

# OUR CAUSE



– Be a part of the last major HIV/AIDS fundraiser in the Sacramento area –

2023 | 2 DAYS | 1 CAUSE



– WE SUPPORT –

SANE • WOMEN'S HEALTH SPECIALISTS • GOLDEN RULE SERVICES • HARM REDUCTION SERVICES  
NEVADA COUNTY HIV TESTING PROGRAM • SUNBURST PROJECTS • SIERRA FOOTHILL AIDS FOUNDATION  
SIERRA HOPE • GENDER HEALTH CENTER • HEALING WATERS • UC DAVIS PEDIATRIC HOSPITAL •  
CATHOLIC AIDS MINISTRY • YUBA HARM REDUCTION COLLECTIVE

On behalf of the board of directors, cyclists and crew members of the NorCal AIDS Cycle, thanks for considering becoming a partner in this important undertaking. NorCal AIDS Cycle is a unique community event that supports those affected by HIV/AIDS in numerous communities throughout Northern California. We provide the vehicle for many small service organizations to raise funds and awareness for the services they provide – testing, medical care, mental health support, food, clothing, housing, and more. These service organizations rely on the funds raised by our committed cyclists and crew members.

In 2020, it was necessary to cancel our annual ride given the COVID-19 pandemic. Although we were not able to come together as a community, we were able to distribute \$60,000 based on fundraising prior to event cancellation. In 2021 and 2022, we moved from our usual four-day event to a single day rides, raising and distributing \$90,000 in 2021 and \$97,000 in 2022. For 2023, we will continue with our history of service, doing our part to help with healing and offering even greater support to the service organizations that need us more than ever before. **We will ride May 20<sup>th</sup> and 21<sup>st</sup>, 2023.**

We're proud to be an organization that is almost entirely volunteer organized – we do not have paid staff or offices. As volunteers, we work to raise as much as we can while keeping costs as low as possible (an average of 72% of what our participants raise is distributed to our event beneficiaries). Our sponsor/partners are a big part of our ability to distribute as much as we do.

In closing, we send our appreciation in advance for your consideration of working together with us to create renewed hope in the community. Recovering from COVID and returning to a sense of normalcy is a challenge we're ready to take on with your help and the dedication of our amazing cyclists and crew members. We're at the ready to answer any questions you may have and are more than happy to meet with you to share our story and explore creative ways to get the most out of your contribution and exposure within the community.



Welcome to our family,

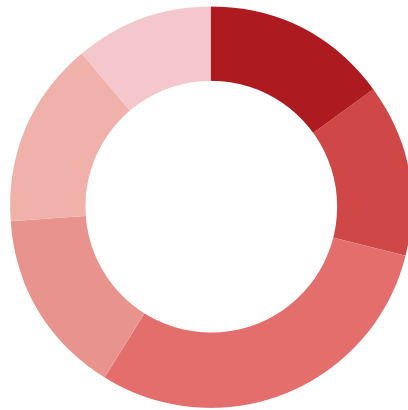
**Jerry Mitchell**

*Chair, Board of Directors*  
NorCal AIDS Cycle

**“Over the past eighteen years the NorCal AIDS Cycle has raised over three million dollars for HIV/AIDS related non-profit agencies in the Sacramento and Northern California Region.”**

# NUMBERS

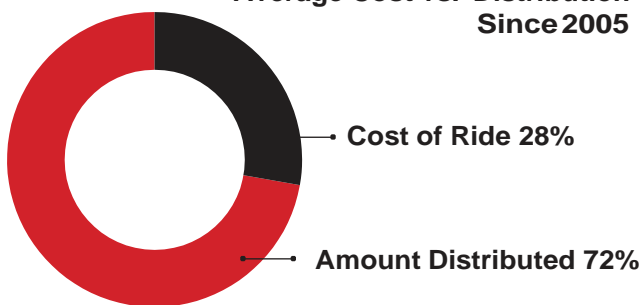
## DISTRIBUTION *of* FUNDS RAISED



- Medical and Pharmacy – 15%
- Nutrition – 20%
- HIV Testing and Education – 30%
- Syringe Exchange – 20%
- Housing Assistance – 15%

## RETURN *on* INVESTMENT

Average Cost vs. Distribution  
Since 2005



NCAC is a volunteer run organization. Program and fundraising expenses are efficiently managed to produce the highest beneficiary distribution possible. Our expenses consist of:

- Event Management Company Support
- General Administration Costs
- Credit Card Processing Fees
- Program and Fundraising Expenses

### LEVELS:

tax deductible 501C3  
donations

#### Platinum

\$10,000 and over  
monetary or in-kind

#### Gold

\$5,000 and over  
monetary or in-kind

#### Silver

\$2,000 and over  
monetary or in-kind

#### Bronze

\$500 and over  
monetary or in-kind

## OPPORTUNITIES *for* RECOGNITION

We love to highlight our partners/sponsors. Not only will our cyclist and crew proudly display your logo on their gear throughout the ride, but we'll also place your logo on banners and signage that will be on display during our Opening and Closing Ceremonies, at event locations, friends and family night, and at our Check Presentation Celebration.

**Banners**

**Signage**

**Advertising**

**Clothing**

**Website**

**Social Media**



# GET INVOLVED



**LOOKING FOR  
MORE WAYS TO  
GET INVOLVED?**

Consider joining us for the ride! Not a cyclist? Join our crew! You can even create your own team of cyclists and crew members. We also have board openings for those who want to get involved and expand their leadership skills.

