



# CLIMATE RIDE

2018 PARTNER & SUPPORTER KIT



# PROTECTING THE PLANET BY MOBILIZING THE MOVEMENT



2018 CLIMATE RIDE SUPPORTER KIT  
DESIGNED FOR DIGITAL VIEWING

CONTACT [CAELI@CLIMATERIDE.ORG](mailto:CAELI@CLIMATERIDE.ORG) FOR PRINT VERSION.

# CLIMATE RIDE IS...

**LIFE-CHANGING.** Our events galvanize participants around the nation into a network of climate advocates, who cast a wide net in terms of the people they influence. **We join together in a common experience, a journey** to raise money, awareness, and defend our environment together.

**ENVIRONMENTAL ACTION.** We incorporate educational programs and visionary speakers on all events to help mobilize a new cadre of advocates to take action, while **raising the profile of the sustainability movement** among participants, donors, sponsors, and the general public.

**IMPACTFUL.** We raise money for organizations that improve the climate, create clean energy, increase active transportation, build sustainable infrastructure, and make a healthier public. Since 2008 **we have granted nearly FIVE MILLION DOLLARS to over 100 beneficiaries.**

**A COMMUNITY.** We increase awareness and understanding of the interconnectedness of environmental issues caused by the climate crisis through a network of **participants reaching out to their colleagues, families, and friends. Nearly 3,000 advocates have joined to rise to the event challenge and have influenced nearly another 120,000 to raise funds for climate action.**

**FOSTERING CIVIC RESPONSIBILITY.** We foster a sense of civic duty and participation that encourages engagement with elected officials and national leaders. Since 2008, Climate Ride has brought together thousands of people who have **inspired tens of thousands of donors and supporters.**



# The experience



Climate Ride is a non-profit organization that organizes charitable multi-day biking and hiking trips to support sustainability, climate, conservation, and bike advocacy organizations.

Participants become united through an active adventure that fuels their passion for the environment, sustainable transportation, and preserving the planet for the generations to come.



By day, participants hike or bike along beautiful routes to different overnight locations, with options to accommodate all levels.



Climate Ride's staff handles luggage and organizes water stops and picnic lunches along the route.



After an active day, participants enjoy talks from engaging speakers about a range of sustainability and bike advocacy topics.



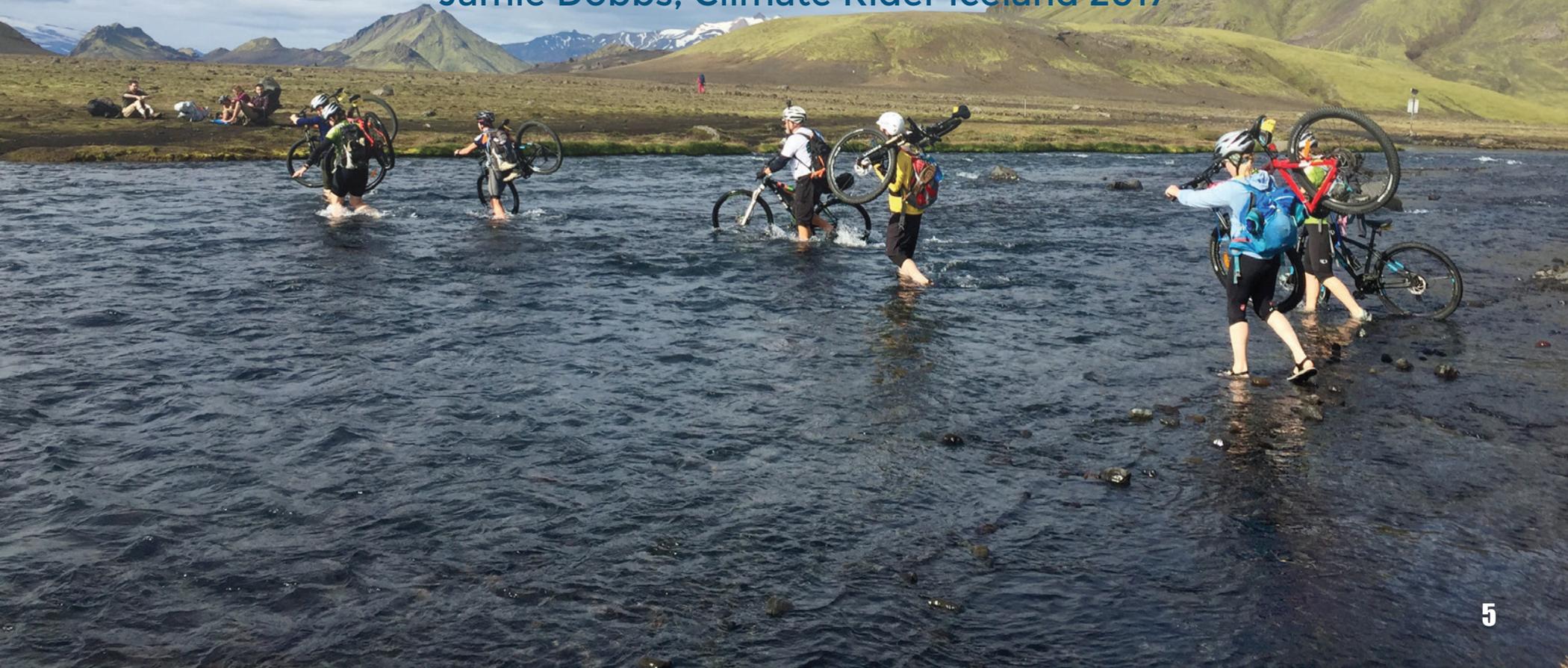
Climate Ride events cultivate a fun community of like-minded participants. The shared experience energizes people to work together for the cause.

# LIVES CHANGED

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“Climate Ride Iceland was **truly magical**. It’s hard to distill this trip into one story or five photos. It was a deeply meaningful experience and seriously inspiring trip. And the experience of riding bikes 6 days straight with adventure-seeking, mission-driven, good-to-the-core, joyful and relentlessly positive people is one that I wouldn’t trade for a million dollars. Each and every one of us on this trip knows how threatened our earth is, how serious climate change is, how grave the consequences of human consumption are for our planet. Instead of facing this reality with ambivalence, or denial, or fear, **we threw our hearts, bodies, and souls into something good**. Over the past nine months, we worked together to raise over \$70,000 for the environmental movement. We inspired others to make their first donation to an environmental cause, and poured our efforts into spreading some hope in this time of scary politics. **This trip – the unbelievably magical landscapes and the deep bonds we formed give me hope – hope for our future, and faith in the good of people.**”

–Jamie Dobbs, Climate Rider Iceland 2017



# PUSHING LIMITS



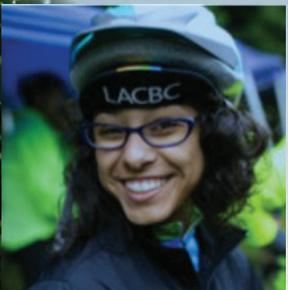
When I think about the communities that we all drew on to support our fundraising for this hike, the reach and people power of the climate movement feels seriously formidable.

-Katie Siegner,  
Climate Hiker  
Glacier 2016



I was able to overcome all of my "I can't's." Each day showed me you can really do whatever you put your mind to. I wasn't a cyclist before, but now I love it... I can tell my child "Mommy rode 320 miles to San Francisco and I gave my all."

-Mercedes Boston,  
Climate Rider  
California 2016



I was riding for those who might never get this opportunity or whose life was cut short on our city's streets... It was a great privilege to be a part of something so empowering. It's an experience more people must take on. I will never forget this journey and the amazing people I met along the way.

-Erika Moreno,  
Climate Rider  
California 2016



# Environmental Action

Climate Ride offers events in some of the world's most beautiful locales. We hike in Glacier National Park and see first-hand the ecosystems most affected by climate change. We pedal around the Salish Sea in the Pacific Northwest, and ride the iconic Blue Ridge Parkway to the US Capitol to make our voices heard.



Wherever we go, we learn from speakers who are directly working to save that place. Whatever the landscape, however intense the terrain, we join together to defend it.



For more information, contact our Executive Director Caeli Quinn at [Caeli@climateride.org](mailto:Caeli@climateride.org).

# Community Leaders Scholarship Fund

Thanks to our donors and foundations supporters, Climate Ride provides scholarships for community and climate leaders. These scholarships are awarded to bike coalitions so that their Climate Ride teams can represent the diversity in their communities and widen the conversation on sustainability. We prioritize providing access for young people in communities of color.

“They supported me from the moment I committed to doing the ride. I’ve wanted to do a charity ride for a while but felt intimidated by the amount of money you have to raise... The scholarship gave me the opportunity to do something epic for a cause I believe in.”

-GusTavo A. Vásquez

Climate Ride California 2016-2017





# Influence

## OUR RIDERS CREATE CONNECTIONS & TAKE ACTION

**INFLUENCERS** affect the decisions of the people they encounter. Once they believe in something, they fight for it.

It's likely that if you're reading this, it's because someone who went on one of our rides is trying to do that right now. Now imagine tapping into a network of thousands of people like this with your message.

**OUR RIDERS TRUST US** because we have integrity, grit, and we have already helped deliver millions of dollars to the cause.

Sea-change on climate is coming. We are at the head of that wave and we want you to join us.



# MEASURABLE IMPACT



Participants commit to fundraising for Climate Ride and a beneficiary organization of their choice. Over 3,000 have joined to influence 120,000 people to raise nearly \$5 million for climate and sustainability organizations.



Participants reach out to, on average, over 100 friends and family, with their personal stories of why taking action on climate change matters to them. This peer-to-peer story-telling is fundamental to building support for climate action.



Participants stay connected through Climate Ride's network and social media platforms to continue to take action on climate and a clean energy future. Climate Ride reaches an active base of 26K on email and 9k on social media.



# Millions to great charities

NEARLY \$5,000,000 GRANTED SINCE 2008!



# Climate Ride is Powering the Movement



For more information, contact our Executive Director Caeli Quinn at [Caeli@climateride.org](mailto:Caeli@climateride.org).

# Contact



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**Climate Ride is a 501(c)(3)  
nonprofit organization**

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