



# CLIMATE RIDE

2020

Supporter Kit



**JOIN THE MOVEMENT**

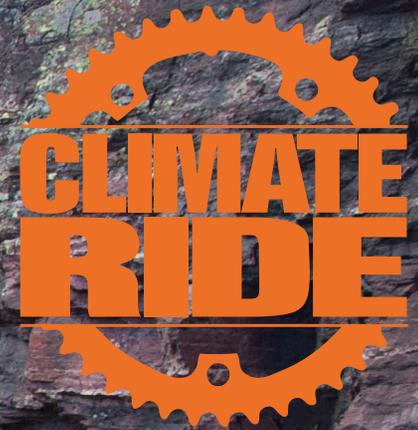
# CLIMMATE



**2020 CLIMATE RIDE SUPPORTER KIT DESIGNED FOR DIGITAL VIEWING**

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

# CLIMATE RIDE IS...



...the leading nonprofit for creating charitable adventures to raise awareness and support sustainability, active transportation, and environmental causes. With more than 10 years of organizing life-changing events, we know how to create opportunities for you to engage with our community in a way that is uniquely positive, life-affirming, and transformational.

Climate Ride participants take on a challenge much bigger than themselves. They share their journey with their friends, family, and colleagues, helping to amplify and grow support for the cause.

We create **life-changing events** that **build community**. We use sport and **education** to spread **awareness** in order to maximize the **philanthropic impact** of our participants and their networks. Climate Ride is the only organization taking this approach in the environmental sector.

# WHY YOUR SUPPORT MATTERS

**3%**

or less of all charitable giving in the U.S. goes to support the environment, including animal welfare.

**\$360  
BILLION**

is the annual projected cost of climate change in the coming decade.

**9  
MILLION**

annual premature deaths worldwide due to polluted air, soil, and water.

# CLIMATE RIDE AT A GLANCE



**4,000**  
participants since 2008

Participants from  
**47 STATES &  
12 COUNTRIES**



Nearly  
**60%**  
of Climate Ride participants  
return for another challenge.



Climate Ride, founded in 2008, inspires and empowers people to work toward a sustainable future. Climate Ride unites advocacy and philanthropy. We use sport as a means to change lives and build an effective, citizen-based sustainability movement. Climate change is impacting everything. We are expanding charitable giving to combat our changing environment.



<h1>SUPPORTER LEVELS</h1> <p>Jersey deadline → March 1st, 2020!</p>	<p>Grizzly \$20,000</p>	<p>Wolverine \$10,000</p>	<p>Arctic Fox \$5,000</p>
<p>Logo on all event jerseys!</p>			
<p>Company mentions in our social media, on our advertising, and on Climate Ride flyers.</p>			
<p>Placement in our E-newsletters and Participant Emails and a story featuring your company or products.</p>			
<p>Complimentary spot on a ride for someone from your company!</p>			
<p>Speaker series sponsorship recognition and host a 'green' speaker during Climate Ride's nightly expert speaker series.</p>			
<p>Fund a Community Leader Scholarship Award!</p>			

Contact our Executive Director Caeli Quinn at [Caeli@climateride.org](mailto:Caeli@climateride.org).

Jersey deadline → March 1st, 2020!

# LIFE-CHANGING EVENTS

Climate Ride immerses participants in stunning landscapes in need of protection. This shared experience creates a national network committed to the environment. **In 2019, 5 of our 10 events filled completely.**

We hike in Glacier National Park to see first-hand the ecosystems most affected by climate change. We pedal around the Salish Sea in the Pacific Northwest. We 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.**



# 2020 EVENTS



# LIVES CHANGED

“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



# MEET THE NEW GREEN FONDO!

In 2019, we successfully launched a new venture with GREEN FONDO—a series of bicycling parties to energize and grow our community of environmental philanthropists. Green Fondo brings people and nonprofits together for fun, weekend events focused around fitness. New riders constituted 75% of those attending and riders ranged in age from 17 to 77. We are optimistic that future Green Fondos will help us expand this movement.

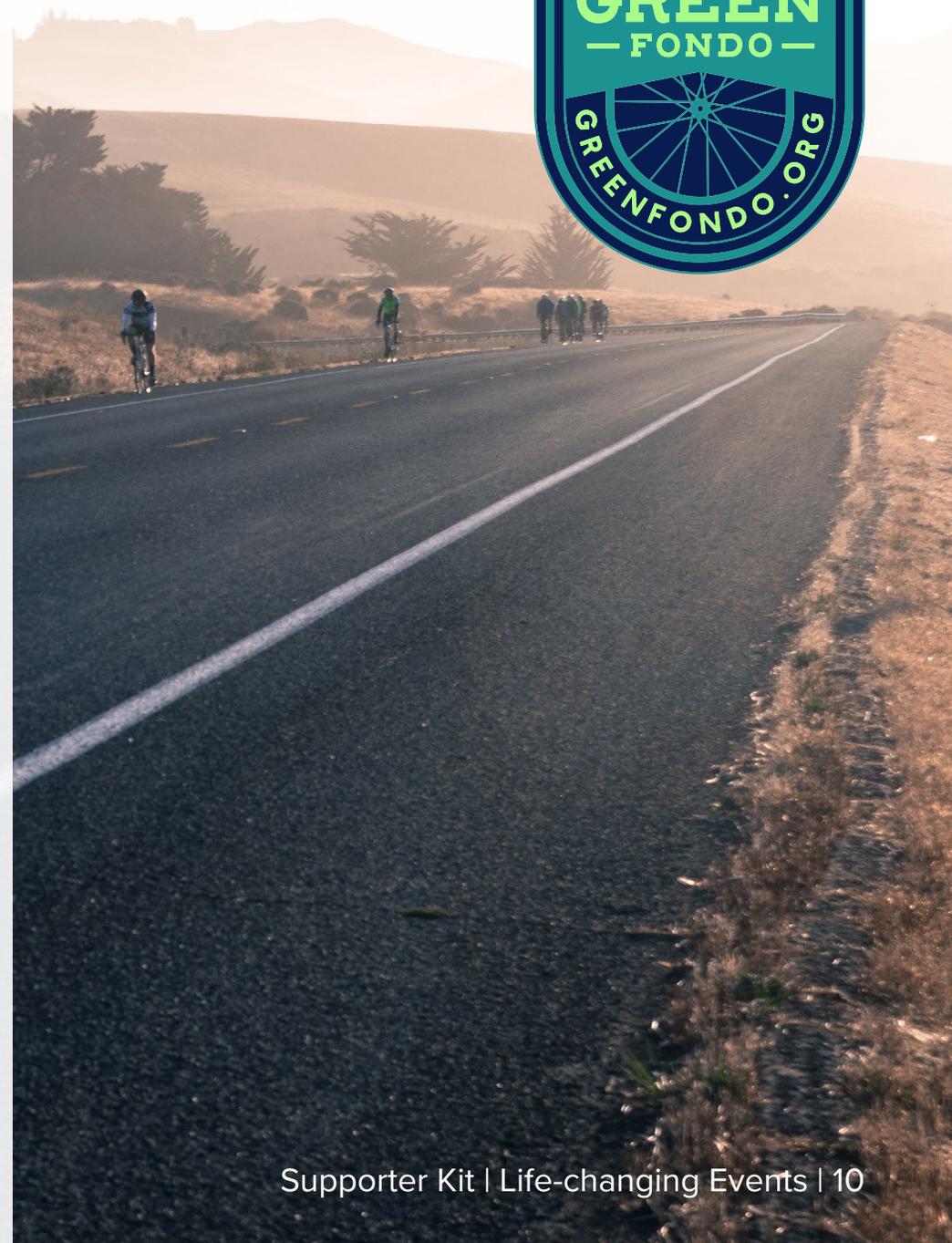
Green Fondo is based on the hugely popular Italian-style Gran Fondo rides that bring people together to enjoy cycling culture. They are known as parties on wheels!

We've combined the love of cycling with love for the planet. Our first Green Fondo took place around a “cycling village” in Marin County, California where 250 cyclists camped overnight, enjoyed food and entertainment, and met with influencers and thought leaders. Marin County is known for some of the best cycling in the world, from quiet, mountainous roads to cool, coastal landscapes and delightful vineyards.

For this two-day event, there are cycling mileages for all types of riders—40, 60, or 100 miles on the first day, and 25 or 40 miles on the second day. Green Fondo provides an atmosphere where family, friends, and colleagues can all enjoy a cycling event together. The rides are not timed because we want participants to enjoy the miles whatever their style! We plan lovely stops along the way where riders enjoy beautiful surroundings and new friends.

Green Fondo San Francisco sold out all 250 slots!

With sponsorship, you receive outreach and coverage throughout the year on all Climate Ride events and during all Green Fondo events and programs.



# IN 2020 WE EXPECT:



**NEARLY  
\$1 million**  
in grants to sustainability.

**40%**

increase to our existing  
40,000 subscribers and to  
our biweekly emails and  
newsletters.

**119%**  
increase in website users  
from 2018 to 2019.

**600+**

participants  
who will reach out to over  
36,000 people personally  
to ask for support and to  
raise awareness.



# BUILDING COMMUNITY

With 4,000 alumni around the globe and growing, Climate Ride continues to increase awareness of the interconnectedness of environmental issues caused by the climate crisis through a network of participants reaching out to their colleagues, families, and friends. Together, they form the Climate Ride movement.

We work to build communities with cleaner air, communities where we ride bikes, drive efficient cars, and live and work in energy-saving, healthy buildings. We empower communities to demand clean energy and smarter government. Our events cultivate a fun community of like-minded doers. The shared experience energizes us to work together for the cause.

transportation systems from our government. Our events cultivate a fun community of like-minded doers. The shared experience energizes us to work together for the cause.



“The community that we formed in 5 short days was unbelievable. And when I think about the communities that we all drew on to support our fundraising for this event, the reach and people power of the climate movement feels seriously formidable.”

—Katie Siegner, Climate Hiker

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# THE AUDIENCE

The high-quality experience of Climate Ride events attracts an audience of connectors, influencers, and leaders. Participants in Climate Ride events are a reliable, enthusiastic, and knowledgeable audience segment—not only of the cycling market, but also in business, advocacy, and green consumerism.

By partnering with Climate Ride, your sponsorship dollars translate into vital support for more than 100 leading nonprofit organizations.

## WHERE OUR PARTICIPANTS COME FROM 2008-2019

- West: 46%
- Northeast (includes DC): 33%
- Midwest: 15%
- South: 3%
- Southwest: 1%
- International: 1%
- We've had participants from every US state except North Dakota, Mississippi, and Arkansas

## EVENT PARTICIPANTS

- Ages range from 12–78 years old
- Median age is 39
- 60% do more than 1 event
- 30% of participants are 30 and under
- Typical professions include: lawyers, doctors, students, development and executive directors of environmental nonprofits, community organizers, board members of environmental nonprofits, tech-sector employees
- 99% have a bachelors degree or higher
- 50:50 male to female ratio
- 72% exercise 3 times per week or more
- 84% make an effort to choose organic, green, or sustainable product
- After participating in Climate Ride, 98% of surveyed participants commit to taking further sustainable actions



# HOW SPONSORSHIP BENEFITS YOU

Our riders put your logo on the road, in front of waterfalls, and on social media, keeping your content fresh and positive on a variety of platforms. They talk about your business with friends and family. That boost can be significant:

"91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality. 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.

50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services."

According to the [2013 Nielsen Consumers Who Care Study](#).

**Reach your target audience.** By sponsoring Climate Ride, you will attain higher visibility and company recognition with a dedicated group of "connectors." On average, each participant reaches out to over 60 people as they fundraise for their event.

**Quality experiences = quality brand impressions.** Climate Ride is known for creating exceptional participant experiences, and your

brand is right there with us. People recognize and remember that your brand helped them have their best day of the year on their bike or on the trail.

**Make a measurable difference in your CSR.** Your company can measure the audiences reached (participants, donors, supporters) AND directly point to the impact made by the funds raised. Climate Ride beneficiaries utilize the money to make a lasting difference. We can provide unique content for use on your company blog, internal communications, and social media to raise awareness of your sponsorship.

**Build your fanbase through extraordinary experiences.** We offer intimate adventure and regularly hear back from participants that their trip was the highlight of their year.

**One sponsorship = nationwide visibility.** Our audience covers the Mid-Atlantic, Northeast, Northwest, Great Lakes, and West Coast. Your placement on highly visible jerseys will make an impact on local residents. Your employees and customers can also be recruited to cheer on participants along our routes.

**Achieve sustainability and cause marketing objectives.** Your sponsorship can count for your 1% for the Planet contributions!

**Connect with the next generation of environmental leaders.** Meet environmental influencers: dedicated advocates, eco-celebrities, and business leaders.



# CORPORATE WELLNESS

The best medicine is preventive medicine! Get your staff pedaling and hiking for their health and the planet's by giving the trip of a lifetime to your employees. Companies that form teams have a chance to build lasting relationships through immersive, high-quality hike or bike events.

Shared experiences benefit companies by increasing performance, wellness, and productivity among your team members, their coworkers, and supporters.

Climate Ride is an exciting addition to employee wellness initiatives and programs. Cycling, hiking, and running are healthy, inexpensive, carbon-free transportation.

Here's what one sponsor has to say about the benefits:

"Our sponsorship with Climate Ride netted some great results. We worked with Climate Ride to tailor a targeted sponsorship program that got our staff involved in promoting both healthy living and environmental protection – this sponsorship helped us reach a new and engaging audience and was really fun! But most importantly, by supporting Climate Ride, we are addressing one of the most important causes facing us all."

–Randy Wittorp  
Kaiser-Permanente San Francisco  
Public Affairs Director



# COMMUNITY LEADERS SCHOLARSHIPS

Climate Ride is committed to building an inclusive environmental movement, led by people with varied backgrounds and perspectives. We provide 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 young people and communities of color.

Our events connect these local leaders to veteran fundraisers and donors, growing the movement. The larger our community is the better we all understand the intersections between environmental and social issues.



Sponsors help  
make these  
scholarships  
possible!

# EMERGING LEADERS



"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



"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 Rider  
California 2016-2017



# EDUCATION & AWARENESS

Climate Ride incorporates educational programs and visionary speakers on all events while raising the profile of the sustainability movement among participants, donors, sponsors, and the general public.

Climate Ride is more than just hiking or pedaling the miles. A variety of educational programs provide participants insights into climate change impacts and solutions each evening of the event. Participants hike or bike during the day and hear from bright minds at night!

—Cyclists meet with Senator Sheldon Whitehouse at the Capitol



# SPEAKERS



"If health isn't at the table in shaping our community environments, our physical environment, our social environment, our economic environment, our services environment, we cannot create the conditions that are required to promote health and reduce health inequities.

—Linda Rudolph, MD, MPH, Director  
The Center for Climate Change and Health  
at The Public Health Institute



"The longer we wait the more complicated things get. The more expensive it gets. And the more residual damages we end up dealing with."

—Chris Field, Director  
The Stanford Woods Institute for the Environment



"I wanted to showcase that there are alternatives to fossil-fuel-based transportation, I wanted to spread the message about climate change, and I have a personal commitment to sustainability that dovetails with AGU's own mission of science for the benefit of humanity. I found Climate Ride to be a really thrilling and personally rewarding experience."

—Chris McEntee, CEO, American Geophysical Union

# BENEFICIARY IGNITE

A fun, fast-paced event during our evening programs where leaders from our beneficiary organizations share their work. We learn together what climate, active transportation, and environmental health organizations in the Climate Ride Movement are doing and how we can help!

With only three minutes, presenters share their work and most innovative ideas. Then, over the course of the rides, participants keep the conversation going. Beneficiary Ignites give every Climate Ride participant a chance to see their impact, meet leaders in the movement, and add their ideas and motivation to the work of saving our planet.



Ken Cook, Founder, Environmental Working Group

# FOSTERING CIVIC ENGAGEMENT

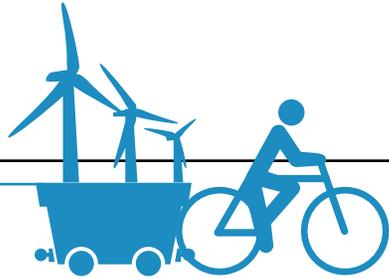


Climate Ride fosters a sense of civic duty and participation that encourages participants to engage with members of Congress, elected officials, and other national leaders.

We have organized more than 600 advocacy meetings over the past decade and brought hundreds of people to Congress to talk to their elected officials. On advocacy days, Climate Riders speak directly to their senators and representatives about their support for climate action and sustainable transportation.

We encourage participants to learn about the issues related to our cause. We're helping to create a grassroots force of "people-powered" advocates.

# PHILANTHROPIC IMPACT

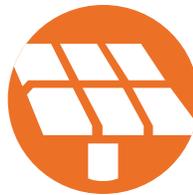


OUR RIDERS CREATE  
CONNECTIONS  
& TAKE ACTION

Climate Ride raises funds for [the](#) organizations that make the difference on climate change. From 2017 to 2019, Climate Ride delivered more than \$2.3 million in grants to charitable organizations.

Climate Ride drives philanthropic impact on the environment, active transportation, and sustainability. Our programs focus on education, building community, connecting generations, and empowering new citizen philanthropists.

All Climate Ride events are charitable, fundraising challenges and in 2017-2019 we supported 129 beneficiary organizations with grants. These beneficiaries are selected for their work on environment, conservation, clean energy, sustainability, climate education, and active transportation advocacy.



# WE'VE GRANTED MILLIONS TO GREAT CHARITIES



Glacier National Park  
CONSERVANCY

## Climate Ride Grant: \$201,123

### MISSION



The Glacier National Park Conservancy assures the Glacier National Park experience by providing support for preservation, education, and research through philanthropy and outreach.

### ACTIVITIES

**Preservation** | The Conservancy funds projects and programs that preserve Glacier's heritage for future generations.



**Education** | The Conservancy funds education initiatives to engage current and future park stewards of all ages.

**Research** | The Conservancy supports world-class research and science exploring the park's wildlife and alpine landscapes.

### SUCCESSES



- Making the Apgar Visitor Center net-zero by installing solar panels
- Running a Spring Hiker-Biker Shuttle on the west side of the Going-to-the-Sun Road to reduce congestion from cars
- Surveying wildlife populations in the park such as lynx, golden eagles, and the reintroduction of bison to the park

Find them here: [www.glacier.org](http://www.glacier.org).

# ←350

## Climate Ride Grant: \$259,154

### MISSION

350.org is building the global grassroots climate movement that can hold our leaders accountable to science and justice.

### ACTIVITIES

**Online Campaigns** | 350.org distributes online resources in the form of organizing and training workshops and education, videos, education materials, memes, images, and other media to encourage people to: 1) keep carbon in the ground; 2) help build a new, more equitable low-carbon economy; and 3) pressure governments into limiting emissions.



**Grassroots Organizing** | 350.org has created local groups around the globe in over 188 countries who work in coordination with one another to create demonstrations and international days of action.

**Mass Public Actions** | 350.org acknowledges that world leaders are incapable of solving climate change on their own. They create opportunities for supporters to get out in the streets and make their voices heard — that is how they demonstrate our power as a movement, and that is how they force governments to make the right decisions.

### SUCCESSES



- Rallying thousands of people to stop one of Germany's largest coal mines for a day
- Shifting the conversation on climate change in the United States so that the conservative position is crowded out and liberal and radical solutions of divestment, clean energy subsidies, and alternative solutions become centered
- Organizing the People's Climate Match which brought together 200,000 people and created 7.6 million social media impressions

Find them here: [www.350.org](http://www.350.org).





# Climate Ride Grant: \$25,059

## MISSION



Earthjustice is the premier nonprofit environmental law organization. We wield the power of law and the strength of partnership to protect people’s health, to preserve magnificent places and wildlife, to advance clean energy, and to combat climate change. We are here because the earth needs a good lawyer.

## ACTIVITIES

**The Wild** | Earthjustice uses the law to preserve a rich, sustainable and diverse natural heritage for current and future generations. They've won cases that protect endangered species, threatened wildlands, reduce human impacts on ecosystems, and hold accountable those who damage them.

**Healthy Communities** | Earthjustice has been fighting for a future where children can breathe clean air, no matter where they live, where the food we feed our families and the products we use in our homes are free of toxic chemicals, and where communities everywhere are safer, healthier places to live and work.



**Climate and Energy** | Earthjustice is committed to ending the nation’s reliance on fossil fuels and working to secure a clean energy future. Climate change is the single greatest environmental threat facing the world today. At stake is nothing less than our children’s—and our planet’s—future.

## SUCCESSSES



- Over 115 lawsuits against the Trump administration
- Employing a staff of 130 lawyers who work to defend the planet
- They secured the landmark 2014 Supreme Court ruling that upheld the EPA’s authority to limit carbon pollution

Find them here: [www.earthjustice.org](http://www.earthjustice.org).

# YOU'LL BE IN GOOD COMPANY



# CONTACT



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nonprofit organization

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