



# The 33<sup>rd</sup> Annual Rodman Ride for Kids

## Saturday, September 23, 2023



## The Ride Guide

Interested in riding or creating a team? Need help or more info?  
Please contact Lindsay McCarthy, Director of Development & Marketing  
[lindsay.mccarthy@bbbscm.org](mailto:lindsay.mccarthy@bbbscm.org) or call the office: (508) 752-7868 ext. 114

To learn more, please visit: [www.bbbscm.org/rodman-ride-for-kids/](http://www.bbbscm.org/rodman-ride-for-kids/)

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## What is The Rodman Ride for Kids?

- The Rodman Ride for Kids is an annual non-competitive charity bike riding event. Over 40 partner organizations are invited to participate. BBBS has been participating since 2000!
- Riders bike 25 or 50 miles or can participate virtually to raise funds for the mentoring programs that BBBS creates. ***“The Ride” is our largest fundraiser of the year!***
- The event is underwritten by Rodman for Kids, so BBBS does not have any operating expenses to participate in the event.
- ***The Ride is the #1 single-day athletic fundraiser in the US in support of at-risk children.*** In 33 years, The Ride has raised over \$100 million for youth social services in Massachusetts.



## 2023 Ride for Kids

### Creative Fundraising Ideas

- **Pick My Playlist** – If you donate \$10, you can add any song to my ride playlist
- **Dare Me** - Embarrassing yourself in a way that is funny for both you and others is actually a great way to secure donations – if someone donates x amount, you will do the dare and post the video on social media for all to see. For example:
  - If you donate \$20, I will do 20 push-ups no matter how much I struggle
  - If you donate \$50, I will skip down the block in a tutu singing loudly for all to hear
  - If you donate \$100, I will learn and post a TikTok dance
  - If you donate \$200, I will pour an entire bucket of flour (or anything else like slime, colored powder, etc.) over my head
- **Rainy Day Run** - If you donate X amount today, I will go run a mile in the rain and post a picture of myself at the end
- **How Many Jelly Beans are in the Jar** - Donate \$15 and give me 1 guess for how many jellybeans are in the jar. This works well posting to social media. The person who is the closest will receive half of the money and the other half will go to your fundraising.
- **50/50 Raffle** - You/your team can host a 50/50 raffle online with GoFundMe or something similar
- **Host a BBQ** – Host a BBQ in your backyard or at the park. Just ask everyone to make a donation to your page!

## **Traditional Fundraising Ideas**

- **Email** – Email a note with a link to your fundraising page to everyone you know. You can send emails directly from your personalized fundraising page. Email [lindsay.mccarthy@bbbscm.org](mailto:lindsay.mccarthy@bbbscm.org) if you need help!
- **Social media** - Use your social media outlets (Facebook, Twitter, LinkedIn, Instagram, etc.). Include the link to your personalized fundraising page.

If you use a workout tool like Map My Ride, consider broadcasting a Rodman Ride for Kids plug with your training notes (e.g. *“I just biked 40 miles because I’m training for the Rodman Ride. Visit (insert link here) to learn more.”*)

- **Corporate matching** - Ask your place of employment to make a donation to your fundraising, or ask if they make matching donations. Also ask donors if their employer makes matching contributions.
- **What goes around comes around** - Reach out to people to whom you’ve donated to in the past... It’s their turn to pay it forward! *All donations made toward your Ride are tax deductible to the extent allowed by law. BBBS of CMMW will send a formal thank you note and tax receipt to all of your donors.*

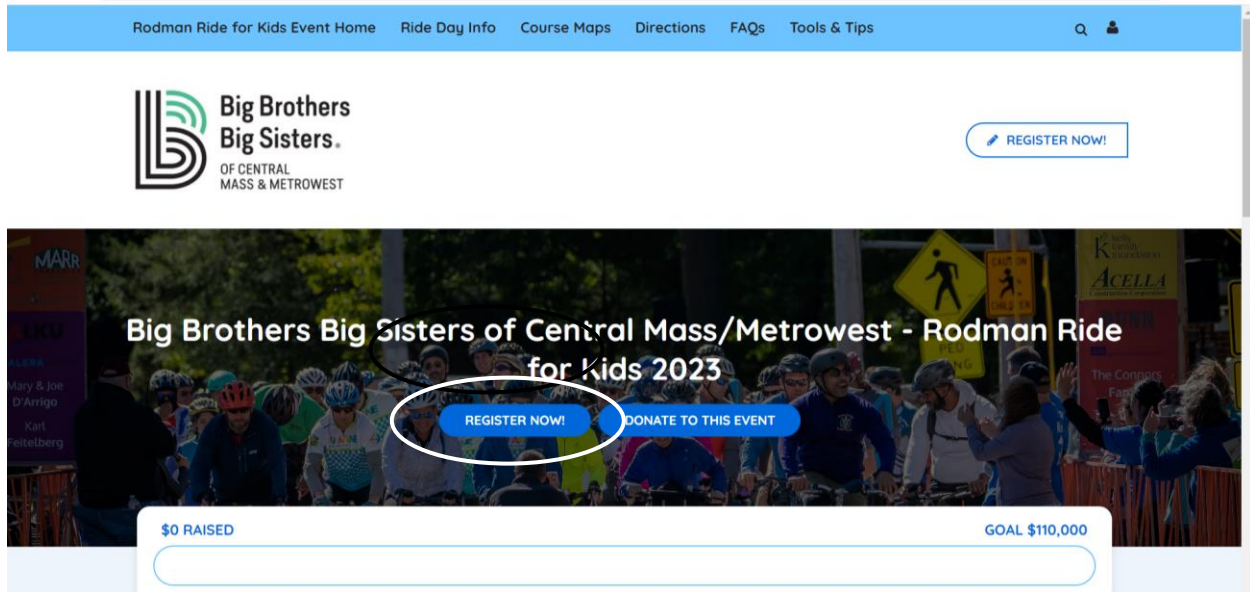
## **If You Are Fundraising as Part of a Corporate Team**

- Contact a local restaurant or pub and ask them to help you raise money for the Ride by offering BBBS of CMMW a % of their proceeds from the night. Many restaurants offer this as a community service, including Papa Gino’s, Uno’s, Panera, and Not Your Average Joe’s.
- Ask a local business to donate something (such as a bike, gift card, etc.) Sell drawing tickets with all the proceeds going to your team.
- Secure the support of your company’s Community Relations Department. They may be willing to help promote the event. Your company may be willing to offer a “prize” to the rider who secures the highest amount of pledges – maybe a prime, reserved parking spot for the winter?

## **How to Register**

### **To Create or Join a Team**

1. [Click here to access the registration page!](#) **And click Register Now!**



2. If you have an account on the Rodman page, click “Log into your account”.

**Get Started**

**?** **Been here before?**  
[Login to your account](#) to prefill the fields below with your information.

**Name\***

**Email Address\***

**Create Password\***

**CONTINUE TO NEXT STEP** [Cancel](#)

**OR**

3. If you do not have a Rodman account, input the information being asked and click “Continue to Next Step”.

**Get Started**

**?** **Been here before?**  
[Login to your account](#) to prefill the fields below with your information.

**Name\*** Sarah Busha

**Email Address\*** xxxxxx@xxx.com

**Create Password\*** ..... [Show](#)

**CONTINUE TO NEXT STEP** [Cancel](#)

3. Select your Registration Type and then click “Continue to Next Step”.

- a. 25 Mile Rider Bib Request
- b. 50 Mile Rider Bib Request
- c. Virtual Participant

4. Pick your role in the Rodman Ride by selecting the following choices and then select “Continue to next Step”.

- a. Individual
- b. Join a Team
- c. Create a Team

**Registration Type**

Participant Type\* Rider - 25-mile route [Change](#)

Role\*

Individual ←

Join a Team ←

Create a Team ←

**CONTINUE TO NEXT STEP** [Cancel](#)

5. A) If you select “Individual” select “Continue to Next Step” and \*continue to scroll down to Direction Bullet 7.\*


6. B) If you select “Join a Team” you can ‘SEARCH’ your team name and click “Continue”.

**Registration Type**

Participant Type\* Rider - 25-mile route [Change](#)

Role\* Join a Team [Change](#)

Team\*



Find a Team to join

**SEARCH**

6. C) If you select “Create a Team” enter your Team Name and you Team’s Fundraising Goal.

### Registration Type

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Participant Type\* **Rider – 25-mile route** [Change](#)

Role\* **Create a Team** [Change](#)

Team Type\* **Team**

Team Name\*

Team Fundraising Goal\* \$

[CONTINUE TO NEXT STEP](#) [Cancel](#)

6. \*Fill out this page with your personal Registration Details. At the bottom of the page read the “Terms and Conditions” and click the box to agree.

### Registration Details

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Your Fundraising Goal\* \$

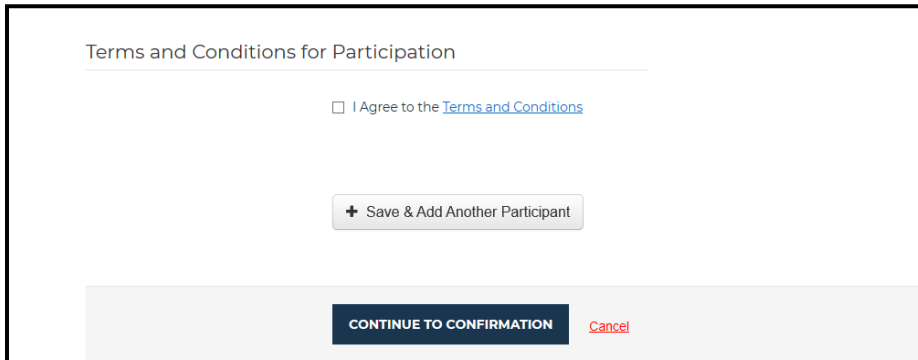
Make a Donation\*  Yes! I'd like to make a donation toward my fundraising goal.  
 No thanks.

Ride Day Emergency Contact Name (Cannot be yourself or another rider)\*

Ride Day Emergency Contact Phone\*

T-Shirt Size  Women's Small  
 Women's Medium  
 Women's Large  
 Women's X-Large  
 Women's 2X-Large  
 Men's Small  
 Men's Medium

7. When you reach the bottom of the personal registration page, if you are signing up another Rider you can click “Save & Add Another Participant. \*If you do not wish to add another participant, click “Continue To Confirmation”.



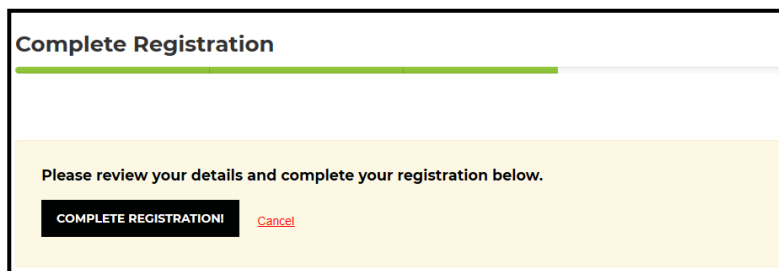
Terms and Conditions for Participation

I Agree to the [Terms and Conditions](#)

+ Save & Add Another Participant

CONTINUE TO CONFIRMATION [Cancel](#)

8. Review the information that you have entered into your registration by scrolling down through the page. Once you are sure the information is correct you can return to the top of the page and “Complete Registration”.



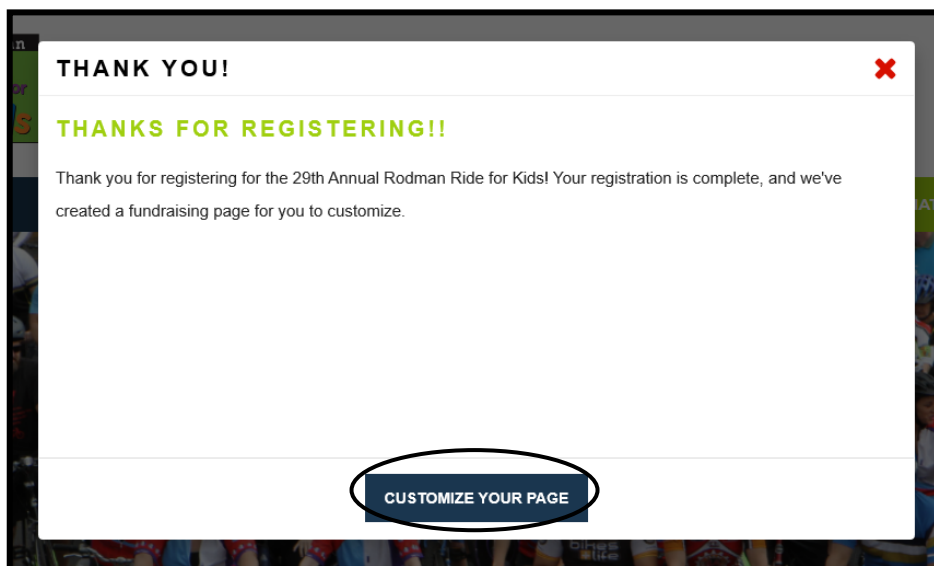
Complete Registration

Please review your details and complete your registration below.

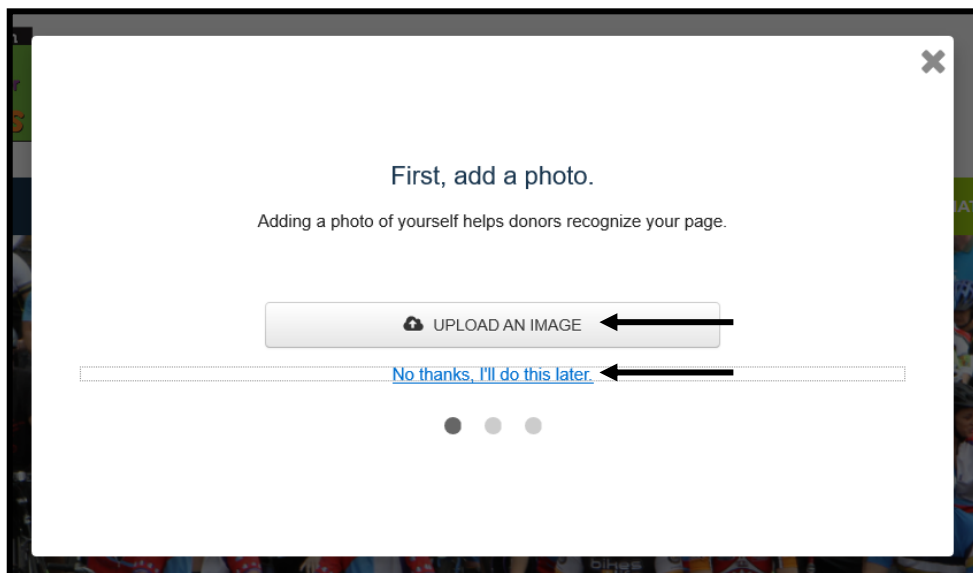
COMPLETE REGISTRATION! [Cancel](#)

9. Once you have registered it is time to customize you fundraising page! Click on the “Customize Your Page” button!





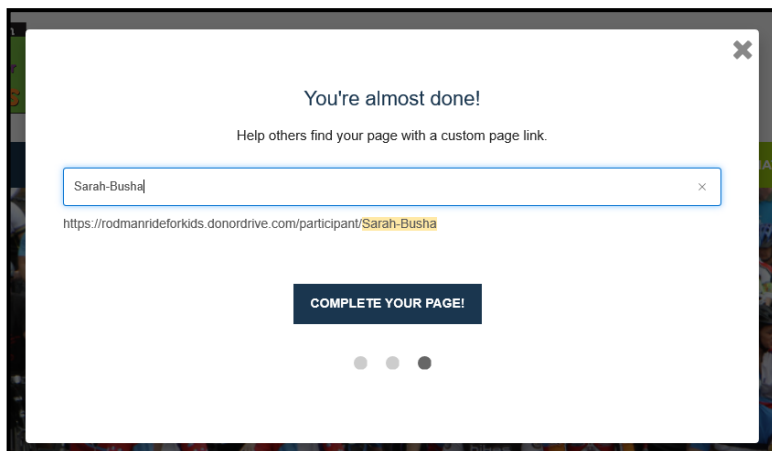
10. From here you will have the option to upload pictures of you from your computer to add to your page or you can select "No thanks, I'll do this later." to move on with customizing your page.



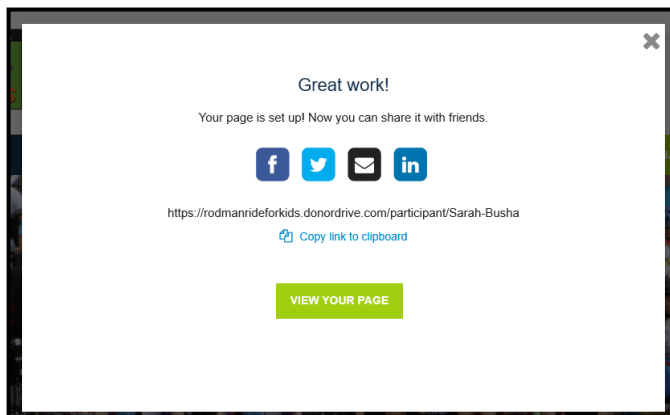
- 11. Write a bit about yourself and tell us why you are joining us in the Rodman Ride for Kids! When you are finished you can click “Save and Continue”.**



- 12. You're almost done! Create your own custom page link to promote your fundraising! Once you have created your link you can press “Complete Your Page!”.**



- 13. You've done it! Your page has been successfully set up! Click “View Your Page” and start Fundraising!**



## How to Make a Donation

Supporters can make donations to your fundraising efforts by making a pledge on your personal page. Just send them the link so they can easily donate to your direct page.

### How to make a donation by check:

Please advise your donors to make checks payable to “BBBS of Central Mass/Metrowest” and indicate which Rider and Team they are supporting in the note. For example, “Bob Smith – BBBS All-Stars”. Give your team captain the check, or mail to:

Big Brothers Big Sisters of Central Mass & Metrowest  
18 Chestnut Street, Suite 340  
Worcester, MA 01608

**Note: Do NOT add checks to your fundraising page. The BBBS staff will add it to your page once we receive it.**

### Here’s how to make a pledge online:

1. [Click here](#) to visit the website! To donate select the “Donate to This Event” button.



2. Enter the Team or Rider name that you would like to donate to.

**Make a Donation**

**Big Brothers Big Sisters of Central Mass/Metrowest - Rodman Ride for Kids**

To donate to a participant or team, enter their name below.

Search

[Click here to support Big Brothers Big Sisters of Central Mass/Metrowest - Rodman Ride for Kids.](#)

3. Select your chosen donation amount and scroll down the page to fill out your information.

**Supporting Big Brothers Big Sisters of Central Mass/Metrowest - Rodman Ride for Kids**

Your Donation

Donation Amount\* \$

One-Time  Monthly

Corporate Giving  This gift is matching eligible  
 Make this donation on behalf of the company

4. Enter your billing and card information to donate! Then select "Donate".

**Billing Details**

Billing Information\*

Street

Zip/Postal Code

Credit Card\*

Card Number

Sarah Busha

MM YYYY CVV

**DONATE \$10.00**

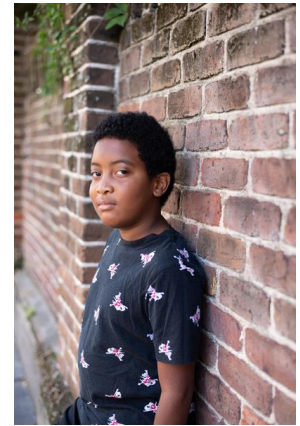
# About Big Brothers Big Sisters of Central Mass & Metrowest

## Our History

Big Brothers Big Sisters of Central Mass & Metrowest was founded in 1963 as Big Brothers of Worcester County, initially serving seven boys by matching them in supportive mentoring relationships with community volunteers. The demand for a similar service for girls made it clear that the time had come to extend our services, and a Big Sisters chapter was added to the agency in 1974.

By the late 1990s, more than 2,500 matches had been made over the history of the organization. In 2002, our organization agreed to manage Big Brothers Big Sisters of South Middlesex, Inc., and in 2004, the Board of Directors of both agencies voted to merge. In January 2005, the organization's name was changed to Big Brothers Big Sisters of Central Mass & Metrowest.

Our service area now includes 42 cities and towns in Metrowest and Central Massachusetts. We currently provide mentoring services to over 1,000 children each year.



## Our Mission

Our vision is that everyone ignites their potential. This is at the heart of our stated mission, which is ***"to create professionally supported mentoring relationships, empowering youth to realize their potential and build brighter futures."***

## The Impact of the Big/Little Connection

Each time we connect a child with a mentor, we start something powerful: a one-to-one relationship built on trust and friendship that increases their potential for success, and we have the facts to prove it. We survey children in our programs when they are initially enrolled, then at each year anniversary.

- Social Acceptance and Social Competence Improved or stayed the same: 94%
- Scholastic Competency improved or stayed the same: 92%
- Educational Expectations improved: 92%
- Grades & Academic Performance improved or stayed the same: 99%
- Very Important Adult in their life: 93%
- Parental Trust & Family Connectedness: 95%

A 2009 survey conducted on behalf of Big Brothers Big Sisters by Harris Interactive® online, highlighted the life-long positive impact on adults who were mentored as children.

- 84% said they learned the importance of helping others.
- 81% said the experience changed their perspective on what they thought was possible in life.
- 77% set higher goals than they would have on their own.
- 69% said their relationship with their Big Brother/Sister helped them make better choices as an adult.