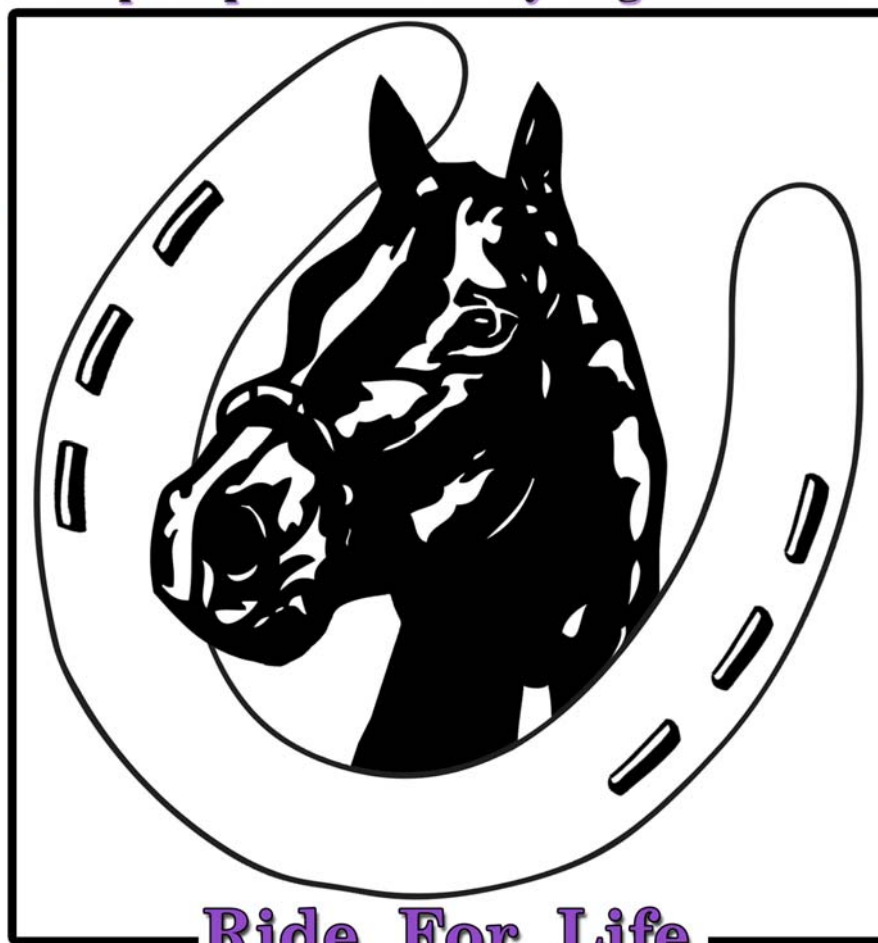


Hope Equestrian Relay Organization

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Ride For Life

2012 Ride For Life  
Captain's Packet  
May 5, 2012



Team # \_\_\_\_\_

# TEAM REGISTRATION FORM

Saturday, May 5, 2012  
Ferndale Fairgrounds  
9 am to 4 pm

Team Name \_\_\_\_\_  
Team Captain(s) \_\_\_\_\_

**Teams Registered by April 1, 2012  
will receive 5 extra raffle tickets for each team member!  
No deadline for entry—you may register on the day of the event!**

Circle One: Youth Team\*\* or Adult Team

**\*\*Note: A Youth team has no more than 1 adult for every 3 kids\*\***

Please print and return to:

HERO  
2816 Ridgeway Street  
Eureka, California 95501

Phone: (707) 496-1099  
Or Email: herorideforlife@gmail.com

~~~~~

1) Youth \_\_\_\_\_ Adult \_\_\_\_\_  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City \_\_\_\_\_  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**2) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**3) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**4) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**5) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**6) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**7) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail

**8) Youth \_\_\_\_\_ Adult \_\_\_\_\_**  
Name \_\_\_\_\_ Cancer Survivor: Yes No  
T Shirt Size (Circle One): Adult: XS S M L XL XXL XXXL Youth: S M L  
Home Address \_\_\_\_\_ City  
Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail



# Donor Form for Participants

Saturday, May 5, 2012

Ferndale Fairgrounds, Ferndale California

Participant Name \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Address \_\_\_\_\_ Home Phone \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_

Team # and Name \_\_\_\_\_

Complete this form by asking people to sponsor you for a single amount, regardless of the distance you may cover. Turn in your donations the day of the event or you may turn them into the American Cancer Society Office (2942 F St. Eureka) under the event name of HERO Ride For Life. Make checks payable to American Cancer Society. Donor forms **DO NOT** need to be turned in.

| Date paid        | Name                                         | Address/City/State                                                           | Zip Code                | Amount |
|------------------|----------------------------------------------|------------------------------------------------------------------------------|-------------------------|--------|
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# Team Captain Volunteer Job Description

**SUMMARY:** To recruit and build a team of 5-8 members and horses from family, co-workers, club members, friends, etc. To educate team members about the Hope Equestrian Relay Organization's Ride For Life and explain what to expect during the event. Also, insure donations are collected prior to the event and are ready to be turned into the morning before the event has started. Team Captain should make sure that all team members understand their responsibilities.

## TEAM CAPTAIN RESPONSIBILITIES

- Recruit a team of 5-8 members and their horses. If you can't round up 5 riders, make do with the riders you have! Teams of 1 are welcome!
- Call Diana LaCount at 707-496-1099 or email [herorideforlife@gmail.com](mailto:herorideforlife@gmail.com) if you or any team member have any questions.
- Complete the Team Registration form completely with names, addresses, emails, and phone numbers. Return it to Diana LaCount, 2816 Ridgeway Street, Eureka, CA, 95501 AS SOON AS POSSIBLE. We can plan for the free lunch and prizes when we know how many riders to expect! Teams registered by April 1, 2012 will receive 5 extra raffle tickets for each team member. Call or email with questions. Forms are also available at [herorideforlife.org](http://herorideforlife.org).
- All participants must sign a liability waiver. Please have each team member sign the liability waiver and bring them with you to the registration table on the day of the event.
- Distribute Team Member Packets to each member of your team.
- Plan for your team's logistical needs...what is your team's theme, who will bring the decorations, camera, tables, etc.
- Hold team meetings to decide what will happen the day of the event and make the day more organized for you and your team.



## TEAM CAPTAIN CHECKLIST

- \_\_\_\_\_ Recruit 5-8 team members and their horses. If you have less than 5 riders, make do with a smaller team. If you have more than 8 riders, then make 2 teams! Bring more people into the fun.
  
- \_\_\_\_\_ Tell team members the rules and specifications of the relay and insure that everyone knows to *walk only*. Tell them that the event is a relay and the idea is to have at least one rider on the track at all times.
  
- \_\_\_\_\_ Tell team members that this is a great opportunity to help out so many people, in only a day! A \$100 contribution per team member guarantees a great t-shirt that commemorates the meaning of your contribution.
  
- \_\_\_\_\_ As team members sign the registration sheet, give each person a Team Members Packet which contains all the forms they will need to participate. Additional forms (donation forms, receipts, etc...) can be picked up by calling 707-496-1099, or by emailing a request to [herorideforlife@gmail.com](mailto:herorideforlife@gmail.com). They can also be downloaded online at [herorideforlife.org](http://herorideforlife.org).
  
- \_\_\_\_\_ Encourage team members to begin collecting donations today!
  
- \_\_\_\_\_ Remind team members that prizes are awarded to individuals and teams who raise the most money. Donations must be turned in at the event for participants to be eligible for these prizes.
  
- \_\_\_\_\_ This is not a pledge event - donations are collected prior to the event.
  
- \_\_\_\_\_ Encourage team members to raise as much money as possible and to really get into the spirit of things!



# How To Recruit A Terrific Team

## Organize an Employee Presentation

- Invite everyone you know, ask them to bring a friend.
- Serve refreshments
- Ask another Relay volunteer to attend
- Ask a cancer survivor to speak
- Ask for completed registration forms at the end of the meeting

## Recruit Co-Leaders to help spread the word and build bigger/multiple teams

- Use posters/ flyers to help spread the word
- Ask everyone face to face—it works!

## Dedicate your team to a cancer survivor from your company or organization

- Highlight cancer survivors and team members in company newsletters, staff meetings, etc.

## Create a Team Theme

- Use a horse related/ horse sport theme (e.g. Stride With Pride, Walking for a Cure)
- Use a cancer theme (e.g. Stamp Out Cancer)
- Use a humorous/entertaining theme (e.g. Roaming for a Cure, Hawaiian Luau)

## Ask Company Management to Support the Team

- Pizza party
- Dress down Fridays for team members
- Prizes for team members
- Buttons, ribbons, or t-shirts for team members



# Ride For Life

## Team Theme Ideas

**Roaring Twenties:** Gangster, Flappers, Feds  
**Ancient Rome:** Togas, Caesar, Roman Soldiers  
**Way Out West:** Gunfighters, Gamblers, Saloon Girls, Indians  
**Happy Days:** Poodles, Greasers, Pink Ladies, Car Hops  
**Cool Sixties:** Hippies  
**Groovy Seventies:** Disco, Go-Go, Austin Powers  
**High Fliers:** Pilots, Co-Pilots, Stewardesses, Ground Crew  
**A Space Odyssey:** Star Trek, Star Wars, Space Travelers, Aliens  
**Renaissance:** Kings, Queens, Knights, Damsels, Wenches  
**Show Biz:** Dressed as favorite movie or TV personalities  
**Rock Stars:** Dressed as favorite music artist or band, punk rock  
**Middle East:** Sheiks, Sultans, Harems, Genies, Terrorists  
**In Uniform:** Uniforms of all types  
**General Hospital:** Doctors, Nurses, Patients  
**Fun At Work:** Costumes representing various vocations  
**Cops & Robbers:** Cops, Sheriffs, Convicts, Spies, Smokey the Bear  
**Story Time:** Dressed as your favorite storybook character  
**Mardi Gras**  
**Hawaiian:** luau, hula  
**Beach Party:** floaties, beach wear, sunglasses, hats  
**Casino:** cards, dice, dealers  
**M & M's**  
**Crayons**  
**Disney**  
**Sports:** hockey, football, baseball, bowling  
**Biker Babes & Dudes**  
**PJ's:** slumber Party  
**Patriotic:** red, white & blue, flags, stars  
**Nautical:** sailors, divers, pirates  
**Cartoon:** Dress as favorite cartoon character, Flintstones, Jetsons,  
**Carnival:** Clowns, circus characters  
**Halloween costumes**  
**Holiday Themes:** St. Patrick's Day, Christmas, Valentine's Day  
**Jungle:** Tarzan, Jane, jungle animals, Jurassic Park  
**Hillbillies**  
**Bride/Groom**  
**Teddy Bears**  
**Raggedy Ann/Andy**



# Ride For Life Fact Sheet

**WHAT IS IT?** The HERO Ride For Life is an event organized by HERO, the Hope Equestrian Relay Organization. The HERO Ride For Life is a unique event, the first in the entire country. Founded in 2005 by Holly LaCount, the first HERO Ride For Life paved a pathway in history by raising over \$12,000 for the American Cancer Society and it continues to raise funds annually through three individual events in different parts of the country. HERO Ride For Life presents a unique opportunity for bringing together horse people of every discipline to join together and fight for one cause. The relay consists of teams of riders and their horses taking turns walking around the Ferndale Fairgrounds Racetrack. The goal of the HERO Ride For Life is to raise money that will aid in finding a cure for cancer and to help fund local support services. The relay reminds us that progress has been made in the fight against cancer and that everyone who participates is making a difference!

**TEAM PARTICIPATION:** Participants in the HERO Ride For Life form teams of up to 8 horse and rider pairs. If you have more riders, form a second team and compete in your fundraising! Each member of every team takes turns lapping the track, walking their horses on team assigned shifts. Team fundraising should be done prior to the date of the event. Each team should keep one team member on the track at all times if possible. Riders under 18 are required to wear a helmet. *All horses must be kept at a walk at all times.* Team members are asked to raise an individual minimum of \$100 each to receive a t-shirt. Getting your team involved in the HERO Ride For Life is what the event is all about, so above all, bring your spirit, your hope, and excitement.

**CEREMONIES:** The Ride for Life opens and closes as every participant from every team walks the first lap in silence together, as well as the closing lap of remembrance. Everyone joins together for the first and last lap to signify coming together for an important cause. The opening and closing ceremonies are simple and are meant for everyone to feel the importance of the difference they are making.

**WHY DO IT?** 1 in 3 Americans will get cancer in their lifetime. 1 in 8 women will be diagnosed with breast cancer. Everyone is personally affected by cancer, sooner or later. Today, slightly more than half of cancer patients survive. This survival rate can be increased through more research and greater community awareness of health issues. The HERO Ride For Life gives everyone an opportunity to fight back—to make a difference in the battle against cancer!



# Ride For Life Messages

- Relay For Life began in Tacoma, WA when Dr. Gordon Klatt walked around a track for 24 hours. He raised \$27,000 for the American Cancer Society... and the Relay For Life was born.
- Relay for life is the largest nonprofit fundraising event in the world. In 2003-2004, it raised \$305 million for the fight against cancer.
- Money raised through HERO Ride For Life helps to fund the American Cancer Society programs and services. Thanks to relay, there is a state of the art information system website: [www.cancer.org](http://www.cancer.org). There is also a call center, 1-800-ACS-2345, which is open 24/7 to answer questions, give information, or just allow cancer patients and their families someone to talk to. People everywhere can access these services at no cost.
- HERO Ride For Life was founded in 2005 by Holly LaCount and has been organized annually in Humboldt County ever since.
- HERO Ride For Life event became national in 2007! The event has now spread to Red Bluff, California. and Little Rock, Arkansas where even more funds are raised to benefit the American Cancer Society
- HERO Ride for Life is a new and unique way to raise money for the fight against cancer. We hope that by having this new event open to every variety of riding discipline that we will encourage horse people to work for this cause.
- Since 2005 the HERO Ride For Life, Eureka has raised over \$116,000!!! The combined fundraising total for all HERO Ride For Life events is \$249,786!!! Just shy of a quarter of a million dollars!! Many thanks to all of our volunteers and participants.



# FUNDRAISING TIPS

Participants seek donations rather than pledges from friends, family and associates. All fundraising is done prior to HERO Ride For Life, eliminating the hassle of collecting pledges after the event.

Each participant is asked to raise a minimum of \$100 in donations. With this \$100 each participant will receive a shirt. Here are some tried 'n true ideas on how to raise money:

## LETTER WRITING CAMPAIGN

✍️ Dedicate your personal effort to someone who has won a battle with cancer, to someone who is battling cancer or to someone who has lost their battle - or all three. Include this information in a letter along with a self-addressed stamped envelope.

Consider mailing to: friends, relatives, co-workers, business associates, doctor, dentist, hair dresser, barber, church member, service club members, holiday card list, and personal phone directory.

✍️ Send letters around the third week of March. Remember, the money isn't turned in until the actual event, but you want to give people plenty of time to reply to your letter and send in the money.

✍️ If you use a computer to personalize your letters (or if you hand write them), thank them for anything at all that they give you and encourage them to be a part of it next year.

## ASK EVERYONE

📞 Aim high - ask for \$50 and settle for \$25. Gear the amount you're asking for to your audience.

📞 Let them know what you're contributing - dollars plus a day of your life relaying

📞 Ask everyone you meet. Even if you have sent out letters, be sure to carry a donation form with you so that when you talk to people about the HERO Ride For Life, you can ask them to donate right then.

📞 Arm yourself with a few facts about the American Cancer Society and how unique this new HERO Ride For Life idea is. One important fact is that all funds raised by participants go directly to the American Cancer Society for research, education, and patient service programs.

## ASK YOUR BUSINESS AND OTHERS BUSINESSES

📞 Place donation jars at your place of business or at establishments you frequent.

📞 Ask businesses if they are interested in becoming a HERO Ride for Life team, or perhaps a team sponsor for your own team.

📞 Place a "plea" in your company employee bulletin/newsletter.

## FOR TEAM CAPTAINS

📞 Call members of your team and meet with them; challenge them.

📞 Have your team dedicate the HERO Ride For Life to someone from your company.

📞 Have a sponsor sheet available in your business for walk-ins.

📞 Hold a garage sale and donate the money raised to HERO Ride For Life.

**HERO Ride For Life**  
**RELEASE AND WAIVER OF LIABILITY**

I acknowledge that I have voluntarily applied to participate in the HERO Ride For Life equestrian relay event at the Humboldt County Fairgrounds. I acknowledge that horseback riding is a sport which carries inherent risk of injury and damage to horses, property and myself. I acknowledge that I am voluntarily participating in this activity with knowledge of the danger involved and agree to assume any and all risks of bodily injury, death, or property damage, whether these risks are known or unknown.

As consideration for being permitted by the Fair, the County of Humboldt ("the County") and the State of California ("the State") and any Lessor of the Fair premises ("Lessor") which includes but is not limited to Hope Equestrian Relay Organization, Incorporated (HERO), and Humboldt Bay Horse Club (HBHC) to participate in this activity and use the Fair premises and facilities **I forever release the Fair, the State, the County, the Lessor(s), and any fair affiliated organizations, and their respective directors, officers, employees, volunteers, agents, contractors and representatives (collectively "Releasees") from any and all actions, claims, or demands that I, my assignees, heirs, distributes, guardians, next of kin, spouse or legal representatives now have, or may have in the future, for injury, death, or property damage, related to (i) my participation in these activities, (ii) the negligence or other acts, whether directly connected to these activities or not, and however caused, by any Releasee, or (iii) the condition of the premises where these activities occur, whether or not I am then participating in the activities.** I also agree that I, my assignees, heirs, distributes, guardians, next of kin, spouse and legal representatives will not make claim against, sue or attach the property of any Releasee in connection with any of the matters covered by the foregoing release.

I expressly waive my rights I may have under California Civil Code 1542, which states: "A general release does not extend to claims which the creditor does not know or suspect to exist in his or her favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with debtor."

I have carefully read this agreement and fully understand its contents. I am aware that this is a release of liability and a contract between myself, the Fair, the County of Humboldt, the State of California and/or their affiliated organization and any Lessor(s) which includes but is not limited to, Hope Equestrian Relay Organization, Incorporated, and Humboldt Bay Horse Club, and sign it of my own free will.

**RIDERS ARE STRONGLY URGED TO WEAR PROPERLY FITTED, CERTIFIED RIDING HELMETS. ALL RIDERS UNDER THE AGE OF 18 ARE REQUIRED TO WEAR HELMETS.**

Executed at \_\_\_\_\_, California on \_\_\_\_\_ 20\_\_\_\_  
(city) (date)

\_\_\_\_\_  
Name of Participant

\_\_\_\_\_  
If under 18, name of parent or guardian

\_\_\_\_\_  
Signature of Participant or Parent/Guardian if under 18

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email



## HERO Ride For Life Schedule of Events

**7:00am to 8:30am**– Sign up, tack up, warm up, and set up.

**9:00 am**– Opening lap and ceremonies. Everyone meets on the track. Everyone should be prepared to ride in the first lap.

**9:00 am to 4pm**– HERO Ride For Life, each team should have a person on the track at all times during the event.

**12pm to 1pm**– Lunch provided by HERO Ride For Life

**3pm**– Money must be turned in to count for team and individual totals.

**4:00pm**– Ride For Life closing ceremony and ending lap. Awards presented

**4:30pm-6:30pm**– Clean up facilities, Pack up, and head out.



# RULES & REGULATIONS

1. All riders must sign liability releases.
2. Riders are reminded that horseback riding is an inherently dangerous activity. Riders under the age of 18 must wear a properly fitted, approved riding helmet at all times when mounted during the event.
3. Horses must remain at the walk at all times on the racetrack and in moving to and from the racetrack.
4. No smoking in or around barns or while mounted, no smoking at all during this event.
5. Infield, lawns, and soccer field are off limits to riders, including all HERO participants and guests. No spectators on the racetrack unless a lead line handler or side walker.
6. Do not tie in the isles of covered arena or pet or feed stalled horses and please keep your horses vaccinated and only bring healthy horses to our ride.
7. Stalls will be available at \$6, you clean. Money for the stalls may be turned into the registration table the day of the event. Horses may be tied to trailers but not left unattended. **PLEASE CLEAN ALL MANURE FROM PARKING LOTS AND WALKWAYS.**
8. Each team will be provided numbers for riders and horses if asked. Each rider may wear a number if their team wishes to have their laps counted. *This is contingent on whether or not we have volunteers for lap counting.*
9. Bring money to purchase food and/or merchandise. Lunch is provided but many teams have onsite fundraising.
10. You may bring your own ice chest. Please remember that alcoholic beverages and smoking are prohibited at all times.
11. Bring chairs or covers to keep your team out of the sun during the day, please make sure to not have them too large and also to have everything tied down, so as not to scare the horses.
12. Clean up trash and annoyances when you see them. Littering starts with one person ignoring the trash so don't be that person. Clean up!
13. Have respect for yourself, your team, your horse, and others around you. By having respect for everything and everyone, you in turn gain respect, so please be respectful to the facilities and people.
14. Please, use common courtesy and good old horse sense while riding in the event and using the Ferndale Fairgrounds facility.



# RELAY FOR LIFE CASH DONATION RECEIPT

Donor's Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Cash Amount \$ \_\_\_\_\_ Received by: \_\_\_\_\_  
Name of volunteer or staff

Receipts are for cash donations only. If you pay by check or credit card, a receipt will be sent to you by the ACS division office.  
All donations are tax-deductible to the extent allowed by law. Our non-profit # is 94-1170350



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Address \_\_\_\_\_

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# Sweatshirt Pre-Event Order Form

HERO Ride For Life sweatshirts are available!!

The sweatshirts are a great way to coordinate your team and show your community that you are a participant in the HERO Ride For Life event!

They are also great to wear when asking for donations and talking to potential sponsors.

The sweatshirts come in a pullover or hooded pullover style in a sport grey color. Both styles have the logo on the front.

## Sweatshirt Order Due Date: April 1, 2012

\*\*All Sweatshirt orders must be submitted by no later than April 1, 2012 for delivery at the event. Payment must be submitted with order. All orders submitted on time with payment will receive their sweatshirt the day of the event at the time of registration. Sweatshirts can also be ordered at the event for later delivery.\*\*

Name: \_\_\_\_\_ Phone \_\_\_\_\_

Address: \_\_\_\_\_

Sizes available: Adult: XS, S, M, L, XL, XXL, XXXL  
Child: S, M, L

| Size | Quantity | Price |
|------|----------|-------|
|------|----------|-------|

Adult No Hood \$25 \_\_\_\_\_

Adult Hooded \$35 \_\_\_\_\_

Youth No Hood \$20 \_\_\_\_\_

Youth Hooded \$25 \_\_\_\_\_

Total: \_\_\_\_\_

Send order form and check made out to HERO Ride For Life to:

HERO Ride For Life, 2816 Ridgeway Street, Eureka, Ca 95501