

San Francisco Pledge

Rider No. _____

Thank You!

Please fill this form out completely and legibly to prevent processing delays. Sorry, **we cannot accept cash pledges.** Pledges are tax deductible to the fullest extent allowed by law. You will receive a letter of acknowledgement for tax purposes. Pledges are actual sponsorships, not promised sponsorships to the San Francisco AIDS Foundation. Pledges are non-refundable.

Matching Gifts

Many companies provide their employees with matching gift/pledges. Check with your employer on its specific guidelines.



Also sponsored by:



Please mail this form with pledges to:

California AIDS Ride 6
San Francisco Pledge Office
File #7263502
PO Box 60000
San Francisco, CA 94160-2635

For pledge questions only:
Pledge Office
(415) 487-3092

Ride Office
(415) 908-0400

The AIDS Rides® make no guarantee about what percentage of donations will go back to AIDS services. This depends entirely on how many individuals ride, and on how much money they raise. The more raised, the greater the percentage returned to services.

A Please Print YOUR Name and Address

We will send you a letter of acknowledgement for tax purposes.

☐ Mr. ☐ Mrs. ☐ Ms.

Last Name										First Name										M.I.									
Last Name or Business Name (for business donations only)										First Name										M.I.									
Mailing Address																				Suite/Apt. No.									
City										State										Zip									

(_____) _____
Phone (Mandatory for credit card and debit payments)

- ☐ Do not place me on any SFAF solicitation mailing lists.
☐ Do not place me on any SFAF telemarketing lists.

B I'm Behind You Every Mile!

Honorary Rider \$1000

- ☐ Paid in Full
☐ 10 monthly payments of \$100

Heroism \$750

- ☐ Paid in Full
☐ 10 monthly payments of \$75

Inspiration \$500

- ☐ Paid in Full
☐ 10 monthly payments of \$50

Commitment \$250

- ☐ Paid in Full
☐ 5 monthly payments of \$50

Spirit \$150

- ☐ Paid in Full
☐ 3 monthly payments of \$50

Other Amount

- ☐ Single Payment in Full (amount \$_____)
☐ _____ monthly payments of \$_____
totaling \$_____ (Monthly payments must be \$25 or higher and cannot extend beyond 10 months.)

C 3 Easy Payment Options

Based on the selection I made in Section B, I would like to pay my pledge via:

(Please choose one form of payment. Credit card or voided checks are the only acceptable forms of payment for monthly pledge installments.)

1. Personal Check — Single Payment in Full

If you are making a full single payment, please make checks payable to **California AIDS Ride**. (Please attach one check per pledge form. Include rider name and rider number on all checks.)

2. Checking Account Automatic Monthly Debiting

If you wish to have your pledge debited automatically each month from your checking account, please read the following very carefully, and complete and sign. Please attach a VOIDED blank check to this form (**please, no deposit slips**).

NOTE: You may only use this option for multiple monthly payments of \$25 or more.

IMPORTANT: Your monthly statement(s) will read S.F.A.F. Please read and complete the following. I (we) hereby authorize the San Francisco AIDS Foundation to initiate debit entries and to initiate, if necessary, credit entries and adjustments for any debit entries in error to my (our) account, upon processing of the form by the pledge office. This authority is to remain in full force and effect until my pledge is fulfilled or until revoked by me (us) in writing. Payments commence immediately upon processing of this form by the Pledge Office. Pledges are tax deductible to the fullest extent of the law.

Signature _____ Date _____

3. Credit Card

Choose One: ☐ Visa ☐ MasterCard ☐ American Express

Account Number										Exp. Date										Signature									
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IMPORTANT: Your monthly statement(s) will read S.F.A.F. Please read and complete the following. Payments commence immediately upon processing of this form by the Pledge Office. Pledges are tax deductible to the fullest extent of the law.

I have read and understand the above.

Signature _____ Date _____

Thank You!



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An Important Note to Donors

The AIDS Rides® make no guarantee about what percentage of donations will go back to AIDS services. This depends entirely on how many individuals ride, and on how much money they raise. The more raised, the greater the percentage returned to services.

How much money has gone back to AIDS services?

Nearly \$54 million* from all Rides—a record. The American AIDS Rides® have delivered more money more quickly back to AIDS charities than any single known AIDS fundraising event operation in history. And this is what AIDS charities need. Money. As quickly as they can get it. Since the first Ride in California in 1994, thirty-one campaigns have been completed.** Nationally, \$90 million* has been raised through 1998, and approximately 57%* of every donor dollar or a total of nearly \$54* million has gone back to AIDS services. In 1998, California AIDS Ride® 5 raised \$9.5 million and returned approximately 60% of donor dollars back to AIDS services. Please note that the specific percentage for your city may be different—please call your local Ride office for further information.

Where does the rest of the money go?

For California AIDS Ride® 5, approximately 24% of every dollar went into event awareness marketing and administrative expenses, and the other 16% went toward rider safety and support—meals, showers, safety signage, tents, and everything it takes to move your friends and loved ones, and thousands of other people, safely from town to town each day. Safety is priority one with the AIDS Ride®.

What is the standard for return on donations?

Different organizations say different things, and it always depends on the nature of the fundraising appeal. Standards are different for a special event like the AIDS Ride® than they are for a solicitation you might get in the mail. As a person who gives to charity, you should do all you can to understand the complexities of charitable fundraising. Don't accept any one number as a norm. For instance, an event that returns 70% of your dollar back to charity may look better than one that sends 60% back. But what if the event that returns 70% raised \$100,000, while the event that returns 60% raised \$8 million? The 60% event returned a lot more money to the cause. One of the leading professional fundraising trade organizations, the National Society of Fundraising Executives, states that a minimum of 50% of every dollar from events should go back to charity. California AIDS Ride's® historic average of 60% falls well above that guideline.

The AIDS Ride® is extremely different from most fundraising events. In addition to fundraising, it is an awareness-raising and empowering event. For many people, the Ride is a life-changing experience. Providing the setting for that kind of experience requires very complicated logistics and mobilization operations. The AIDS Ride® is truly a new model in a class by itself, and one for which no real standards exist. This makes it even more remarkable that the Rides DO fall within the accepted cost standards for other, less complicated events.

Do the organizers try to get things donated?

Constantly. We have full-time staff working on nothing but bringing in corporate donations to help defray costs. Companies like Tanqueray, who donate nearly \$1 million annually in cash to defray costs, continue to come on board to help us send even more dollars back to AIDS services.

An important note...

The AIDS Ride® has many intangible benefits you can be proud of—like the advertising that helps increase awareness about AIDS, like the way the Ride gives hope to HIV positive riders, like the way the AIDS riders get people talking about AIDS as they go out and seek donations, like the children that line the streets to cheer on the riders and get a first-hand experience of heroism, or like the way the Ride teaches people that we can work together to solve our problems. These are the things that make the Ride so unexplainably magical. These are important reasons to give as well. And these are things you can count on the AIDS Ride® delivering.

*Based on projected revenue through 1998.

**Includes five 1998 AIDS Rides.

As presenting sponsor since the first AIDS Ride five years ago, Tanqueray has been a proud and honored partner in this historic effort. We're grateful for the support of the many thousands of brave, committed individuals who give life to the AIDS Rides and whose efforts make possible crucial HIV/AIDS services around the country. Your contribution in support of one of these incredible people will ensure that these services continue to be available to those who need them most. From all of us at Tanqueray, thank you for your donation!

Tanqueray®