



www.RideforaChild.org

Ride for a Child 2026

Fundraising Toolkit

Thank you for your dedication to Ride for a Child! Your active participation has a direct impact on the lives of local families battling pediatric cancer. The goal of this document is to provide fundraising tips and information to use as you set goals, personalize your fundraising pages, utilize social media, send emails, and maximize your fundraising efforts with ideas and content.

Important Links:

- [Ride for a Child 2026 PledgeIt](#)
- [RFAC 2026 Resource Page & Downloadable Images](#)

Important Dates & Upcoming Events:

- 4/18 Cycle Oregon Community Bike Block Party
- 5/5 Rider Kickoff
- 6/13 Honored Child Meet and Greet
- 8/9 Ride Out
- 8/28 - 9/2 Rally Ride

5 Steps to a Successful RFAC Fundraising Campaign

<p>Step #1: Personalize your Pledgelt Fundraising Page</p>	<ul style="list-style-type: none"> • Add a photo of yourself and write a personal message about why you're riding and fundraising. Here is an example of a personal "Why" from a past rider's page. • Regularly update your page with your progress, training updates, RFAC events and the ride!
<p>Step #2: Set and Share your Fundraising Goal</p>	<ul style="list-style-type: none"> • Clearly communicate your riding and fundraising goals to your friends, family, and colleagues. Cyclists commit to a \$2500 min fundraising goal or higher. • Explain why this cause is important to you. • The deadline to set a mileage goal and report donations per mile is September 30th, 2026.
<p>Step #3: Share your Fundraiser</p>	<p>Social Media:</p> <ul style="list-style-type: none"> • Sample social media posts are attached to share on Instagram and Facebook. • Share your fundraising page link on all your social media platforms: <ul style="list-style-type: none"> ○ Go to your Pledgelt page, and click the share button to share to FB or X. ○ To share to other platforms, copy the Pledgelt link and use one of the provided graphics underneath Templates, or your own photos. • Post regular updates about your training and fundraising progress. • Use relevant hashtags to reach a wider audience: <ul style="list-style-type: none"> ○ #childhoodcancer #pediatriccancer #cyclingfundraiser #childhoodcancerawareness #cancersupport #cycleoregon

	<ul style="list-style-type: none"> • Share photos of training rides, last year’s ride (if you participated), yourself riding, and RFAC events. • Link posts to your fundraising page, and tag #RFAC2026 <p>Personalized Emails & Texts:</p> <ul style="list-style-type: none"> • View sample email templates here. • Send personalized emails to your contacts. Explain why you're participating and what your fundraising goal is. • Include a direct link to your fundraising page. Get the link to your page by going to your page, and clicking the share button, then “copy link.” • Attach or embed an image of your honored child and their bio to emails.
<p>Step #4: Encourage Donations</p>	<p>Ask for Matching Gifts:</p> <ul style="list-style-type: none"> • Check if your employer offers matching gift programs. This is a great way to increase fundraising goals! • Encourage your donors to check if their employers offer matching gifts as well. <p>Thank Your Donors:</p> <ul style="list-style-type: none"> • Send personal thank-you notes or emails to everyone who donates to show your appreciation for their support. <p>Stay Consistent and Persistent:</p> <ul style="list-style-type: none"> • Keep sharing your fundraising efforts regularly. • Don't be afraid to ask for donations more than once. • Stay positive and enthusiastic about your cause.

Step #5: Receive Donations

Methods for Receiving Donations

Even though many donations will come through your PledgeIt fundraising page online, we receive donations in other ways as well. You might have donors who prefer to give by check, so please mention that option in your outreach. Checks for your fundraiser can be mailed directly to Candlelighters:

Candlelighters For Children With Cancer
10700 SW Beaverton Hillsdale HWY, Suite 360
Beaverton, OR 97005

Ask donors to note in the memo section or in a note that it's for *your* RFAC fundraiser. Call our office at 503.719.4244 or send an email to rachel@candlelightersoregon.org if you have questions about payment arrangements.

Tax Information

Candlelighters For Children With Cancer is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 93-0682416. All donations are tax-deductible. Donors will receive a receipt for their donation from Candlelighters, with the amount, and date of their tax deductible donation for their records.

Resources to Strengthen Your Fundraising Campaign

Ride for a Child Overview:

[Ride for a Child \(RFAC\)](#) is an annual fundraiser in which a group of cyclists raise funds for the nonprofit organization, [Candlelighters For Children With Cancer](#). Ride for a Child cyclists train and fundraise starting in the spring for the main event, Cycle Oregon's 5-day Rally ride, in August and September.

About Candlelighters:

In 2026, over 200 children throughout Oregon and SW Washington will hear the life-changing words "you have cancer." Kids and families shouldn't have to face pediatric cancer alone. That's why [Candlelighters For Children With Cancer](#) is here. Candlelighters provides financial support, in-hospital meals, support groups, scholarships and more, ensuring that families facing childhood cancer get the care they need throughout the difficult journey of childhood cancer.

About RFAC Video:

<https://youtu.be/tlzZ1jNs9Co>

Candlelighters Impact:

Many supporters are moved by stories, but also want to know what their donation is accomplishing. Include both the personal stories (*about you and about your honored child*) and practical (*impact numbers*) into your fundraising communications. Here are some points you can share along with your "why" - feel free to cut and paste into an email or text.

2025 Impact Statistics:

- **397** families attended Candlelighters events
- **89** families joined Candlelighters in 2025
- **2,500** individuals were served in the hospital
- **150** families received Emergency Financial Assistance (EFA)

Motivation and Inspiration

Curious about how Ride for a Child began? Discover the story of RFAC and founder Dick Hartung [here](#). To hear stories of past riders and how they made an impact fundraising, view our cyclist spotlights [here](#).

We want to share some quotes from past RFAC riders about the community and fulfillment they found through being a part of this ride!

RFAC 2025 Cyclist

"I was planning to do the Cycle Oregon Rally anyway, but when I learned of Ride for a Child, it really provided an opportunity to make it about something bigger than my own personal goal. I think a lot of people who like to ride events (or just ride) would find something like this a fun and rewarding way to really make a difference. I know I did."

Paul Brandes, RFAC Cyclist

"The kids are amazing. But what really gets you is the look on the parents' faces. Understanding and knowing what they are going through cements that you are part of something much bigger than just a bike ride. Last year, when I met my Honored Child and his family, I found out that they live just 10 blocks away from us."

Mary Holt, RFAC Cyclist

"My favorite part of RFAC is being part of a team. It is inspiring and empowering to be part of a group that has a common goal, especially one that feels so important. RFAC has given me purpose and community among others who are also passionate about supporting families and children who are impacted by cancer."

Below are testimonials from Candlelighters parents sharing the impact of Candlelighters' programs for their family.

Candlelighters Parent

"When Faith was diagnosed with leukemia, our first encounter with someone other than the medical staff at Doernbecher was Candlelighters. It was the scariest time of our lives and yet even for only a second, our lives felt somewhat normal. Candlelighters had brought dinner to our floor and the volunteers were so genuinely interested not only in our story, but who we were before our story of cancer began. It was exactly the light we needed to be shone on our lives. We needed that reminder that while this was going to change our lives, it would not forever be our identity. "

Candlelighters Parent

“At the time we received [Emergency Financial Assistance](#) from Candlelighters, my husband was unemployed. The financial assistance meant we were able to pay our mortgage and keep our housing during the treatment. We are forever grateful for the support.”

Katie, Candlelighters Parent

“This food pantry saved me as I could not leave my daughter's side for more than a minute. She as well as I frequented the food pantry. You sometimes don't feel like eating until you are ready to collapse and instead of waiting hours for a tray to be delivered the food pantry was just enough to keep me going 🍷”

Administrative Details

Contacts

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