

The Ride for Missing Children - CNY 2010
Friday, May 21, 2010
Friends of Missing Children
Rider Information Manual
Rev: A_10-Jan-2010



“Making our Children safer ...one Child at a time”

National Center for Missing & Exploited Children
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The Ride for Missing Children – Central New York 2010

INTRODUCTION AND WELCOME

On behalf of the National Center for Missing & Exploited Children (NCMEC), we would like to welcome you to The Ride for Missing Children. There are three purposes of The Ride:

- To honor the memory of all missing children
- To raise public awareness of the plight of all missing and exploited children and the need for child safety education
- To raise funds to support the missing children poster distribution and mission of the National Center for Missing and Exploited Children – New York/Mohawk Valley (NCMEC-NY/Mohawk Valley).

The Ride for Missing Children CNY – 2010 will be held on Friday, May 21st as our commemoration of National Missing Children's Day. The Ride began in 1997 with 43 Riders who rode their bicycles from the steps of the State Capital in Albany to Utica. The goals of The Ride for Missing Children CNY remain the same as when we began.

The Ride CNY has grown steadily each year with over 400 riders in 2009. There are now five Rides for Missing Children in New York State – The Ride in Utica is now called The Ride for Missing Children Central New York (CNY) and was joined in 2000 by The Ride for Missing Children Rochester; 2002 by The Ride for Missing Children Fingerlakes in Auburn; 2006 The Ride for Missing Children -- New York Metro; in 2007 The Ride For Missing Children Buffalo; and in 2008 by The Ride for Missing Children, Capital District in Albany.

Please read this information carefully. It will help to prepare you for our 100 (+-) mile Ride, and will give you valuable information on the work we are doing for missing and exploited children, and your new role as a member of The Friends of Missing Children.

We know that your experience will be a challenging, and rewarding one. Together we will work toward our mission:

To make our children safer ...one child at a time.

Gratefully,
The Ride for Missing Children – Executive Committee

RIDER ELIGIBILITY AGE REQUIREMENT

Adopted as a policy in 2009, Riders must be 15 years of age by the day of The Ride. As long as a Rider's ability to maintain the pace of The Ride and ride safely in the group is not compromised, there is no upper age limit for Riders.

IT'S NOT ABOUT A BIKE RIDE

Our bicycles are the "vehicles" we use to make our journey, however they merely provide us with a visible means to spread our message about the plight of missing and exploited children and to educate and communicate to those we ride by, and to those that we visit, on child safety education.

The Ride for Missing Children is not about personal challenge or achievement – it is about our mission "to make our children safer ...one child at a time".

We Ride 100-miles in one day, as one long, unified team of Riders, riding 2 x 2 escorted by The New York State Police and local law enforcement of the jurisdictions through which we ride. The Ride stops at schools along the way for Educational Rest Stops, and we "Ride-By" other schools along our route.

At each school we visit, we bring our message of child safety and abduction prevention. Before the Ride we reach out to schools "beyond our borders" with our educational and awareness programs.

YOUR THREE COMMITMENTS

As a member of The Friends of Missing Children we ask you, the members of the team, to make these three commitments:

- To ride the 100-mile bicycle route on Friday May 21st and to work as part of the Team of Riders and maintain an average pace of 14 mph (15 – 17 mph on the flats).
- To help NCMEC in its mission to promote awareness of the plight of all missing and exploited children, and the need for child safety education.
- To raise a minimum of 2,000 missing children posters (\$500) to support our poster distribution of missing children and the mission of NCMEC-NY/Mohawk Valley.

HOW YOU CAN FULFILL YOUR COMMITMENTS

The 100-Mile Ride

It is important to think of The Ride as an awareness event, not a race or endurance event. Although we encourage everyone to train properly for this distance, you are not required to ride the entire route. Each Rider will have the opportunity to take a rest break in our Rider's Bus, if necessary. This way you will be able to ride safely and enjoy our ride back home.

Awareness – Education – Helping NCMEC

The Ride for Missing Children is not just a one-day event. Our mission for promoting awareness begins months before the Ride. You can fulfill your awareness commitment in a number of ways.

- Join one of our many committees to help organize The Ride and SafetyFest.
- Participate in the "Adopt-A-Rider" Program: Our School Committee works with schools across the state with our Pennies for Posters campaign. School children collect pennies to put up posters of missing children. A school or class can adopt you and their pennies count towards your personal fundraising goal. This gives you a great opportunity to visit with the students, teaching them our safety rules. Contact Karen LaScala at 315-737-5609 fishingll@nedobie.com or Kelli Corasanti at 315-724-6282, Corasanti@roadrunner.com to find out more about this program.
- NCMEC Speaker's Bureau: We train people to speak to school groups, parents, community service groups, etc, on issues about missing and exploited children, and child safety education. If you are interested in joining our Speaker's Bureau, please contact NCMEC-NY/Mohawk Valley office at 315-732-7233.
- Volunteer for our Poster Distribution: Due to the success of our fundraising efforts, we are distributing more posters of missing children than ever before. We need volunteers to help us process and mail these posters. Our Mohawk Valley office is open each weekday from 9:00 a.m. to 4:30 p.m. If you have some spare time, call and let us know you can help. 315-732-7233.

FUNDRAISING – "RAISING POSTERS"

Here are some ways of making your fundraising easier, more organized, and more comfortable for you. Fundraising is a very rewarding experience. Think ahead to how you will feel after you have raised 2,000 posters of missing children – 2,000 more chances to bring a missing child home.

Active.com: Online Fundraising

Riders are invited to use active.com for their Ride for Missing Children fundraising. This service will allow you to easily set up your own personal web page, and accept credit card payments directly on your web site that will go directly to NCMEC-NY/Mohawk Valley and count toward your fundraising commitment.

In order to participate, you will need to create an account with active.com if you do not already have one. There is no cost to you for creating an account, or participating in this web-based fundraising. Active.com makes their money by taking a percentage of the donation and charging us \$1 per online donation. So it is more cost effective to take checks or cash when you can, but this gives you a way to reach out to people that you might not normally ask for a donation. (Please note: you are credited with the total amount of your funds raised). Once your page is set up, you will receive a link you can email that will bring people directly to your own personal page.

Here's where to begin: <http://www.active.com/donate/RFMCCNY2010>

Click on the "Become A Fundraiser" link at the top of the page, and you will be walked through the set-up process. If you have any questions please feel free to contact Dave Kubera, Ride for Missing Children Active.com Coordinator via e-mail at rfmc.active@gmail.com

detailed instructions on how to sign up and use "active.com" will be sent to each Confirmed Rider via e-mail.

Fundraising – The Basics

People want to support you and the work that you are doing. Contributing money to a cause is a powerful way for a person to get involved when they cannot give their time.

Make people aware of what their donation will do. Share with them that we have distributed over 6.4 million posters on 5,670 children and that now 4,016 of these children have been successfully recovered.

It is important for everyone to know that all your donations to The Ride for Missing Children support our poster distribution program for missing children. Expenses for The Ride and Community Events are paid by our Corporate Benefactors. Explain how every \$0.25 they donate distributes one more poster of a missing child.

Make a Plan

Ask yourself what is the best way for you personally to raise posters. Everyone is different. You may be comfortable talking directly with people and asking for a donation. Or you may feel that an email or letter-writing campaign is more efficient. Maybe you work at a company that will match funds you raise.

Don't go it alone. Think of ways to get other people to help raise funds with you – you will then be riding the 100 miles on May 21st for all of these people. Get people excited about the work you are doing for missing and exploited children by telling them what you have learned about the problem of missing children and child exploitation. Share safety rules for their children. This broadens your fundraising efforts, and gets others involved.

Some donation suggestions include:

- Friends & family
- Work groups
- Church groups
- Kiwanis, Rotary, Elks, Moose or Optimists Clubs
- Trade organizations

(Bring along a member of our Speakers Bureau or our Community Educator.)

Get together for a bake sale, spaghetti dinner or dance-a-thon. Hold a “Jeans Day” at work. Put up posters and spread the word that on a certain date to raise money to raise posters, people can pay \$5 earning the right to wear jeans on a particular day. Consider holding a 50-50 raffle to raise further funds. Hold a garage sale and include a donation jar so people who don't buy can still contribute.

Corporate Matching Gift Program

Many companies have gift matching programs. See if your company will match a certain amount of the donations you raise.

Corporate Benefactor Sponsorship Opportunities

Your employer can also take on a sponsorship role. This is separate from your personal poster-raising goal. Their sponsorship helps underwrite the cost of The Ride, ensuring that all funds Riders raise go directly to poster distribution. The following packages are available:

Luminary \$20K, Partner \$10K, Patron \$5K, Gold \$3K, Sponsor \$1,500 or Contributor \$500.

Please email Jim White at jkrwhite@verizon.net or Steve Tibbits at sltibbs@roadrunner.com for details.

Set Fundraising Deadlines

Things always take longer than you think they will. Start your fundraising EARLY. Time will pass quickly and all of a sudden the Ride will be here. As the Ride approaches your schedule will be crowded with meetings, training rides, etc. Don't leave your fundraising to the last minute. Ask your donors to send in their donation as soon as possible. People get sidetracked and forget.

Set a Goal – How Many Posters Do You Want to Raise?

This is one of your most important steps. Think positive, but be realistic.

Set a goal in numbers of “posters”, not “dollars”. Give the donors a goal – together let's raise another 2,000 posters.

Let your donors know what their donations will do. Each poster we send out is one more chance to bring a missing child home. Tell everyone that you have set a personal goal to raise “X,XXX” posters. Ask for their help in obtaining this goal. Remember, your commitment is to raise a minimum of 2,000 posters. Can you think of ways to get 50 people to donate \$10.00? If so, you have met your goal.

Use The Ride Promotional Materials: Brochure, Poster, Website

The brochure and poster will be available in early March.

KEEP DONATION LOGS – DONATION PROCESSING

All Confirmed Riders will receive a Pledge Log and a list of Fundraising Guidelines. Each Rider is responsible for collecting and tracking all of their own donations and sending them into the NCMEC-NY/Mohawk Valley office with the completed pledge log. Send to: 934 York Street, Utica, NY 13502. All donations collected by Riders must be into the NCMEC-NY/Mohawk Valley office by May 15th so that we will have time to process them before The Ride.

We ask all Riders to have your donors send their individual donations directly to you, the Rider, so you can collect and tabulate all your donations. Pledge logs are sent to each Confirmed Rider via e-mail on a periodic basis before The Ride, and are also available at www.therideformissingchildren.com

Send your donations in as you receive them so they are easier to process. Due to the volume of checks that we have to process, we are not able to give you immediate updates. IRS acknowledgement letters are sent by NCMEC-NY/Mohawk Valley to donors to The Ride for Missing Children for their tax purposes. Make sure your supporters put your name in the memo section of the check so we can credit you for their donation.

The National Center for Missing & Exploited Children (NCMEC) is a 501(c)(3) tax-exempt charity and a publicly supported organization as defined in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Service Code. Federal I.D. # 52-1328557. All donations are tax deductible to the extent allowed by law.

There will also be a donation drop off table at each of the Rider meetings starting in January at Valentino's Banquet Hall to make it easier for you to submit donations as you receive them. Send in or drop off your collected donations as early as you can, as you receive them. Do not hold your checks until the pledge log is filled or you have a large number of checks.

Keep a copy of all of your donation receipt logs for your own records. If you are keeping a computer record, please start a fresh page (file) every time you submit a log, numbering the pages as you go. If you have United Way contributions/employer matching funds, pennies for posters, are

adopted by a school, or are a rider for a Corporate Sponsor, this **MUST** be written on your pledge log and submitted to the office to assure we can track your donation.

Give Feedback

Your donor list is also a mailing list for thank you notes, etc. Before The Ride, let people know how you are doing with respect to the goal that you set. If you have not met your goal, people may want to give more to make sure you beat the goal you told them of.

When you've made your goal, letting people know is an important step. Tell them how many posters you actually raised and how many posters all the Friends of Missing Children raised from our Ride.

FUNDRAISING GUIDELINES

As a member of The Friends of Missing Children, you are representing the National Center for Missing & Exploited Children. NCMEC does have several guidelines that you must follow.

Independent Fund-Raising Events – Guidelines

Many Riders conduct various fundraising events to achieve their fundraising goal. We encourage these events; however NCMEC cannot officially endorse or support these events. Please contact the office with your fundraising idea, so that we are aware of what is being done and to be certain that the money you raise is credited to your poster commitment. When seeking in-kind service donations from companies for these events, you must distinguish that the donations are to your individual event and are not directly to The Ride or NCMEC-NY/Mohawk Valley.

NCMEC does not conduct general phone solicitation for funds. In your fundraising for The Ride, please do not make unsolicited phone calls seeking donations from people you do not know well. It is acceptable to call people you know (close friends, relatives, and people who will know you personally), and who are familiar with you, to tell them of the Ride and ask for their support by giving donations.

When speaking or writing with people regarding the fundraising, you may use the Rider fundraising authorization card/letter to identify yourself. A sample letter is provided in this manual. Additional copies can be obtained by calling the NCMEC-NY/Mohawk Valley office at 315-732-7233. If you will be fundraising through a letter-writing campaign, organize your addressed envelopes by zip code. If you have 200 or more, you can take advantage of our bulk-mail rates. Have a "family night" so they can help address and stamp the envelopes.

Exercise discretion when speaking of Missing Children and fundraising. Carefully explain the goals of our Ride, and that the funds you raise will go directly to the distribution of posters of missing children and the mission of NCMEC-NY/Mohawk Valley. If you make up your own letters or mailers, please be aware NCMEC does not allow the use of the likeness of any missing child to be used with fundraising materials.

If you have concerns about meeting your donation obligations, please contact Katie Ullman at 315 853 3941 extension 30 or Kate Alcott , chairperson , donation processing committee That at 315 737-6160, to the Ride to assist you with ideas to increase your donations.

Independent Fundraising Activities for Riders

We encourage Riders to come up with creative ways to support your fundraising. To be consistent with NCMEC fundraising guidelines, there are some rules that you must follow. Your event must be approved by the NCMEC Program Director. The National Center considers these events to be

“third-party fundraisers” and they need to have local approval. You will need to fill out a third-party form stating the intentions of your event, and submit it for approval. That form is located at the end of this document.

Announcing Your Personal Fundraising in the Public Media

If you choose to announce your individual activity in the media, our Ride Media Coordinator must place these press releases for you. This will allow us to review and approve your media announcement to make sure it follows NCMEC guidelines. Our Media Committee has many contacts in the local media and can work to get you the publicity you seek. Please contact Katie Ullman at 315-853-3941, kullman@romanelli.com.

Statement Regarding the “Use of Proceeds” of your Fundraising Activity

When seeking in-kind service donations from companies for these events, Riders must distinguish that the donations are to your individual event and are not directly to The Ride or NCMEC-NY/Mohawk Valley.

Your announcement must contain the following statement to follow NCMEC guidelines:

“All proceeds (or “Portions of the proceeds) from this event will be used to fulfill my personal fundraising commitment to The Ride for Missing Children and will go to support the missing children poster distribution and mission of the Mohawk Valley office of the National Center for Missing & Exploited Children.”

"All proceeds donated to..." is defined as meaning that the event organizer will donate to NCMEC or The Ride all “net” proceeds of the event as determined by the gross income minus necessary expenses.

"A portion of the proceeds donated to..." is defined as meaning that the event organizer will donate only a certain portion of the net proceeds of the event to NCMEC or The Ride.

The Use of The Ride Logo for Your Personal Fundraising Efforts

If you wish to use The Ride for Missing Children Fundraising logo on any letters or materials you make to support your personal Ride fundraising, you must obtain permission to do so. Please contact our Media Coordinator Katie Ullman 315-853-3941, kullman@romanelli.com

A "third-party event form and guidelines are included on the very last page of this Rider Manual.

Riders may **not** use the NCMEC logo on any printed materials made for personal fundraising, with the exception of the official NCMEC-NY/MV Fund-raising Authorization Letter. Riders also may not use the name Sara Anne Wood for promotional purposes.

Companies or individuals donating to your personal fund-raising event cannot be granted Corporate Benefactor status from The Ride for Missing Children.

Third-party Events receive no funding from NCMEC or The Ride. We are not responsible for any financial losses at your event. The third party conducts their event and then donates all or a portion of the proceeds to either NCMEC or The Ride.

The third party conducting the event determines the amount of the proceeds donated to The Ride.

NCMEC or The Ride for Missing Children reserves the right to accept or reject donations from third-party events that do or do not follow acceptable guidelines.

Please note: It is the policy of NCMEC-NY/Mohawk Valley and The Ride for Missing Children CNY to accept donations of this type only when the event organizer specifically states the exact portion or percentage of the proceeds to be donated to NCMEC or The Ride. Example 1: "the XYZ event will donate one dollar per player to The Ride for Missing Children". Example 2: "the XYZ event will donate 10% of the net proceeds to get NCMEC".

Sponsors of the third-party event **do not** receive an IRS acknowledgment from NCMEC or The Ride. Third-party event sponsors make their donations/contributions directly to the organizer of the event. NCMEC cannot be the holder of sponsorship funds nor pay any bills for third-party events.

It is the responsibility of the third-party event holder to verify that they are following NCMEC and/or The Ride guidelines and conducting their event within all legal parameters for such events. Such events will be subject to advertising and promotional guidelines as set forth by NCMEC-HQ.

Third-party may use the NCMEC logo only if all promotional materials are submitted to, reviewed by, and approved by NCMEC prior to their printing and or distribution. Generally, these materials must be submitted to the NCMEC-HQ office in Alexandria Virginia.

Third-party events may receive recognition by The Ride by any of the following, is determined by the Corporate Benefactor Committee and/or the Executive Committee of the Ride:

- Mention in the Ride Bulletin
- Mention at the Rider & Volunteer meetings
- Presentation of a special plaque or certificate depending on the amount of the donation
- Ride Officials will participate with the donor and appropriate photo opportunities for publication in public and/or private newspapers/bulletins/publications.

SAMPLE FUNDRAISING LETTER

See the sample fundraising letter on the following page.

Date

Dear _____

I have made a commitment to help missing and exploited children by riding my bicycle in The Ride for Missing Children on May 21, 2010. The Ride raises funds to support the missing children's poster distribution program and the mission of the National Center for Missing and Exploited Children here in Central New York.

My goal is to raise _____ posters of missing children to aid in their search and recovery. According to the FBI, there are approximately 750,000 reported cases of missing children each year. The Mohawk Valley office of the National Center for Missing and Exploited Children sends posters of missing children to targeted areas across the United States and Canada asking businesses, hospitals and United States Post Offices to display them in the hopes that someone will identify the child and lead authorities to the safe recovery of that child.

One of every six children profiled in the National Center's photo campaign is eventually recovered. Since becoming part of NCMEC in September 1995, through December 2009, we have sent out over 6,465,157 posters of 5,670 missing children. We are proud to tell you, that 4,016 of these missing children have been successfully recovered.

The Center estimates that it costs them \$0.25 to send out one poster of a missing child – every dollar you donate is four more posters – four more chances for a missing child to be recovered.

A letter from NCMEC will be sent to you as an IRS acknowledgement of your donation. Please help us with your donation by making out a check to NCMEC-NY/MV, and send it directly to me <<Rider Name>> at <<Rider Street Address – City, State and Zip>> so that I can add it to my total and forward it on to NCMEC-NY/Mohawk Valley with any other donations.

Thank you for your support, and for helping us in our mission: To make our children safer ...one child at a time.

Sincerely,

<<Rider Name>>

ABOUT THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

As the nation's resource center for child protection, the National Center for Missing & Exploited Children (NCMEC) spearheads national efforts to locate and recover missing children. NCMEC also raises public awareness about ways to prevent child abduction, molestation, and sexual exploitation. A private nonprofit organization, established in 1984, NCMEC operates under a Congressional mandate and works in conjunction with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention.

NCMEC is a vital resource for families and the approximately 17,000 law enforcement agencies throughout the United States in the search for missing children, and the quest for child protection.

NCMEC has disseminated millions of missing children's photographs. One in seven of these children are recovered as a direct result. NCMEC believes that "somebody knows where each missing child is located," and seeks to reach every home with these photographs.

Every day 2,000 missing children are reported to local police, and entered into the Federal Bureau of Investigation's National Crime Information Center computer system. NCMEC is dedicated to recovering these missing children, and preventing other children from becoming victims of abduction and sexual exploitation.

NCMEC receives thousands of leads about missing children that are forwarded to police investigators and also operates the national child pornography tip line, in conjunction with the U.S. Customs Service, the U.S. Postal Inspection Service, and Federal Bureau of Investigation. The tip line has produced leads resulting in many successful investigations.

NCMEC also works to improve legislation to protect our children. NCMEC was instrumental in the efforts to require each state to have a clearinghouse for missing and exploited children – now, all 50 States have such a clearinghouse.

Whether a police officer needs case assistance, desperate parents are seeking help to find their child, or a citizen is asking for information on child safety, all it takes is one call to the High-Tech Search Network of the National Center for Missing and Exploited Children 1-800-THE-LOST (1-800-843-5678).

Photo Distribution

NCMEC's photo distribution program, established in October 1985, has continued its role of involving a network of private-sector and federal partners in distributing photographs of missing children on an international, national, regional, statewide, and local level. Using methods such as ADVO®'s direct-mail advertising cards; Choice Point for Faxing posters, Wal-Mart; and hundreds of magazines, newspapers, trade journals, cable television, telephone directories, and online computer services—the photo distribution network has been instrumental in the recovery of missing children.

National Center for Missing and Exploited Children – New York/Mohawk Valley
NCMEC-NY/Mohawk Valley was initially formed in August of 1993 as the Sara Anne Wood Rescue Center, a group of volunteers who developed a unique system for distributing posters to aid in searching for Sara. In four months the Center distributed over 4,000,000 posters of Sara across the US and several foreign countries.

On September 14th, 1995, the Sara Anne Wood Rescue Center became the Mohawk Valley office of the National Center for Missing and Exploited Children – New York Branch. The Center's primary mission continues to be to distribute posters to specific target areas.

Targeted Poster Distribution

The specialty of the Mohawk Valley office is to target a specific area of the country with posters of a missing child. NCMEC-NY/Mohawk Valley distributes posters of missing children to sites specific to each case.

Often a Case Manager gets a lead on a missing child or an abductor, and needs our assistance in sending posters to a specific area. The targeted area, and the specific sites where we mail posters, are selected based on leads in the case and information on the child and/or the abductor. Individual posters of the missing child are sent to businesses to be placed where people will be most likely to see them. We most commonly mail to convenience stores and truck stops. We also send posters to hospitals, physician's offices, and a variety of other high visibility sites. NCMEC-NY/Mohawk Valley also works closely with the New York State Clearinghouse for Missing and Exploited Children in Albany.

From September 1995 through December 2009, we have sent out over 6.4 million posters of 5,670 missing children. Of the children for whom we've been helping to search over this time 4,016 are now listed as successfully recovered. In 2009 alone, NCMEC-NY/Mohawk Valley distributed 629,009 posters of 1,068 missing children – 973 of our missing children were also recovered during this period.

BICYCLES AND EQUIPMENT

If you are going to buy a new bike to use on this Ride, we strongly recommend buying a road bike. We are aware that many of our first year riders who haven't ridden a bike in many years will need to buy a new bike. While there are many different types of bikes to consider including road bikes, hybrids and mountain bikes, we have found that Riders working to prepare for and ride 100 miles have been most successful on a road bike. Riding a mountain bike or a hybrid will take more effort to keep up the pace, particularly over long distances and are discouraged for all but very strong Riders. You will find that most of the Riders do use road bikes. They have thinner tires that require less effort over the long course of the Ride.

If you have any questions regarding an appropriate bicycle for the Ride, please contact Kathleen Purtell, Chairperson of the New Rider Committee at 315-725-2955, kathleenpurtell@aol.com

Tires

Mountain Bike Tires ☹

If you are going to ride a mountain bike on The Ride for Missing Children, we strongly suggest you replace the knobby tires with smooth "slicks". These are available at most bike stores. You do not want to ride 100 (+) miles on knobby mountain bike tires.

Bicycle Maintenance

Prevent Problems by having a tune-up BEFORE the day of The Ride. The last thing you need to deal with is equipment problems, so get ready well in advance. If you are in doubt about your tires and tubes, always replace them with new ones.

Don't tune up the bike the day before the Ride. Local bike shops will be very busy the month before the Ride. Get your bike into the shop in February or March. We will have bicycle mechanics with us the day of the Ride, but they will be there to fix flat tires ONLY.

Ride Day – Bike Problem

On The Ride, if you have a problem with your bike (i.e., a flat tire) and have to stop, here is the proper procedure.

Alert all the Riders around you of your problem – Yell out “Flat tire!!!!”
Drift to the far RIGHT shoulder of the road away from traffic and out of the line of Riders. Other Riders should steer around you and give you the right-of-way. DO NOT stop immediately in the middle of a group of Riders. You will cause an accident. When you are safely on the side of the road, stop your bike and dismount. Keep your hand raised so you can be seen.

The bike mechanics in the Support And Gear (SAG) Wagons will assist you with your bike problem. The truck and van at the back of our escort will take you and your bike to the next rest stop where your bike will be repaired. In order to keep our uniform pace, we cannot fix flat tires or do repairs “on the road”.

All other Riders KEEP ON RIDING. Do not risk creating more of a hazard by trying to stop quickly and lend assistance. Keep on riding. The “Shepherds” (Experienced Lead Riders) will move to the side and lend assistance to the Rider.

Biking Clothing and Accessories

Bicycle Helmet: An ANSI/SNELL approved Bicycle helmet is MANDATORY for all riders on training rides and The Ride for Missing Children.

Biking Shorts: Bicycle shorts are a very good investment. However, DO NOT wear shorts with a seam in the crotch. This will be very dangerous after several miles.

Biking Gloves: These make your hands comfortable on the handlebars, a good investment.

Mirror: A helmet, sunglasses or handlebar mount is very helpful in seeing who is behind you and where.

Bike Equipment Essentials

The following are good ideas to take with you on each training ride, or make sure that your partner has them.

- Frame pump (pump that attaches to your frame): Make sure the pump fits the type of tire valves you have on your bike: Presta or Schraeder.
- Spare tubes: Check the correct size for your tire.
- Tire Irons (plastic): For taking your tire off the rim.
- Patch Kit: For fixing small leaks in the new tube you just put in.
- Water bottles and cages (2).

Be Prepared for all Kinds of Weather

On the day of the Ride, bring ALL your gear: warm weather, cold weather, rain gear – all of it. We have learned from past years that the weather can change dramatically during the day. Be prepared!

Clothing

The key to a comfortable 100(+/-) mile ride is preparation – having the right gear, the right clothing, and the right training for the conditions that day.

Those of you who are not year-round bicyclists will be glad to know that you don't have to go out and spend a lot on a new cycling wardrobe. You probably have most of what you need right now. Keep in mind in rain, keep your head, feet, hands, and body DRY. Buffer your body from the wind. Bring several layers of lightweight clothing. Do not bring bulky clothing.

Pack your gear and clothing in a duffle bag. This bag will be kept in one of the sag wagons and will travel with us on The Ride. Our bicycle mechanics will have floor pumps for you to use the day of the Ride. Due to the number of riders and the amount of space that we have available to us in the SAG Wagons, please do not bring a floor pump in your gear bag. The maximum weight of each Rider gear bag is 20 lbs.

Clothing You Should Bring

For the Rain & Cold

Rain Jacket: Cycling jackets are nice, but not necessary. If you have a running jacket, it will do just fine. Caution: If your bike does not have fenders, and you ride in the rain, the wheel will spray dirt and mud up on your back.

Gloves: If it is very cold (in the 30's) and windy, a pair of ski gloves will be very handy. If it's in the 40's or low 50's, a light pair of glove liners over your regular bike gloves work well.

For the rain and cold: some Riders bring thick rubberized gloves like painter's gloves, or dishwashing gloves. This is a great idea!!!

Foot coverings: The cold wind will go right through your shoes. Some people have special neoprene or nylon covers for their shoes – but a good home remedy is to bring a few plastic sandwich bags (not zip-locks). Put these over your toes (under your shoes) and they will keep you warm.

A polypropylene shirt under a rain jacket will keep you warm in cold weather.

Extra Dry Socks! Extra Dry Socks! Extra Dry Socks!

Helmet Liner: A thin ski cap can be put under your helmet to keep you warm in the cold morning air. Try it on first so you are sure your helmet won't be too tight.

Full-Length Wind or Rain Pants: Again, lightweight nylon pants you use for running, etc., should be fine. If it is really cold and windy (in the 30's), a light pair of long underwear will keep you warm. NOTE: If the pants cuff on your right leg is loose it will get caught in the front chain ring - use a Velcro strap or something to wrap the pant cuff material tightly around your ankle.

Nice "Extras"

These are some things that make bike riding more interesting, but are not essential.

- Cyclometer: Gives your speed. Some show cadence and distance covered.
- Biking Shoes: Special bike shoes have stiff soles to deliver more power to the pedal and prevent foot fatigue.
- Pedal cages: If your bike doesn't have cages or "clips", we recommend getting them. Without the clips you are only pushing down on the down stroke. Clips let you pedal in "circles" and pull up on the pedal on the upstroke. They are great on long rides and very useful for riding up hills. Just 2

- or 3 rides and you'll get used to them.
- Clipless Pedals: These are like "ski bindings" for bike pedals.

TRAINING/COMMITMENT RIDES

The goal of the training rides is to learn how to ride together in a large group over a long distance at a uniform pace. We will practice during our training rides by having the Shepherds set the pace and keep a uniform line as we go up and down hills.

Training/Commitment rides will begin as soon as the weather permits (hopefully in mid-March). We do have training rides in all kinds of weather so we will be prepared for whatever weather we get on the day of The Ride. Announcements about the Training/Commitment Rides will be made in our Ride Bulletin and e-mail notices.

Training Rides are held on Saturdays and Sundays.

All first year Riders are expected to attend a minimum of 4 training rides and returning Riders at least 2 training rides. These are the absolute minimum and we strongly encourage you to make at least one ride per weekend to assist us in our group riding skills and to train to effectively ride 100 miles in one day.

Training rides are a lot of fun, even in bad weather. Many of our greatest memories from past years have been from our training rides where we all got wet and muddy together. Times and starting points will be announced in our newsletters. Routes will be determined based on prevailing winds, etc.

Please note: On our training rides, we will not have a police escort. It is extremely important to follow the rules of safe riding.

Do not ride more than two by two, and ride single file when there is not a wide shoulder. When a car is approaching from the rear, the Riders in the back of the line will yell "CAR BACK". This is a signal to get into a single line. DO this quickly!!!

The cars have the right of way. They are bigger, heavier and will cause you more damage than you will cause to the car.

The Yellow Line Rule: Under no circumstances, in training rides or on the day of The Ride, are Riders to ride outside of the designated lane and cross over the yellow line into the opposing lane of traffic. Crossing over the yellow line puts you, oncoming drivers, and other Riders at risk of severe injury or death.

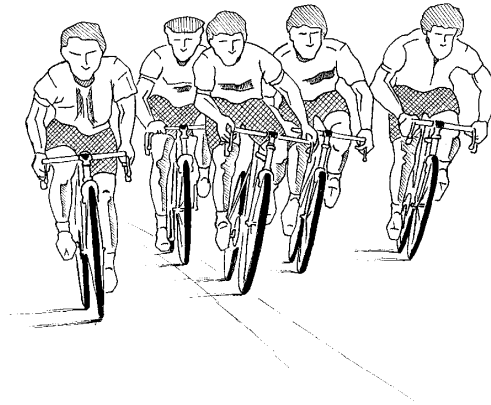
Riders should be aware that on the day of The Ride, NYS Police and other members of the Police Escort will be driving in the opposing lane. They are there to bring traffic past our Ride or to go quickly ahead of the Ride to take a position for traffic control. They drive very fast and it is important for everyone's safety to stay in our own lane.

RULES OF THE ROAD

Riding as a Group

Figure 1: The WRONG way to ride in a group. These rider's wheels are overlapping and they are too close together. The middle riders have nowhere to go if there is a crash or obstacle up ahead.

The Ride for Missing Children is NOT a race. Our goal is to ride as a TEAM. As we go through the towns on our route we want people to see us riding as a team – a long line of bicyclists riding together. Everyone must understand that we will have Riders of different abilities and we must stay together in a continuous line. This is something that most Riders (including experienced racers) are not used to doing.



The Shepherds

We will have 40 (+) of our more experienced Riders designated as “Shepherds” for our group. The Shepherds will be wearing differently colored jerseys so you can know who they are. They will be working with the NYS Troopers and Police Escort to keep us riding at a steady pace and in a uniform line. On the day of the Ride the Shepherds will also be in two-way radio contact with the New York State Police Escort Director to maintain our pace and keep together as a uniform, unbroken line. You must follow the instructions given to you by the Shepherds.

Setting the Pace

We will have two Shepherds at the head of the Ride. These Shepherds will set the pace. DO NOT pass these Riders or try to push the pace faster than the pace they set. The front Shepherds will be in touch with the Troopers at the front and the back of our escort to maintain a pace that will keep us together.

Overall, we will be keeping an average pace of 15 – 17 mph on the flats. Do not allow large gaps between groups of Riders. Stay with the pace. Follow the pace set by the Shepherds. DO NOT push the pace. If you are having problems maintaining the pace, pull off to the right side of the road and wait for the SAG wagons.

It will be necessary for the Lead Shepherds to slow the pace from time to time and allow us time to regroup, closing up gaps that have formed in the middle or back of the line. This will be particularly true as we pass through turns or special Tribute points on the route.

We will Ride as a TEAM

As we go along the route, we want everyone to see us as a unified Team. This means we will keep a steady and even pace. We ask our experienced riders to work with us at keeping a slower pace than you are capable of riding. NO BREAK AWAYS!!!

If you are having trouble keeping the pace, drop off for a while and get in the SAG Wagon. Pull over to the far right-shoulder of the road and GET OFF YOUR BICYCLE. Do not keep riding or you will make it more difficult for the Pick-Up Crew to assist you.

Riding in a large group is very different from riding in a race or riding in a small group. Stronger Riders have to gauge their pace going up hills – if they charge too aggressively then they will leave the back of the group behind as they crest the hill. The result will be a huge gap in the middle of our line.

Pick Up Speed Going Down Hill – The Pace Slows Down Going Uphill

As we go down hills we will allow the pace to pick up slightly. For safety reasons, when riding in a large group we cannot pick up too much speed. We will keep the momentum going as we come up a hill and gradually slow the pace down as we reach the top.

Braking

You will be using your brakes constantly during the Ride and on all training rides. Keep your hands near your brakes at all times. As in most bike races, we discourage the use of aerobars so that your hands are accessible to the brakes at all times.

Experienced Riders Be patient

The Troopers may slow down the pace as we crest a hill and keep it slow as we continue in order to let the back of the group catch up. Please keep your pace even and follow the Troopers instructions. Although many of you can take the hills at a faster pace, remember – we have to keep the group together. Assist the slower riders. Ride alongside of them and give them encouragement.

2 – 1 Riders Abreast

One of the keys to safe riding in a large group is to keep organized and keep a safe distance between you and the other Riders. On The Ride, we will be using the “2 – 1” system at the direction of the New York State Troopers escorting us:

Figure 2: Riding 2 abreast. Keep a bike length between you and the rider a head of you.



2 abreast – our standard riding configuration.

1 single file – we will ride single-file when we have to go on a narrow shoulder.

Important!!! At no time must we ever ride more than 2 abreast unless directed to by the Troopers or when passing a single Rider. Having more than three Riders side-by-side can make it impossible for the middle Riders to move out of the way in the event of an obstacle or a crash. The only Riders who are to be riding 3-abreast are the designated Shepherds as they are assisting Riders, giving directions or repositioning themselves in The Ride line.

Riding Pace

We stress again that we must keep an even pace on the Ride and there are some simple rules we must follow:

REMEMBER – a long line of Riders is like a train—the front Riders have to wait for the Riders in the back of the pack. When we start we have to start out slowly and build up speed so we can stay together.

Follow the directions of the Shepherds. If you are falling off the back of the group, you will be directed to get in the rear SAG wagon.

Keep your hands near your brake levers. You will be using your brakes frequently to adjust the pace – this is not a race – we must keep the line uniform.

We will pick up the speed going downhill, but will not be racing the downhills. Brake to control your speed.

Rules for all Riders

These rules are important for all Riders to ensure a safe, enjoyable ride for everyone. We need your cooperation. Anyone not following the rules will be dropped from the rest of the Ride.

DO NOT make sudden stops.

If you drop something – DO NOT stop to pick it up!!!! Shout out “dropped water bottle” (or what ever you’ve dropped). One of the Shepherds at the back of the line will pick it up and give it to the back-up wagons. Stopping to pick something up will cause a crash with the Riders behind you.

Cell phones are NOT to be used when riding on training rides or the day of The Ride.

DO NOT USE YOUR IPOD. The use of iPods or other items with ear buds, earphones is strictly prohibited during The Ride or training Rides.

Riders are required to keep hands on the handlebars – Riding “no hands” is not allowed. Use hand signals when you are slowing, turning or stopping. Inexperienced Riders – we recommend “calling-out” the signals until you are proficient at hand signals.

Railroad Tracks!!! SLOW DOWN!!! Cross RR tracks at a perpendicular. If you cross at too much of an angle your wheel may be pulled out from under you and you will go down hard.



RAILWAY CROSSING

DO NOT use your aero bars!!! This is a rule enforced even in races since when you are down on your aero bars you cannot reach your brakes quickly in an emergency.

Point out and call out obstacles in the way. Remember, Riders behind you cannot see in front of you. Point to obstacles in the road and shout out to let them know.

There are no points given for riding at the head of the pack. Spread out, enjoy the day. This is not a race.

Pay Attention! It is really important for all of us to pay careful attention to what is going on in front of us. Never turn around to look behind you as you ride forward. As important as it is for you to ride carefully, it is equally as important for you to be aware of your surroundings at all times.

Sag Wagons and Support Vehicles

We will have support vehicles with us on Friday, May 21st, but cannot be guaranteed on the training rides.

On the day of the Ride, we will be followed by a truck and van to pick up any Riders who have mechanical failures or who want to rest for part of the Ride. To keep our uniform pace, if you have a flat tire or mechanical problem, the bike mechanics will put you and your bike in the truck/van and make the repair at the next rest stop.

Refreshment areas will be set up ahead of time at each rest stop.

Our Police Escort

The Ride for Missing Children is a very unique event in which over 400 bicycle-riders ride in a line 2 x 2 as one unified team. The line of riders and support vehicles will extend over 2 miles in length. This creates a great deal of community awareness and is a great thrill to the children at the schools we visit along the way.

The Ride for Missing Children would not be possible without the cooperation, participation, and teamwork of the New York State Police. We gratefully acknowledge this support.

If you have any questions that were not answered in this manual please email: info@therideformissingchildren.com.

ATTACHMENTS

Third-Party Fundraising Guidelines

Rider Donation Log

Date Received

THIRD-PARTY FUNDRAISING EVENT REGISTRATION
THE RIDE FOR MISSING CHILDREN CNY
NCMEC-NY/MOHAWK VALLEY

Office use only: Received
Event Logged
Event Approved by:
Ride Graphic Sent

Name (event organizer) Date of your event:
Please note: Form must be submitted 4 weeks prior to your event.

Company or Organization organizing the event: (if applicable) Mailing address (Street, city, state, zip code)

Telephone (Work) (Home) (Cell)

E-mail

Name of your third-party fundraising event:

Location of your event:

Type of event (please describe):

Are you soliciting Corporate Sponsors to underwrite the expenses of your event: Yes No

Please describe the amount of proceeds from your event that will be donated to The Ride for Missing Children:
All funds raised (total gross receipts: i.e., you have no cash expenses)
All proceeds (gross receipts minus direct expenses for the event)
A specific amount per participant; please describe
A specific percentage of the gross receipts; please describe
Other: please describe

Are you a current Rider or a Volunteer in the Ride for Missing Children CNY Rider Volunteer Neither

If you are a Rider in this year's Ride, is this event raising funds to meet your own Minimum Personal Rider Fundraising Commitment? Yes (list any additional Riders getting credit for your event) No, this is in addition to my Personal Fundraising Commitment

Will you be advertising your event: {check those that apply} local newspapers local TV stations local radio stations posters and/or brochures the organizer makes and distributes other; please describe
Please note: all advertising using The Ride Special Graphic must be pre-approved by The Ride Fundraising Committee

Are you requesting notice of your event be posted in our Ride CNY communications? Yes No
Ride Bulletins Ride e-mail Ride CNY website events calendar
Notice at Rider/Volunteer meetings

Are you requesting use of the Ride for Missing Children "third-party graphic" for your event? Yes No
Please read Guidelines on page 2 of this document

ACKNOWLEDGEMENT OF THIRD-PARTY FUNDRAISING EVENT DONATING TO THE RIDE FOR MISSING CHILDREN CNY

In conducting my third-party fundraising event, proceeds of which will be donated to The Ride for Missing Children, I understand and agree to the terms noted below.

- I understand neither The Ride for Missing Children (The Ride) nor the National Center for Missing & Exploited Children (NCMEC) can directly endorse my event.
I acknowledge that neither The Ride nor NCMEC are responsible for any financial loss incurred in my event.
I agree to the limitations on the use of the names and all logos of The Ride for Missing Children, the Special Ride Graphic, and the National Center for Missing & Exploited Children as described in this document, and to all stipulations on page 2 of this document.
I agree that all proceeds of this event as described above will be donated to The Ride for Missing Children.
I agree to all of the above.

Signed Date

Parent of Minor Child (if applicable): Signed Date

THIRD-PARTY FUNDRAISING GUIDELINES FOR DONATIONS TO THE RIDE FOR MISSING CHILDREN CNY

These guidelines pertain to third-party fundraising events in which the organizer or organizing entity requests the use of the name of The Ride for Missing Children and our special Ride graphic in its promotional materials. **Third parties conducting charity events for The Ride that are *not announced or published ahead of the event, need not fill out this form.***

Guidelines for Use of the terms "Ride for Missing Children CNY"; our "Ride CNY Graphic"; or, National Center for Missing & Exploited Children

We are very grateful for the efforts of our community in raising funds to support The Ride for Missing Children and the mission of the Mohawk Valley office of the National Center for Missing & Exploited Children. For purposes of promotion of your third-party event, we have devised a special Ride graphic with a designated donation statement which must be used on your promotional material. Upon acceptance of your event, the graphic will be e-mailed to you.

1. This form must be submitted at least 4 weeks prior to your event. Permission to use the Special Ride Graphic and reference of proceeds being donated to The Ride must be obtained before posting or distributing any promotional materials.
2. The use of the logo or name of the National Center for Missing & Exploited Children (NCMEC) is strictly controlled by our headquarters office in Alexandria Virginia. Any printed materials for a third-party fundraising event wishing to use the NCMEC logo or name must be applied for directly to NCMEC.
3. The use of the name "The Ride for Missing Children" and special Ride Graphic may be used in the promotion of your event under the following guidelines of our Donation of Proceeds statement:
 - a. "All proceeds of this event will be donated to The Ride for Missing Children CNY".
 - i. Use of this statement stipulates that you will donate all proceeds (gross receipts minus direct expenses) to The Ride for Missing Children CNY and that no other funds from the gross receipts are withheld by you.
 - b. "A portion of the proceeds of this event will be donated to The Ride for Missing Children CNY".
 - i. When using the statement, you must specifically stipulate the amount of or percentage of proceeds which will be donated to The Ride.
4. **Proceeds of the event should be sent by check to our office at 934 York St., Utica, NY 13502. Checks should be made payable to either NCMEC-NY/Mohawk Valley.**
5. **Riders doing events for Personal Fundraising Commitment:** on the front of the form please indicate whether this event is going to be used to meet or exceed your Minimum Personal Fundraising Commitment or if this is in addition to meeting your fundraising commitment.
6. If you are a Rider in The Ride for Missing Children CNY, when seeking in-kind service donations from companies for these events, you must specify that the donations are for your individual event and are not directly to The Ride or NCMEC-NY/Mohawk Valley. Companies donating services, products, or funds to underwrite the expenses of your event cannot be given an IRS tax deduction by NCMEC.
7. If you are seeking Sponsors for your event to underwrite the expenses, your Sponsors must write the checks directly to you or to your organization, and **not** to either The Ride for Missing Children or the National Center for Missing & Exploited Children.
8. Neither The Ride for Missing Children or NCMEC can make payments to your vendors for any expenses of your event.
9. If there are no monetary expenses to your event, your participants can write checks to NCMEC-NY/Mohawk Valley, and receive an IRS tax deduction letter from NCMEC. As with all Rider fundraising, these checks should be entered into your Donation Log and sent to The Center office.
10. The National Center for Missing & Exploited Children (NCMEC) is a 501(c)(3) tax-exempt charity and a publicly supported organization as defined in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Service Code. Federal I.D. # 52-1328557. Only donations made directly to NCMEC are tax deductible to the extent allowed by law.
11. **Child and family-appropriate events, only. Please note: all events donating funds or proceeds to The Ride for Missing Children must be of a child-appropriate nature. The Ride and NCMEC reserve the right to refuse to accept funds raised in any manner which is not consistent with or respectful to children, missing and exploited children, or the parents/family of missing children.**

SUBMISSION OF PROCEEDS – RIDERS

To assist you in the submission of your proceeds, we ask that you provide us with the following information when your event is completed and you are submitting the funds to our NCMEC-NY/MV office:

Name		Date of your event:
Name of your event:		
Gross receipts of your event:		
Direct expenses of your event:		
Net proceeds donated to The Ride:		

Date Submitted: _____
 Checked by: _____

THE RIDE FOR MISSING CHILDREN CNY 2010 RIDER DONATION LOG

Log # ____ of ____
 Pooling donations with :

Rider Name:	Rider Street Address:	Rider City, State, Zip:	Rider Email:		
<i>Donor Name</i>	<i>Donor Street Address</i>	<i>City, State, Zip</i>	<i>Amount Donated: CHECKS</i>	<i>Amount Donated : CASH</i>	<i>LOG TOTAL</i>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
<i>TOTAL COLLECTED</i>					

Make Checks Payable to: NCMEC-NY/Mohawk Valley.

If dropping off in person: Return this form and donations to NCMEC-NY/Mohawk Valley, 934 York Street, Utica, NY 13502 315-732-7233

Use a clean donation log sheet for each group of donations sent to the Center. Please, do not append new donation listings to ones previously submitted.

Proceeds from the pledges for The Ride for Missing Children MV/CNY are donated to the Mohawk Valley office of the National Center for Missing & Exploited Children (NCMEC-NY/MV) which distributes posters of missing children across the country to aid in their search and recovery. NCMEC is a 501(c)(3) tax-exempt charity and publicly supported organization as defined in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Service Code. Federal I.D. # 52-1328557. All gifts are tax deductible to the extent allowed by law.

The Ride for Missing Children CNY – 2010

Fundraising Guidelines

January 5, 2010

Dear Riders:

We would like to take this opportunity to review some very important points regarding our fundraising for The Ride for Missing Children – 2010.

- 1) **Donations should be in the form of a check made out to NCMEC-NY/Mohawk Valley. Checks should be sent directly to YOU, The Rider.** Enter the donation information onto the **Rider Donation Receipt Log**. **Periodically** send the log and donations to the NCMEC-MV office at 934 York Street, Utica, NY 13502. **All donations must be sent to or dropped off at The Center by May 15, 2010** so we can announce our “posters-raised” during the Ride. There will be a donation drop off table at each of the Rider meetings starting in January at Valentino’s Banquet Hall to make it easier for you to submit donations as you receive them. **Send or drop off your collected donations in as early as you can.** Send your donations in to us you receive them. Do not hold your checks until the Pledge Log is filled or you have a large number of checks.
- 2) The National Center for Missing & Exploited Children (NCMEC) is a 501(c)(3) tax-exempt charity and a publicly supported organization as defined in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Service Code. Federal I.D. # 52-1328557. All donations are tax deductible to the extent allowed by law.
- 3) **Independent Fundraising Events:** Many Riders conduct various fundraising events to achieve their fundraising goal. We encourage these events; however NCMEC cannot officially endorse or support these events. Please contact the office with your fundraising idea, so that we are aware of what is being done and to be certain that the money you raise is credited to your poster commitment. When seeking in-kind service donations from companies for these events, you must distinguish that the donations are to your individual event and are not directly to The Ride or NCMEC-NY/Mohawk Valley.
- 4) NCMEC does not conduct general phone solicitation for funds. In your fundraising for The Ride, please **do not** make unsolicited phone calls seeking donations from people you do not know well. It is acceptable to call people you know (close friends, relatives, and people who will know you personally), and who are familiar with you, to tell them of the Ride and ask for their support by giving donations.
- 5) When speaking or writing with people regarding the fundraising, you may use the Rider fundraising authorization card/letter to identify yourself. Additional copies can be obtained by calling the NCMEC-NY/Mohawk Valley office at 315-732-7233.
- 6) Exercise discretion when speaking of Missing Children and fundraising. Carefully explain the goals of our Ride, and that the funds you raise will go directly to the distribution of posters of missing children and the mission of NCMEC-NY/Mohawk Valley. **If you make up your own letters or mailers, please be aware NCMEC does not allow the use of the likeness of any missing child to be used with fundraising materials.**
- 7) **Have the donors put your name on the memo area of the check.** We will keep records of all donations made in your name. If your Donors do not, please write your name in the memo area of the donor’s check.
- 8) Keep a copy of all of your **donation receipt logs** for your own records. If you are keeping a computer record, be sure to start a fresh page (file) every time you submit a log, numbering the pages as you go.
- 9) **ALL RIDERS MUST SUBMIT A DONATION RECEIPT LOG/LOGS.** If you have United Way contributions/employer matching funds, pennies for posters, are adopted by a school, or are a rider for a Corporate Sponsor, this **MUST** be written on your pledge log and submitted to the office to assure we can track your donation.
- 10) **ALL RIDERS MUST RAISE A MINIMUM OF 2,000 POSTERS regardless of age, occupation or scholastic status.**
- 11) If you have concerns about meeting your donation obligations, please contact **Katie Ullman at 315-853-3149** or **Kate Alcott at 315 – 737-5291** prior to the Ride to assist you with ideas to increase your donations.