

APPENDIX D - Pledge Letters

*Three Hundred Miles,
on a bike,
To make a difference in the world.*

As you all know, HIV and *AIDS continues to wreak havoc* on our community. It affects minorities, women, and children in disproportionate numbers. It tears apart brothers, spouses, friends, and families; without regard to race, sexual orientation, or class.

I am doing the ride to make a statement. A statement that this is not okay. That *by standing up and doing something, we can make a difference in the world.* We can become more than an individual; we can become a movement.

We can raise money and awareness. We can help with prevention and education.

**And we
Can make
A difference**

I need to raise \$3,000. This is my sixth ride, and, when my fundraising is complete, Lynne and I, *with your help*, will have raised **\$20,000** for the fight against AIDS. When this ride is complete, we will have *pedaled over 2,500 miles in the event and close to 10,000 miles in training.*

Thank you so much for the help you've already given. Please help me continue to make a difference in the world. Let's not hope for change, let's be change.

Make checks payable to AIDS Network and send to . . .

July 1, 2003

Dear Friends,

I continued my summer cycling training today and experienced quite a ride. The sun's warmth encouraged me, the birds cheered for me, and my soul sang as I pedaled 20 miles to a cozy town nestled among the picturesque farm fields outside Madison. Upon my return, I chose a different route and everything shifted...strong headwinds and hilly terrain slowed my cadence to a crawl.

On one particularly long and steep incline, tears filled my eyes out of frustration and exhaustion. I so desperately wanted to get off my bike and walk the rest of the way up the hill, but an inner voice reminded me of my purpose on that bike in the first place. My leg muscles ached and burned, but with determination I pedaled hard and soon found myself back at home.

I am so thankful that I have good health and strong legs *and* that I have the added luxury of tailwinds and downhills to ease the difficulty of my journey. For others, this is not the case as they face uphill battles constantly...and with few options to make their "rides" easier and loads lighter. With your help, I will help lessen these difficult journeys for those living with AIDS and HIV infection.

In August, I will ride my bike 430 miles through hilly Southwestern Wisconsin in six days as part of a tour that will educate communities, heighten awareness, teach tolerance, and raise funds for comprehensive HIV services in Southern Wisconsin. We need to continue our battle against this disease as people under the age of 25 account for half of all new HIV infections in the US—and as many as 1 in 3 Americans living with the infection do not know it. If these current trends persist, by 2020 AIDS could claim up to 100 million lives—making it the most deadly plague in human history.

Please join me in this fight by helping me raise \$3,000. Together, we are going to make a difference by battling the momentum of this disease.

Thanks so much!

Vicki

Rider #152



AIDS Network Cycling Together 5

Riding over 300 miles through the Hills of Southwestern Wisconsin to raise funds for AIDS Network and provide support for individuals living with HIV/AIDS.

April 30, 2007

Dear

On August 2-5, 2007, I will join more than a hundred cyclists to ride over 300 miles in the ACT 4 (AIDS Network Cycles Together) bike ride, sponsored by the AIDS Network. By making a pledge on my behalf, you are supporting local services for those affected with this unrelenting disease. This ride will raise awareness, educate the communities we ride through, and teach tolerance, all while raising funds to support critical services for people living with HIV/AIDS in southwestern Wisconsin.

As you may remember I participated in ACT II, ACT III and ACT 4 the last three summers. Once again, the ACT 5 ride gives me the opportunity to ride my bike and raise funds for the AIDS Network. I continue to ride in memory of one of my co-workers who died of AIDS several years ago. This year I decided to give more back to the event that has helped me so much by serving on the Steering Committee. I will be organizing all the training ride leaders and getting rides scheduled to help folks get ready for the ride!

The number of people living with HIV/AIDS in Wisconsin continues to increase in spite of AIDS education efforts. I want to help in this small way and I hope you will join me in supporting these folks as they journey with this incurable disease (yes, most are living longer, it's true, but AIDS still can not be cured by vaccine or medication).

My goal is to raise at least \$6000, a 10% increase over 2006. Please help me reach that goal with your pledge. Your donation is tax deductible within IRS rules. Please consider the effort that I am putting in to ride over 300 miles and make your pledge as generous as possible. Fill out the enclosed pledge form and mail the form along with all or a portion of your payment amount **today** in the enclosed, self-addressed stamped envelope. I would prefer to turn in checks for all the pledges by **August 1**. However your pledges will be welcome even after the ride is over. Please make your check(s) payable to the **AIDS Network** as soon as possible or you can charge your pledge using the form. If you can, please increase your pledge this year!

Thanks a bunch for supporting me and helping AIDS Network to continue support for those living with HIV and AIDS.

Peace and love,

To those on this journey
to those who will journey tomorrow
and to those who can journey no more.

Dear

After more than 7500 miles of training, 3400 miles of AIDSRides and \$23,000 in generous support, I'm getting ready for my eighth AIDSRide. On Thursday, August 3, AIDS Network Cycles Together 4 (ACT 4) will take off from Madison's Brittingham Park. After riding over 320 miles, we'll return to the capitol square on Sunday, August 6.

The money we raise opens doors for people in our community who are affected by HIV and AIDS. Resources and counseling are made available to people who might not otherwise have access to them. High quality health care becomes affordable. Teenagers learn how their actions could put them in jeopardy of contracting HIV. Transportation to and from doctor appointments is offered. Clients receive legal support when unlawfully evicted or fired from a job. These services--and many more--are enhanced or simply made possible through the funds we raise.

In 1998, in memory and honor of a dear friend, I did my first Twin Cities to Chicago AIDSRide. There was an environment and energy of kindness & compassion; a group of people working toward a common goal of raising money and awareness to fight a pandemic. The Ride brings about confidence in the human potential. In possibility. In spreading the simple power of human kindness. To see schools and communities cheer riders as we pass through their small towns. To witness a perfect stranger ride back down the hill she just came up to offer encouragement to someone who needs it. Or to be that perfect stranger.

Last summer, many of you helped me raise nearly \$5000 for ACT III, making me the third highest fundraiser of all riders. In all, the 148 riders raised \$307,355. What an amazing show of support. The Ride is volunteer driven and focuses on returning the most of your donated dollar back to AIDS Network. ACT I, ACT II, & ACT III riders have raised over \$850,000 and have returned an average of 85% back to AIDS Network. This year, I am at it again, asking for your support in meeting my goal of surpassing the amount we raised last year. We have until Wednesday August 2 to reach our pledge goals.

Hopefully we raise not only much-needed funds but also much-needed awareness of HIV & AIDS, and the need to make the world a kinder place.

Peace and Love,

Rider #96
lojwilk@hotmail.com
www.actride.org

*All pledges need to be accounted for by Wednesday, August 2. Checks can be payable to AIDS Network. Please note my name and rider number in the memo line of the check.

ACT 5 PLEDGE FORM

AIDS NETWORK CYCLES TOGETHER

Presented By **Williamson Bicycle Works**

Office: Deposit date Journals Ann. 5

Name of the rider/crew you are sponsoring _____

A 4 day bicycle ride, from August 2-5, 2007 through southwest Wisconsin to benefit AIDS Network

**** Please type or print legibly. We want to make sure we have your correct information. ****

Your Information

First Name _____ M.I. _____ Last Name _____

Business Name (for business donations only) _____

Address 1 _____

Address 2 _____

City _____ State/Province _____ Zip Code _____

Phone (required for credit card payments) _____

**** Please include me in mailings for other AIDS Network activities:** Yes No

(**NOTE: AIDS Network does not sell or share mailing lists or other personal information.)

Support Levels and Payment Options

- Honorary Rider – \$1000.00 Power – \$500.00 Dedication – \$250.00
 Courage – \$150.00 Adventure – \$100.00 Other Amount – \$ _____

Payment Options

- Personal check or money order. *Make payable to AIDS Network and include rider name on the Memo.*
 Pledge by credit card (One time payment).
 Pledge by credit card (Monthly payment of \$ _____ {per month} over _____ months). *Indicate number of months over which you would like payments spread, up to a maximum of 10 months. NOTE: Minimum payment is \$30/month.*

Please Bill My: MasterCard Visa


Name on Credit Card _____

Account Number

Expiration Date (mm/yyyy)

Signature _____ Date _____

Please mail the completed form with pledges to:
AIDS Network, Attn: ACT 5, P.O. Box 731, Madison, WI 53701

 **ACT 5** Presented By Williamson Bicycle Works
AIDS NETWORK CYCLES TOGETHER
Important information for donors...

Your Pledge

The purpose of ACT is to raise awareness, educate the community, teach tolerance, and provide a maximum return of funds to the AIDS Network. AIDS Network is planning and producing ACT almost entirely with volunteers.

Because the ride is volunteer-driven, we are striving to return a maximum of funds to the direct services provided by AIDS Network (keeping administrative and overhead costs as low as possible). While our hope is to return as much money as possible, there are many factors that will affect that total, such as number of riders and the amount of money that they raise. Consequently, there are no guarantees on the amount returned to AIDS Network.

Additionally, it is difficult to put a dollar value on all of the other benefits we expect ACT to generate. Because riders take on such a large commitment (raising \$1100, training, and then riding over 300 miles in four days), the event generates a great deal of public awareness. As the ride ventures through small cities and towns throughout southwest and south central Wisconsin, riders will help educate the community, put a human face on this disease, spread the word that AIDS has no barriers, and remind people, in the words of Margaret Mead, *"...that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

Your Beneficiary – AIDS Network

AIDS Network is the State of Wisconsin designated AIDS Service Organization (ASO) and only provider of comprehensive HIV services in southern Wisconsin. This non-profit agency provides case management services, prevention outreach, emergency assistance, legal services, and other services to people affected by HIV and AIDS in 13 counties. AIDS Network is based in Madison and has offices in Janesville and Beloit.

Your Sponsorship – General Information

- Monthly statements on credit card bill will read "AIDS Network."
- Payments will commence upon receipt by AIDS Network.
- Pledges are tax deductible to the fullest extent allowed by law.
- Pledges are non-refundable and non-transferable.
- Pledges are actual sponsorships, not promised sponsorships.

Your Employer – Matching Gifts

Many companies will provide their employees with matching gifts / pledges. Check with your employer on specific guidelines and policies.

Thank you for your generosity. For questions, please contact AIDS Network @ 608/252-6540.