



mattamyHOMES

BIKE FOR BRAIN HEALTH

SUPPORTING

Baycrest



**June 5,
2022**

Guide:
**How to become a
Fearless
Fundraiser**

#FearNoDistance | bikeforbrainhealth.ca

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Who are Fearless Fundraisers?

Anyone who raises \$1,000 or more in funds! With thousands of participants riding their bikes on the DVP this year, we have estimated that 1 in 10 riders will raise \$1,000+. This group of fundraisers can be anyone – even you!

What does it take to raise \$1,000?

There are many ways to raise \$1,000 in funds, but the most successful fundraisers combine multiple methods. The key ingredients to Fearless Fundraising success include:

Time

The most common indicator, but not always, between all of our Fearless Fundraisers is TIME. The sooner they've registered, the more likely they are to reach this goal.

Self Donation

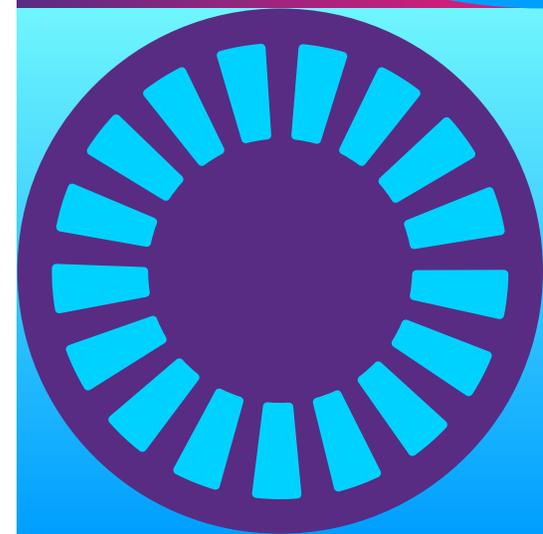
Most Fearless Fundraisers lead by example. Asking for donations from friends, family, and colleagues while proving you're committed makes it easier to receive donations.

Who They Ask

Everyone. They ask everyone they know. It's not even about *who you know* but more about *how many people you know*. On average, it will take 18 donations to reach \$1,000.

How They Ask

No method of asking for donations is the best. They all are! Change it up! Get the word out with email, phone calls, text messages, and social media.



Ok, so you're a Fearless Fundraiser, what does it mean?

In addition to riding your bike on the Don Valley Parkway and Gardiner Expressway, when you become a Fearless Fundraiser, you will receive the following perks:

- Exclusive Fearless Fundraiser cycling jersey
- Secure bike valet and bag check
- Access to the Fearless Fundraiser Lounge
- Complimentary hot breakfast and lunch, plus specialty coffee
- Exclusive tables in the Lounge
- Photo booth in the Lounge
- Support from Baycrest Event Managers and Specialists
- Preferred Parking

