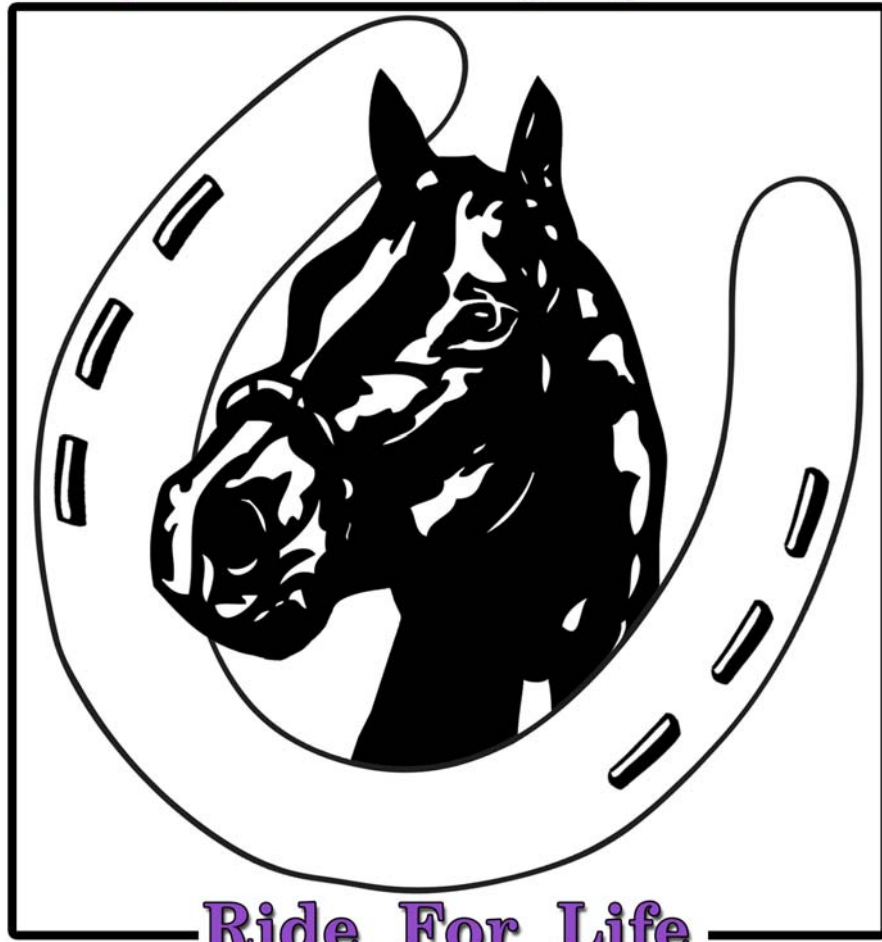


Hope Equestrian Relay Organization

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Ride For Life

2012 Ride For Life
Team Member's Packet
May 5, 2012



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
XXXXXX XXXXXX	XXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Total Amount	



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. 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.



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.



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