

# UnderRider FAQ

## For the 19<sup>th</sup> Hill Country Ride for AIDS



### What are UnderRiders?

- UnderRiders donate \$1,000 or more to the Hill Country Ride for AIDS - without having to get on a bike!
- UnderRiders help to cover the production costs of the Ride so that donations to Riders or Crew can be distributed to support the services of the Beneficiary Agencies.
- UnderRiders are exceptional community leaders and donors who understand the importance of giving back, having fun, and supporting the riders, crew, beneficiaries, and thousands of Central Texans affected by HIV/AIDS.

### What do UnderRiders get?

- Special Recognition in Hill Country Ride web and email - featured on the UnderRider page of the Ride website and in a special UnderRider email to the entire Ride family email list.
- Special Recognition Ride weekend.
- 100% of donations by UnderRiders are tax deductible to the fullest extent allowed by law.
- Ride Magic!!

### How much does the Ride raise?

- Over the eighteen years of the Ride, the community has raised over \$8.7 million.
- The Ride has distributed an average of 70% of funds raised to provide services through the Beneficiary Agencies. We're seeking your support to help us cover that other 30%, our production costs.

### How is the Board seeking to cover production costs?

- The Board is seeking to cover production costs through development efforts so that 100% of what participants raise through their fundraising efforts through the website.
- The development efforts include: UnderRiders, corporate sponsorships, grants, and registration fees.

### What are the production costs of the Ride?

- Production costs cover things like the website, the cost of Krause Springs, securing the route with the highway department and local sheriffs, tents, porta potties - the various logistical components the Ride.
- Production costs also include the cost of the Ride Director, staff, and office expenses.

### How much does it cost to produce the Ride?

- As a nonprofit, expense control is very important to the Ride. Over the seventeen years of the Ride, expenses have been held to an average of 30% of gross funds raised.
- The larger (more participants) and more successful the Ride, the more expensive it is to produce. There are some incremental costs based on number of participants, but most of the costs are hard costs once set.
- It has cost an average of \$200,000 annually to produce the Ride the past five years.

### Can I be a Rider and an UnderRider? And if so, will my UnderRider donation count toward my minimum fundraising goal as a rider?

- Yes, you can be both. As an UnderRider, we welcome you to ride with no additional fundraising requirement. If you choose to ride, let us help you register as a rider. And although not required, we very much welcome and appreciate any fundraising you might do among your family and friends.
- We greatly appreciate however you choose to support/participate in the Ride. Thank you.