

AZ Bike Week Charities Group

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Kevin 'Kajer' Rhode of Arizona Bike Week Charities Group sent along this very informative message about this organization.

"I'm very excited to tell you a little more about Arizona Bike Week Charities Group, our role with Arizona Bike Week (ABW) as well as our upcoming work in the community.

"The purpose of Arizona Bike Week Charities is to coordinate charitable events to raise funds in support of local community programs. We are dedicated to the principal that everyone is deserving of happy memories.

"Our mission is to focus on addressing the needs of local children, adults, military and foster families within our community. We provide assistance in hopes of achieving a happy memory for those we serve while inspiring individuals to do good things and give back to the community.

"In speaking with the Arizona Bike Week staff at the end of last year one of the areas we wanted to focus on was improving the charity ride experience. This year we were focused on two aspects of this:

- Create a great ride event experience for the riders by providing a consistent and coordinated event.
- Maximize the donation to the beneficiary (charity) of the ride.

"The Arizona Bike Week Charity Group coordinated 4 char-

ity rides as well as the SOA Autograph event. The rides had over 3100 participants which resulted in over \$54,000 in total donations for multiple charities.

"First and foremost we must thank the biker community for their support of the charity events every year. Obviously without your generosity and support these charity events would not be successful.

"In addition to the event sponsors, we could not successfully run any of these events without the long list of volunteers who come out every year in support of the charities. This year we had staff from Harley Davidson of Scottsdale, Spooky Fast Custom Finishing, Go AZ Motorcycles, Phoenix Children's Hospital, and Eagle Rider of Tempe. In addition volunteers from the local chapters of the Gatekeepers MC and Brotherhood RC were instrumental in our success.

"FX Promotions is also a huge contributor to the success of the charity rides. Every year they provide the charities with help planning and coordinating sponsors for each event. They also provide significant ticket donations for each of the rides, to provide participant's admission to ABW. ABW's contributions to the charity rides this year were in excess of \$80,000."

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We also received this clarifica-

tion from ABW's Lisa Cyr about ride entry fees. My question was in regard to the 5-day passes ... for those who have them & attend the benefit rides. As a rule, the charity pays the gate fee for each of their ride participants out of the entry fees. BUT...

"If the rider uses their five day pass for admission, there is no charge to the charity. All our tickets are bar-coded, so the scanners tell us what type of ticket was used for each person entering the event. We encourage ride organizers to ask each person at registration whether they already have an admission pass and give out as few as possible, so someone who already has a five-day pass doesn't end up using their ride ticket instead. The number of tickets scanned for each ride is typically much, much lower than the actual numbers of participants on the ride. With regards to the tickets that ARE used from the rides, this year our donation back to the charities was an average of 63% of the value of the tickets scanned. I say average because of the different face values of the tickets for different days."

So this is VERY valuable information for those of you who typically buy the 5-day pass or are considering it for next year. Please remember, your donation to the charity rides is improved each time you use your 5-day.