

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?

Nearly \$62 million* from all Rides — a record. 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. Since the first Ride in California in 1994, twenty-two AIDS Rides have been completed and \$112 million* gross has been raised through June, 1999. On average, approximately 55% of every donor dollar, or a total of nearly \$62 million* has remained for AIDS services. Please note that the specific percentage for your city may be different — please call your local Ride Office for further information.

Where does the rest of the money go?

On average, about 25% of every dollar goes into administrative expenses (a good portion of which help promote AIDS awareness) and approximately another 18% goes 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. Don't accept any one number as a norm. The amount is as important as the percentage. For instance, an event that returns 70% of your dollar back to charity may look better than one that sends 60% back. But what if the event that returns 70% raised \$100,000, while the event that returns 60% raised \$5 million? The 60% event returned a lot more money to the cause. One of the leading professional fundraising trade organizations, the National Society of Fundraising Executives, states that 50% of every dollar from events should go back to charity. The AIDS Ride's historic average of 55% falls well above that guideline.

The AIDS Ride is extremely different from most fundraising events. In addition to fundraising, it is an awareness and empowerment 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, and one for which no real standards exist. 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. 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 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.

*Includes revenue through June, 1999.

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