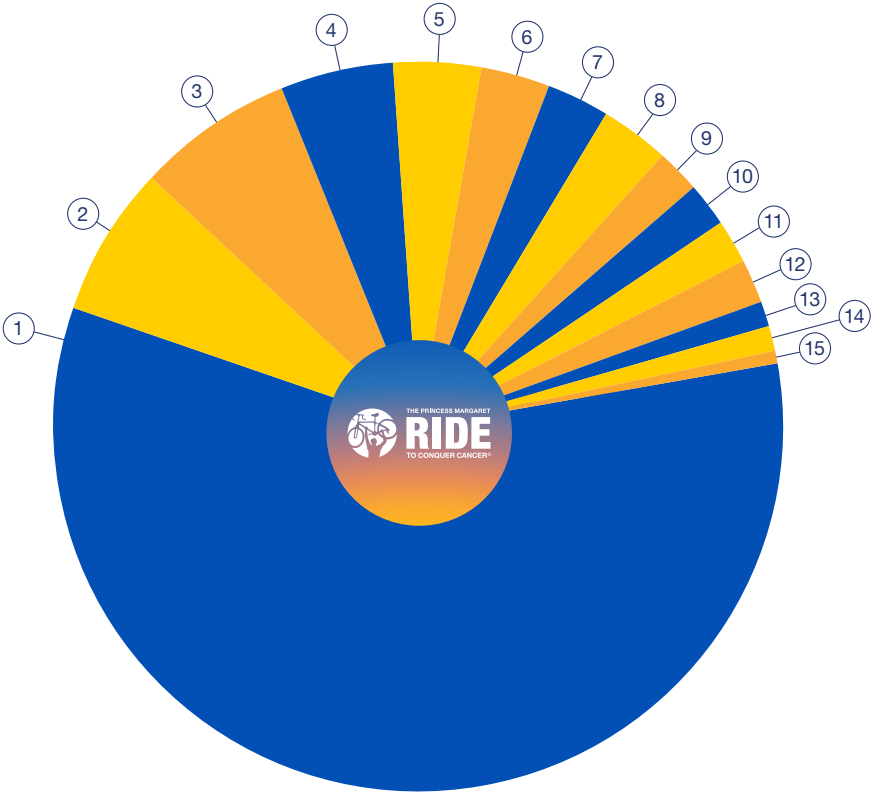


THE RIDE'S IMPACT: \$20.6M RAISED IN 2024

In 2024, almost 5000 Riders, plus donors, sponsors and volunteers rallied together to contribute \$20.6 million towards cancer research, bringing our grand total to \$300 million since inception. Funds raised during the Ride directly benefit The Princess Margaret's mission to create a world free from the fear of cancer.

All funds raised from these 137,259 donations to the Ride directly benefit The Princess Margaret's mission to create a world free from the fear of cancer.

Please see below for a breakdown of where the funds raised are allocated. By focusing on the Cancer Centre's highest priorities, we can make the largest impact exactly where it is needed most.



1
\$11.24M
Highest Priorities

2
\$1.36M
Breast

3
\$1.32M
Prostate & Genitourinary

4
\$959,793
Gastrointestinal

5
\$676,966
Blood & Hematology

6
\$645,880
Brain & Central Nervous System

7
\$626,468
Pediatric

8
\$523,441
Head and Neck

9
\$405,725
Lung

10
\$399,578
Gynecology

11
\$316,573
Supportive Care

12
\$290,646
Skin

13
\$226,032
Sarcoma

14
\$148,705
Endocrine

15
\$64,209
Radiation

GETTING STARTED

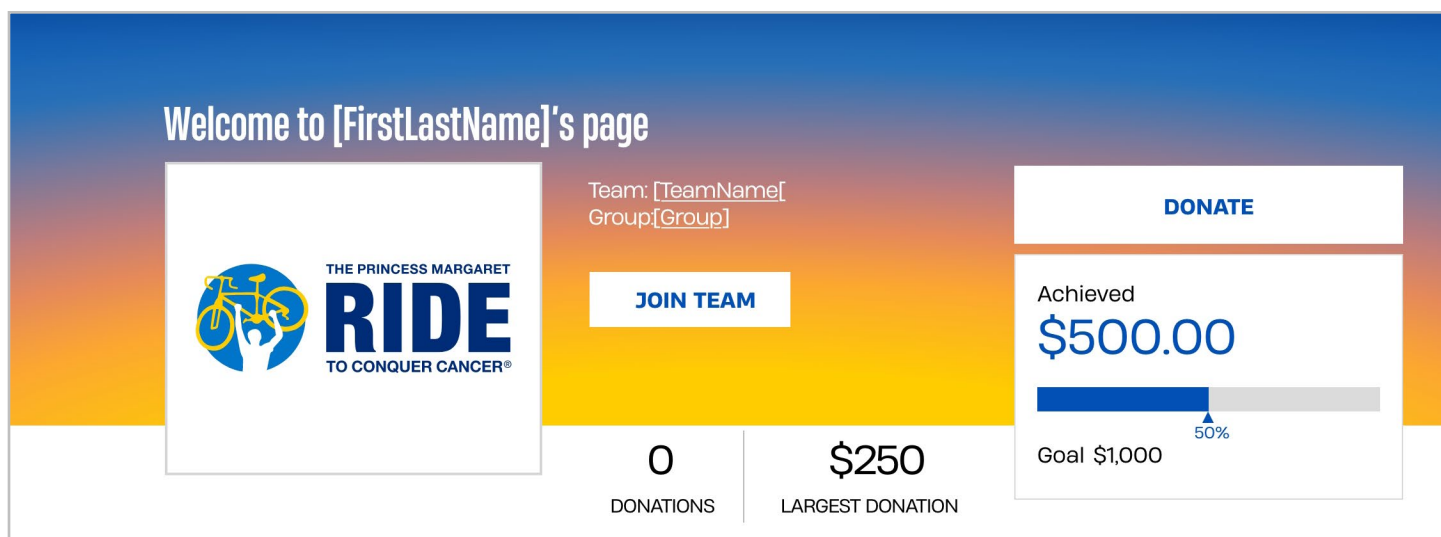
Fundraising can often feel awkward, uncomfortable, and even a little intimidating – but we wanted to remind you that our Ride Team is here to help.

How to Start Fundraising:

1. Login and customize your Participant Page. See more details below.
2. Identify who in your network might like to donate and upload your contact list. We'll show you how on page 6.
3. Personalize your fundraising request messages. Find some handy tips on page 6 and 7.
4. Thank your donors for their generosity and support.
5. Boost your fundraising with some other fun ideas. We've added a few suggestions on page 8.

ABOUT YOUR PARTICIPANT PAGE

Your Participant Page is the foundation of your campaign. It's where potential donors go for more information about your Ride, including why they should support you, and is where they donate.



How to Customize Your Participant Page:

1. Edit Your Bio to Share Your Story

Are you Riding in memory of a loved one? For someone special who is currently a cancer patient? Don't just tell people that you're participating in the Ride, tell them why you're committed to raising funds for life-saving cancer research.

2. Upload Photos

Add photos and memories to your page that complement your bio. The more you share, the more people will care and give. Make it personal.

3. Set an Ambitious Goal

We'll add in your minimum for you, but you can increase it manually. You can change your goal amount at any time. And if (when) you surpass it, you can set a new one.

4. Share Your Training Progress

Consider connecting Strava to your Participant Page and show your network how hard you've been training for your Ride – learn how [here](#).

IDENTIFY YOUR NETWORK

Figuring out who to ask for donations can be overwhelming, but remember, your network is bigger than you think!

We recommend writing a list of potential donors using the following categories. Try to list four names under each section, and before you know it, you'll see just how big your network is.

- Family/relatives
- Friends
- People you work with
- People you used to work with
- Neighbours
- Small local businesses (e.g., your favourite restaurant, barber, nail salon, etc.)
- Your personal caregivers (e.g., doctor, dentist, physiotherapist, etc.)
- Your company (bonus: a lot of companies have donation-matching programs!)

MAKE THE ASK SIMPLE

At first, asking for donations may feel intimidating. That's why we've broken it down for you in a step-by-step guide below. But remember, it's your ask. It shouldn't be formal or rehearsed – make it sound genuine, natural, and heartfelt. For it to work, it must be in your own voice, especially when you're asking loved ones and people closest to you.

Pro tip: Kick off your fundraising with a self-pledge to show prospective donors how committed you are to the cause.

Use the 4+1 Method to Create Your Ask

1. Outline the need you're trying to address.
2. Share why it's important to you.
3. Include the actions you're taking to create positive change.
4. Ask for a donation and be direct.
- +1. Thank them for listening, open the floor or communication up for questions and stop talking.



Here's an Example:

Part 1

Hi Joe,

Did you know that cancer is the leading cause of death in Canada? 2 in 5 Canadians will be diagnosed in their lifetime – that's shocking.

Part 2

It really hits home, since my dad lost his battle with cancer several years ago. And I still miss him every day.

Part 3

That's why I've decided to join the Ride, to honour my dad.

I'm cycling from Toronto to Niagara Falls – that's over 200 km! I'll be getting ready by training and eating right, but I've also committed to raising at least \$2,500. 100% of what I raise will support the life-saving cancer research underway at The Princess Margaret.

Part 4

Will you help by donating to my campaign?

+1

If you're asking in person, this is where you thank them, ask if they have any questions, then stop talking to start listening.

If you're asking in writing, just end your note with a sincere thanks and invite them to share any questions they may have.

TRACK AND THANK YOUR DONORS

Once the donations start rolling in, it's important to thank people for their support. Your Participant Page is a great resource for keeping track of who you've communicated with, who's opened your emails, and who's donated.

How to Thank Donors:

- Create a thank-you note from the 'Donations' tab of your Fundraising Dashboard.
- Post your thanks publicly on social media, or send a DM
- Text or call them to thank them directly
- Send an email using the handy templates included on your Fundraising Dashboard
- Send a handwritten thank-you card, this is always a nice touch



BOOST YOUR FUNDRAISING

In addition to asking for donations, there are lots of other fun and imaginative ways to engage people and get even more support for your campaign. Here are some quick ideas:



Ask for donations in lieu of birthday or holiday gifts.



Organize fun events, like parties, sports tournaments, garage sales and more, and let people know all proceeds go to your Ride fundraising.



Share 'Why You Ride' on social media and encourage your followers to donate.



Reach out to businesses you frequent to see if they'll sponsor you.



Ask your employer if they have a corporate donation-matching program.



Set up a donation through a Donor Advised Fund.



Donate to your own Ride automatically every month, or ask someone to consider a monthly donation through Monthly Giving.



We also accept gifts of stock, so if cash isn't an option, ask people to consider donating their stock options.



Reach out to your contacts south of the border – we accept USD, and they'll get a USD tax receipt.



FUNDRAISING DO'S

Use the Ride Tools to:

- Access your Profile and Donation Pages.
- Get instant updates to your fundraising total with direct donations.
- Donors receive tax receipts, and you can get their contact information to send them personal thank-you notes.

Start Fundraising ASAP:

- Begin as soon as you register.
- Early campaigns build momentum and lead to greater success.

Ask for Donations Multiple Times:

Not everyone will remember your initial request.

Key times to ask:

- When you register.
- When you start training.
- Upon reaching training milestones.
- On significant dates for you or the person you're riding for.
- Before the fundraising minimum deadline.

Guide Donors on Cheques:

- Cheques should be made out to The Princess Margaret Ride to Conquer Cancer.
- Include your name and participant ID number on all cheques.
- If a cheque is made out to you, endorse and sign it over to The Princess Margaret Ride to Conquer Cancer.
- Each donation must include a completed [Individual](#) or [Team](#) Offline Donation Form with your participant ID number.
- Mail both items to the following address:

*The Princess Margaret Cancer Foundation Mail
P.O. Box 247, Stn A
Etobicoke, ON
M9C 4V3*

FUNDRAISING DON'TS

- Don't wait until Ride weekend to ask for donations.
- Don't mail cash; instead, write a cheque for the donation amount and send it with a completed Offline Donation Form, ensuring you enter the donor's information.
- Avoid a "one and done" approach; voice your efforts frequently.
- Don't use third-party donation platforms like GoFundMe or Network for Good due to fees and delays that can prevent proper donor information and tax receipts.
- Don't bring cheques to the Ride, as they cannot be accepted or processed at the event.



MEET THE AMBASSADOR PROGRAM

We have four Ambassador levels to celebrate Riders who go above and beyond in fundraising and recruiting new Riders. All Ambassadors will receive a special badge and more swag in their Ride Kit to highlight their commitment to the cause.



Platinum

\$20,000 raised personally or Team Captains who recruit 20+ Riders who raise at least the minimum.

Gold

\$12,500 raised personally or Team Captains who recruit 12+ Riders who raise at least the minimum.

Silver

\$7,500 raised personally or Team Captains who recruit 8+ Riders who raise at least the minimum.

Bronze

\$5,000 raised personally or Team Captains who recruit 5+ Riders who raise at least the minimum.



FAST FACTS TO USE

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.

1

2 in 5 Canadians will be diagnosed with cancer in their lifetime.

3

Cancer is the #1 cause of death in Canada.

2

By the time the day is through, another 231 Canadians will die of cancer.

4

Today, the average cancer survival rate is 64%, which jumped from 25% in 1940.

The Princess Margaret

- is one of the world's leading cancer research and treatment centres
- treats over 200 types of cancer, including many of Canada's most complex and rare cases
- is Canada's largest and most comprehensive cancer rehab program
- made numerous world-first discoveries, like our recent development of a blood test (liquid biopsy) for early detection of cancer and its location in the body
- has 20.4% of patients in clinical trials, a rate that is far above national averages in Canada, the U.S. and UK



MORE RESOURCES AT YOUR FINGERTIPS

Click the links below to check out our other guidebooks:

[Ride 101 Guide](#)

[Team Captains' Guide](#)



Remember, the Ride Team is always here to help!

Visit our [FAQ page](#) to find answers or contact us directly and we'll respond as soon as we can.

Email: rideguides@thepmcf.ca | **Phone:** 1-877-699-BIKE [2453]

