

18<sup>th</sup> Annual  
**YMCA Cycle  
for Strong Kids**

presented by The Payton and  
Dillon Budd Memorial Fund

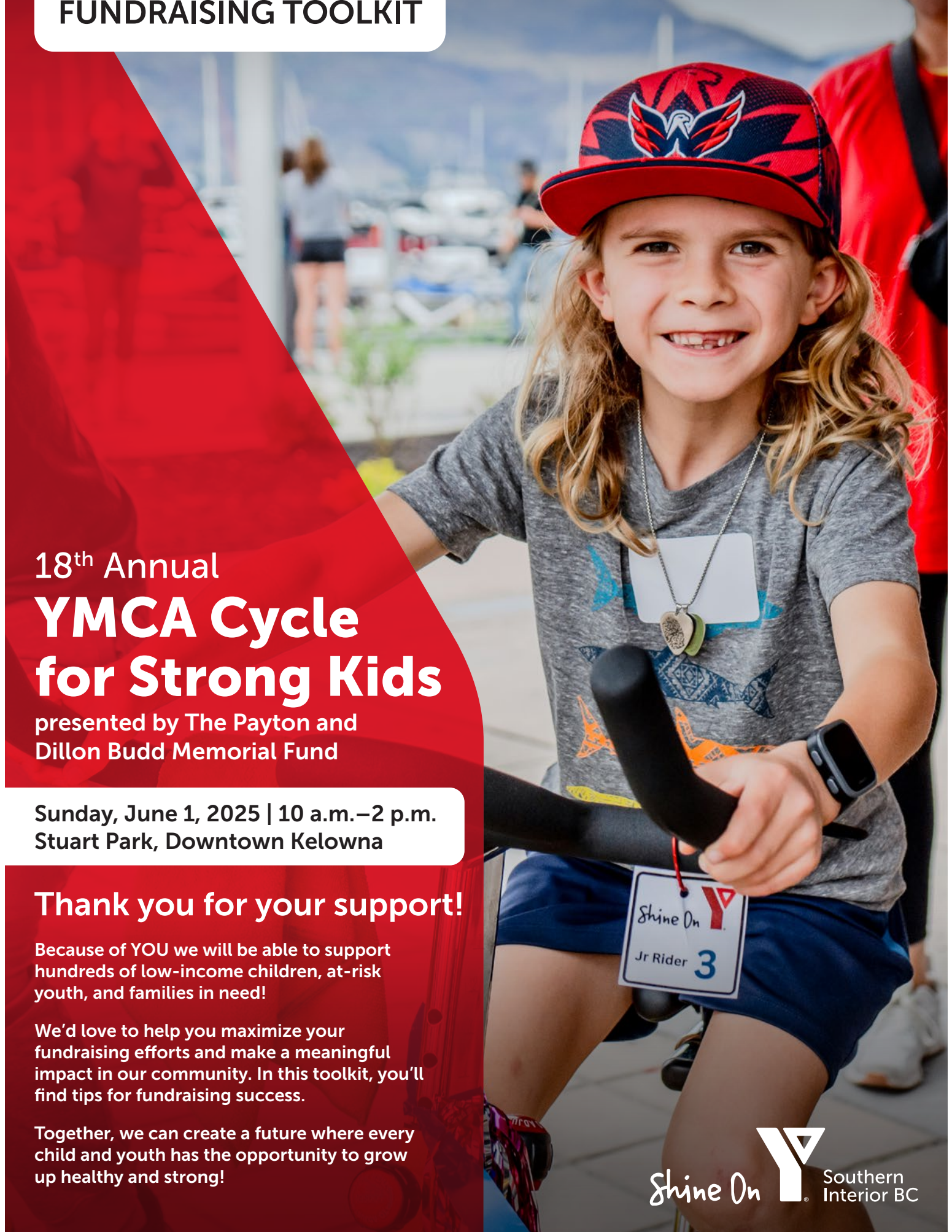
Sunday, June 1, 2025 | 10 a.m.–2 p.m.  
Stuart Park, Downtown Kelowna

**Thank you for your support!**

Because of YOU we will be able to support hundreds of low-income children, at-risk youth, and families in need!

We'd love to help you maximize your fundraising efforts and make a meaningful impact in our community. In this toolkit, you'll find tips for fundraising success.

Together, we can create a future where every child and youth has the opportunity to grow up healthy and strong!



## Ride On and Shine On

The 18<sup>th</sup> Annual YMCA Cycle for Strong Kids event will be an amazing day filled with fun, energy, sweat, and camaraderie, all while igniting the healthy and lifelong development of local low-income children and at-risk youth. We can't wait for you to join us as we come together to make a positive impact in our community!

## Key Dates & Details

**Location:** Stuart Park, Downtown Kelowna

**Date:** Sunday, June 1, 2025

**Time:** 10 a.m.–2 p.m.

## 5 Tips for Fundraising Success

Set a goal to raise a minimum of \$250 per rider and \$125 per jr. rider through online pledges. All funds raised support local children, youth and families that need it the most. Here's how easy it can be to achieve this goal:

### 1—Personalize your story

Share your WHY for supporting Cycle for Strong Kids. Let donors know why this cause is important to you and HOW their support will make a difference.

### 2—Set clear fundraising goals

Set a fundraising goal for yourself and/or your team. This will motivate you and allow your donors to see your progress and impact along the way. Don't forget to ask for a donation.

### 3—Engage your community

Promote the event in your communities—at work, in your neighbourhood, and with your friends and family. Spread the word on social media to reach a wider audience.

### 4—Plan fundraising events

Plan a fundraising event such a bottle drive, bake sale, or car wash. Fundraising events can be a fun way to engage with your team and raise funds and awareness.

### 5—Express gratitude

Thank your supporters for their generosity. Let them know how much their support means to you and Cycle for Strong Kids.



**More information**  
[ymcasibc.ca/cycle](https://ymcasibc.ca/cycle)





## Fundraising Awards

We strongly recommend that all participants start their fundraising initiatives early, engaging their networks and communities to make a meaningful impact.

Stand out from the crowd and unleash your creativity. This is your chance to shine while making a difference. Prizes to be awarded for top fundraisers and best team spirit.

### Team Awards

#### **Top Fundraising Team**

Awarded to the team who raises the most funds.

#### **Best Team Spirit**

Awarded to the team with the most enthusiasm, positivity, and creativity.

### Individual Awards

#### **Fundraising Champion**

Awarded to the individual who raises the most funds.

#### **Jr. Fundraising Champion**

Awarded to the individual junior rider (ages 6–12) who raises the most funds.



# Donation Request Email

The sample email below is a great starting point for your donation requests. Think of it as a canvas—add your personal touch by sharing your fundraising story, your goals, or what makes the Y special to you. Make it heartfelt and unique!

## Sample Email

**Subject:** I'm raising money for low-income children and at-risk youth who need it the most!

Dear <insert donor's name>,

I hope this message finds you well.

I wanted to reach out to share my excitement about the upcoming 18<sup>th</sup> Annual YMCA Cycle for Strong Kids event, which will take place on Sunday, June 1 at Stuart Park in Downtown Kelowna from 10 a.m.–2 p.m. This event, presented by The Payton and Dillon Budd Memorial Fund, holds a special place in my heart as it supports our community's low-income children and at-risk youth.

This year, I am thrilled to be part of this meaningful event and have committed to cycling on a stationary bike for 45 minutes with my team. Together, we have set a team fundraising goal of <insert fundraising goal>, and I have personally set a goal to raise <insert personal fundraising goal>.

Your support would mean everything to me and to our most vulnerable neighbours who will benefit from the programs funded by this event. Every contribution, no matter the size, helps us get closer to our goal and makes a significant impact in our community.

Join me and make a difference. Please consider donating to my Cycle for Strong Kids team by visiting my fundraising link: <insert fundraising link>.

All funds raised stay local, supporting low-income children and at-risk youth with free or subsidized memberships and access to the Y's Child and Youth Development Programs.

Thank you for your time and consideration. Together, we can Ride on and Shine On.

Warm regards,

<Insert your name>



# Social Media Messages

The examples below can be used as templates for your post messages. Feel free to personalize these—share your reason for fundraising, personal goal/challenge, or what you love about the Y!

## Example 1

Help me help more kids! I'm riding for YMCA Cycle for Strong Kids and am fundraising to ensure YMCA Child and Youth Development programs remain FREE for low-income children and at-risk youth. Please donate to my team. All funds raised stay in our community!

Donation link in bio. *(Remove for Facebook, and replace with link to your fundraising page)*

@ymcasibc #Cycle4StrongKids #YMCASIBC #Kelowna #LocalCharity

## Example 2

I'm Cycling for Strong Kids! Please donate to help me reach my fundraising goal and support YMCA Child and Youth Development programs for our most vulnerable neighbors. All funds raised support low-income children, at-risk youth, and families in our community.

Donation link in bio. *(Remove for Facebook, and replace with link to your fundraising page)*

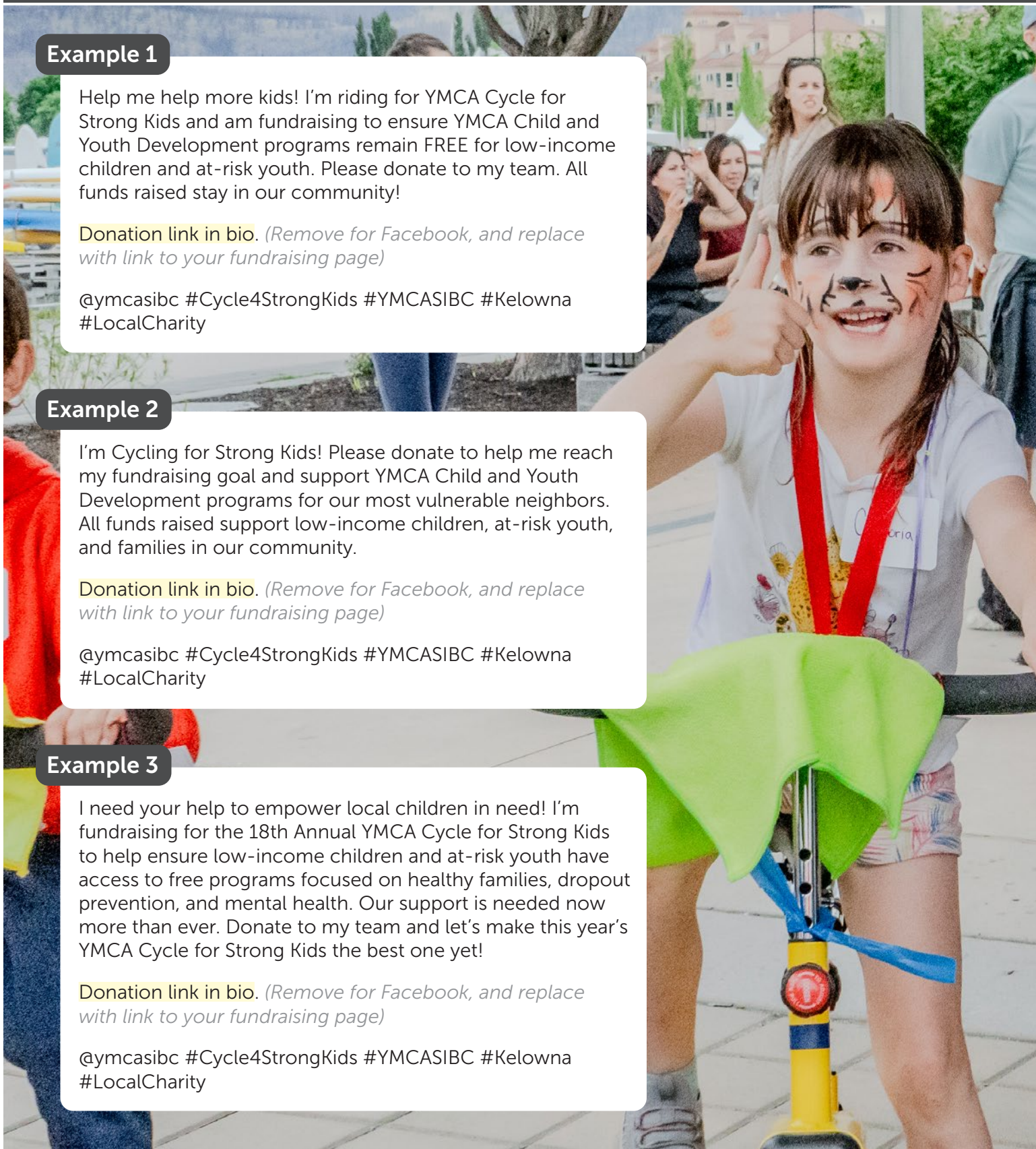
@ymcasibc #Cycle4StrongKids #YMCASIBC #Kelowna #LocalCharity

## Example 3

I need your help to empower local children in need! I'm fundraising for the 18th Annual YMCA Cycle for Strong Kids to help ensure low-income children and at-risk youth have access to free programs focused on healthy families, dropout prevention, and mental health. Our support is needed now more than ever. Donate to my team and let's make this year's YMCA Cycle for Strong Kids the best one yet!

Donation link in bio. *(Remove for Facebook, and replace with link to your fundraising page)*

@ymcasibc #Cycle4StrongKids #YMCASIBC #Kelowna #LocalCharity



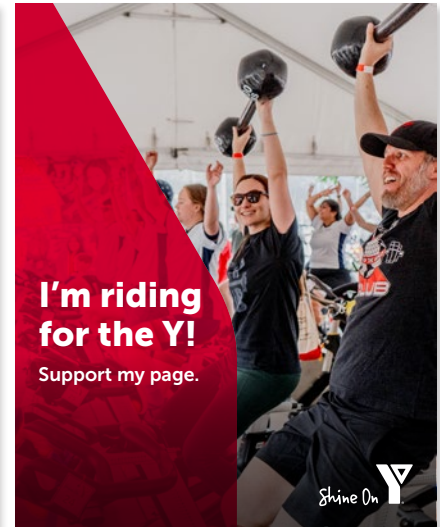
# Social Media Images

We've created the following branded images for your posts and stories. But you may choose to use your own photos of yourself or team to draw more engagement from your friends and followers.

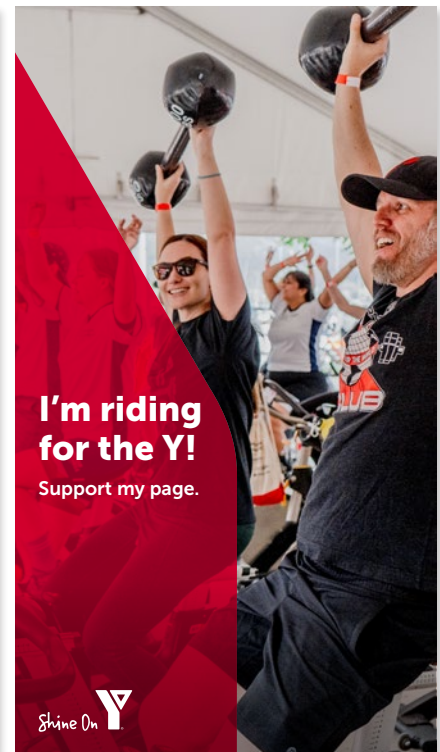


Download from  
our Google Drive

## Images for posts



## Images for stories



Thank you again for your help in supporting our most vulnerable neighbours!