



RODMAN RIDE FOR KIDS

HISTORY & MODEL

Rodman for Kids is an umbrella matching gift charity raising funds for youth-focused social service organizations that support at-risk youth in Massachusetts. Our mission is to help every kid in our community live as we would want our own kids to live.

History

The Rodman Ride for Kids was founded in 1991, when the RFK Children's Action Corps asked Don Rodman to be the presenting sponsor for their fundraising ride. That year they had 30 riders and raised \$30,000. Don saw an opportunity to grow the event by including other organizations, and the Ride model as we know it was born. There were originally 5 Affiliated Charities. To date, the Ride for Kids has raised over \$122 million.

The Affiliate Charities

We now have 50 Affiliate Charities. Each of these organizations supports at-risk youth in some respect. Comprehensively, they serve infants through teens, populations ranging from homeless children to the mentally disabled, inner-city to suburban. They offer myriad programs and services ranging from residential to community-based, including educational programs, athletics, music and arts, cognitive, psychological and behavioral support, family respite, camp, recreational activities, and so much more.

Collaboration

The Affiliated Charities, along with the Ride for Kids, fundraise year-round. At the start of each calendar year, a fundraising goal is determined for each organization. These goals are aggressive but attainable, typically reflecting a 10% increase over their previous year's Ride fundraising. Goals vary dramatically, as the charities vary in size and each one integrates the Ride into their organizational fundraising plan differently. In 2017, charity goals range from \$25,000 to over \$1 million. The Ride for Kids endeavors to be a catalyst for affiliate charities to raise *new* money. Affiliate Charities may not funnel "old donations" through the Ride. The Affiliates fundraise to meet their goals through four primary methods:

Sponsors

Affiliates are strongly encouraged to focus on large donors, including corporate and individuals. Sponsorship levels start at \$3,000.

Riders

The Ride closes registration at 1,500 riders, so there is a demand for spots. The fundraising minimum for each rider is \$1,500. However, many spots are used by corporate teams and ridership accounts for a small portion of overall revenue.

Virtual Riders

Virtual Riders are individuals who do not participate on Ride day, but still fundraise. They may or may not have an alternate activity or goal they complete in conjunction with their fundraising. The suggested fundraising minimum for Virtual Riders is \$500.

Events

Affiliates may host events to raise funds that will go toward their Ride goal. However, there are restrictions. The event must be brand new and generate new funds. To count the proceeds towards their Ride goal, Affiliates must make it clear, via invitations, etc, to potential donors that their gift will go toward the charity's Ride goal.

Grants

If the grantor foundation is agreeable, charities may apply new grants toward their Ride goal.

The Affiliate Charities meet several times throughout the year, giving development professionals who might normally be competing with one another the opportunity sit around a table to share ideas and strategies. Guest speakers are frequently brought in to encourage learning and further collaboration.

The Match

If an affiliate charity reaches their pre-determined fundraising goal, they will receive a 3% match from the Ride for Kids on all funds raised up to that goal. All expenses for the Ride for Kids event are underwritten by Rodman Ford. This means that for every dollar a charity raises, they receive \$1.03. It is a compelling story and a tremendous value for the donor.

Funds for the match are raised through Don Rodman and the Rodman for Kids office. Because all expenses are underwritten, he is still able to promise his donors that 100% of their donation will go to the affiliate charities.