

**MOVE WORK ASIDE.
MOVE FOR A CURE.**



FUNDRAISING TOOLKIT

Welcome to the **2023 Sun Life Ride to Defeat Diabetes for JDRF!**

The Ride is Canada's premier stationary bike cycling event bringing together teams from across corporate Canada to challenge themselves, build camaraderie, partake in friendly competition and work towards the goal of ending type 1 diabetes (T1D).

We are excited for participants to join JDRF this October to move work aside and move for a cure!

HOW IS THIS YEAR'S RIDE DIFFERENT?

This year, there are two ways to participate in the Ride! Depending on where you live, you can:

Join us in Montreal on October 5, in Toronto on October 12, or in Calgary on October 19 for our in-person Ride events and move for a cure with your colleagues.

OR

Ride Your Way this October and join the Ride anytime, anywhere and in any way that fits your schedule.



AS A RIDE PARTICIPANT YOU CAN EXPECT:

- To step away from your workday and get active! Challenge your colleagues and enjoy a little friendly competition.
- To participate in an energetic and fun team building event.
- Exciting contests for a chance to win incredible prizes.
- The ultimate reward of helping to create a world without T1D.



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WHY DOES JDRF NEED YOUR HELP?



Approximately 300,000
Canadians are living
with T1D



In Canada, the rate
of T1D is growing at
4.4% annually



Today 1-in-21 families are
impacted by T1D;
in 2040, it could
be 1-in-16



Research works: in the
last 50 years of progress,
25 years have been
added to the lifespan of a
person living with T1D and
receiving the latest care

MEET SARA, JDRF RIDE AMBASSADOR:

My daughter Georgia was diagnosed with T1D 2 years ago, just after she turned 4. Since that day, I (with the help of a pump) have been her outsourced pancreas! It is not well understood just how constant and involved it is to be the caretaker of a T1D child. That's why I am participating in my 3rd Ride, to make our dream of life without T1D a reality. The Ride offers my family a connection to an amazing community of advocates, volunteers, and families like ours. Sometimes this disease can feel very isolating but coming together at such an energetic event fills me with hope and the support I need to keep fighting for the cure!



JDRF'S IMPACT

JDRF is the largest non-profit organization in the world that is exclusively focused on T1D. We work tirelessly to accelerate breakthroughs to cure T1D and improve the lives of those living with the disease. Since 1970, JDRF has funded in whole or in part, every major scientific breakthrough in T1D research.

WHERE YOUR DOLLARS GO

JDRF has a bold plan for the future of T1D research in Canada and around the world. As better treatments unfold and the prospect of curing this disease rests on the horizon, we remain committed to directing more resources to launch and sustain innovative research and clinical trials from coast-to-coast.

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OUR RESEARCH GOALS

Curing T1D

Eradicate T1D by restoring the body's ability to make insulin and stopping T1D before it occurs.

Improving Lives

Keep people living with T1D as healthy as possible until a cure is found by advancing new T1D resources, technologies and therapies.

By the Numbers

Our funding is advancing scientific breakthroughs and improving lives right now by:

- **22** countries with active research grants
- **70+** clinical trials supported in Canada and around the globe
- **375+** active research grants globally

WAYS TO FUNDRAISE

What do the most successful Ride fundraisers have in common? They ask as many people as possible for support and share a personal story connecting their donors to the reason that they participate!

Did you know that when you register for the Ride, you automatically have access to your own personal Participant Centre? Using this amazing tool is a key step in achieving fundraising success!

Log in today and complete JDRF's four suggested steps to maximize your fundraising efforts this year.

STEP 1: PERSONALIZE YOUR FUNDRAISING PAGE

When personalizing your page and sharing your story, consider the following questions:

- Do you have a personal connection to T1D? Share your story with your audience and inspire their support.
- Why do you participate in the Ride?
- What does it mean to you to support JDRF?
- If you have a personal connection, what would a cure for T1D mean to you?
- What would someone's support mean to you this year?

Once you've perfected your story, don't forget to upload a photo or video, and personalize your fundraising link so you can easily share your fundraising page on social media.

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STEP 2: PERSONALIZE YOUR FUNDRAISING PAGE

Did you know that participants who use email to fundraise raise more money? Send emails to potential donors and teammates and let them know the difference you are making in your community by joining the Ride.

Before sending your fundraising email requests, plan who you will be reaching out to and cast a wide net. Think about including people who have donated to you in the past such as family, friends, colleagues, and others within your network who have expressed an interest in helping the T1D community. No one knows your donors better than you do!

Several sample e-mails are available to use throughout each step of your campaign through the Participant Centre or you can create your own e-mail message using a blank e-mail template.

Track and monitor responses to your asks in the Follow-Up section to stay on track of how your fundraising campaign is doing.

STEP 3: ASKING FOR DONATIONS

Sometimes asking for donations can seem intimidating but the first step to success is to just simply ask! Below are some sample messages that you can use but remember, you can always use some of our pre-populated email templates in the Participant Centre.

Sample Messages to Share in Your Fundraising Requests

- The money we raise for JDRF will change the lives of millions of people living with type 1 diabetes (T1D) around the world.
- Did you know that from the moment of diagnosis, a person with type 1 diabetes requires insulin to stay alive - but insulin is only a treatment, not a cure. Your support will accelerate research into finding that cure.
- I am inviting you to support me as I take part in this year's Sun Life Ride to Defeat Diabetes for JDRF. Help me to support the T1D community and fund research that will help us move beyond insulin and accelerate towards cures.
- I understand that this is a financially difficult time for many and truly appreciate any donation toward my Ride fundraising goal this year. But remember, there are other ways you can still support me, without giving a monetary donation.
 - Help me share my story on social networks like LinkedIn
 - Join the Ride and begin your own fundraising campaign
 - Encourage your colleagues or workplace to join the Ride and this fall, let's move work aside and move for a cure.

It's not over till it's over! Did you know that up to 20% of donations come in after an event has ended, so make sure you let your supporters know how your Ride went and give them one last chance to help you make a difference.

STEP 4: SAY THANK YOU

Nothing is more important than saying thank you. Whether you give your donors a shout out on social media or send a handwritten note in the mail, always take the time to thank those who have supported you. Remember, you can keep track of your donors from your Participant Centre.

So now is the time! Once you've registered to Ride, log in to your Participant Centre and set up your page for fundraising success!

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FUNDRAISING TIPS

We want to ensure that you have all the tips and tools to make reaching your fundraising goal easy! Here are six of our favourite tips for success:

- 1 Donate to Yourself:** Show your supporters how committed you are to your goals by donating to your own fundraising campaign. Your donors are more likely to see how important the cause is to you if they see that you've invested in your own efforts.
- 2 Aim for a Target:** Those who set a goal on their Personal Fundraising Page raise an average of 46% more! Our suggested minimum fundraising level is \$200 per Ride participant so set yourself up for success and pick a goal that you can smash!
- 3 Get Social:** Participants who share their fundraising page on social media can raise up to 65% more funds to support T1D research! Log in to your Participant Centre and learn how to easily share your fundraising page on social. Don't forget to personalize your fundraising page with a photo and story for maximum impact!
- 4 Follow Up, Follow Up, Follow Up:** Studies show it usually takes up to three asks for an interested donor to donate. Whether you are sharing on social media, chatting about your fundraising with friends and colleagues directly, or sending emails, following up is a key step in the fundraising process.
- 5 Don't be Afraid to Think Big:** Be bold and ask for a specific amount from a business or individual. Write a personal email or letter sharing your story and ask for their support. Follow up your request with a phone call and if you're successful in securing a donation, don't forget to send a personalized thank you note.
- 6 Show Your Gratitude:** The most important thing you can do as a fundraiser is say thank you to everyone who supported your efforts. Our Participant Centre offers easy ways to track donors and includes message templates to make saying Thank You a breeze.

FUNDRAISING IN THE WORKPLACE

There are so many great ways to make fundraising about more than just asking someone to donate. Engaging your company in an activity to rally support can really put the fun in fundraising, no matter if you're working remotely, in the office, or both! Let this list be a starting point and let your creativity shine!

Brown Bag Day: Have employees bring a brown bag lunch to work and donate what they would have spent at a restaurant or cafeteria. Have it outdoors, add music, dessert, and drinks – and have a special lunchtime picnic!

CEO Jail: Ask co-workers, clients, and vendors for donations to put the boss in "jail" for a day! Then he/she must raise funds for T1D research to get bailed out. Set a goal and see how much they can raise! It's a fun way to be creative with your CEO's time!

Coffee with the CEO: Encourage this friendly competition by displaying a leaderboard of individual fundraisers in a prominent place in your office and update it weekly. After the Ride, see who your top 3 fundraisers are and treat them to coffee with the CEO!

Company Bake Sale: Host a bake sale for your office, floor, or entire building. Ask employees to donate baked goods and make sure to advertise, advertise, advertise! Great tip—don't price items! Just ask for a donation and tell them it's going to JDRF. Some people might give you \$20 for a cookie— we've seen it happen!

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Day Off Raffle: Ask your employer to raffle a day off! Staff can purchase a ticket for \$5 for a chance to win.

Dress Down Days: Ask your employer if you can host a Dress Down Friday or a Jeans Day in exchange for employee donations. You can monitor this fundraiser by giving participants a stamp on the hand, sticker, or button.

Ice Cream Sundaes: Ask a local grocer to donate some ice cream and fun toppings, and let co-workers make their own special sundaes for a donation. This also works great for root beer floats! Don't forget to put up flyers.

Office Olympics: Ask each department to create an obstacle course/relay race/simple game. Put them all together and you have Office Olympics! Get participants (or teams) to donate as their "entry fee" and you have an afternoon filled with fun! As an added perk, this is a great team building activity!

Parking Space Raffle: Does your CEO have a reserved parking space? If so, ask them to raffle it off for a week, a month, or for the year! Staff can purchase a ticket for \$5 and can buy as many as they wish.

Talent Show: There are bound to be some talented and creative people in your midst. Put out a call to get staff to sign up for a talent show. They could sing, dance, do magic, play an instrument, paint, do stand-up comedy, or pretty much anything else you can think of! Charge a small fee for admission and offer snacks. This could easily be done virtually too if that's what works best for your company!

FUNDRAISING REWARDS

We are so grateful for all that you are doing to raise funds and awareness for T1D. We want to express our gratitude and appreciation by rewarding you when you reach Ride fundraising milestones. We know that you're not in it primarily for the fundraising incentives, but this is a small way we can say thank you.

If you want to help JDRF direct more funds towards research, you can choose to donate your fundraising rewards back to JDRF and receive a tax receipt for your contribution.



Important information about fundraising rewards

- Fundraising rewards are awarded based on individual fundraising efforts. Team fundraising donations do not qualify for fundraising rewards.
- Only ONE fundraising reward per registered participant will be issued.
- To qualify for fundraising rewards, all funds must be received by November 9, 2023.
- Fundraising rewards are distributed via electronic-gift cards and will be sent to participants to the email address provided during registration. Please ensure you register using the email address to which you would like to receive your e-gift card.
- Participants eligible for an e-gift card will have the option to choose from the above retailers and can split their reward between multiple retailers. JDRF reserves the right to substitute rewards of equal or lesser value.

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GO THE EXTRA MILE & JOIN THE ACCELERATORS' CLUB!

Our Accelerators' Club celebrates those individuals who have gone the extra mile for the T1D community by raising over \$1000 to "accelerate" JDRF's mission to find a cure for T1D. It takes passion, dedication, and drive to fundraise, and we are thankful for this incredible group for all they do to help turn type one into type none.

To acknowledge the hard work of the members of the Accelerators' Club, and as a special thank you from JDRF, members will receive:

- Recognition at our JDRF-led events in Montreal, Toronto, and Calgary
- Accelerators' Club Impact Report highlighting the achievements that you have helped make possible for the T1D Community
- An invitation to a JDRF recognition event where you will be able to learn more about the latest achievements in T1D research and what's on the horizon
- An e-gift card starting at \$75*

*E-gift cards will vary in amounts depending on the amount fundraised.

MATCHING GIFTS

Double the impact of your donations. Many employers offer matching gift programs and will match the charitable contributions or volunteer hours made by their employees. Some companies match gifts made by retirees and/or spouses and will give you up to one year after your donation to request a match.

We encourage you to apply for your matching gift quickly as it can take up to a year for funds to arrive.

For more information on matching gifts, we encourage you to contact your HR or corporate responsibility department or visit the Corporate Matching page at jdrfride.ca.



ADDITIONAL RESOURCES

- [Sun Life Ride to Defeat Diabetes for JDRF website](#)
- [Fundraising Resource Library](#)
- [Ride FAQ's](#)