

**TOOL KIT**

Table of Contents

[ABOUT THE OTTAWA HOSPITAL'S RIDE FOR RESEARCH 3](#_Toc507592606)

[RIDE DAY WILL BE EPIC, BUT THE JOURNEY STARTS THE MOMENT YOU REGISTER… 3](#_Toc507592607)

[GETTING REGISTERED 4](#_Toc507592608)

[RIDE SAFE INITIATIVE 5](#_Toc507592609)

[FIVE STEPS TO FUNDRAISING SUCCESS 5](#_Toc507592610)

[STEP 1: Create a List of Potential Donors 5](#_Toc507592611)

[STEP 2: Personalize Your Approach and Make The Ask! 5](#_Toc507592612)

[STEP 3: Get Creative and put the “Fun” in Fundraising 5](#_Toc507592613)

[STEP 4: Reach Out to Corporate Contacts for Large Donations 6](#_Toc507592614)

[STEP 5: Don’t Forget to Say Thank You! 6](#_Toc507592615)

[WAYS TO FUNDRAISE 6](#_Toc507592616)

[#1 Send a Personalized Message 6](#_Toc507592617)

[#2 Get Active on Social Media 6](#_Toc507592618)

[#3 Create a Fundraising Event 7](#_Toc507592619)

[#4 Corporate Sponsors 7](#_Toc507592620)

[#5 Ride Door to Door 7](#_Toc507592621)

[#6 Fundraising Milestones 7](#_Toc507592622)

[FUNDRAISING TIMELINE 8](#_Toc507592623)

[RECRUITMENT & FUNDRAISING TOOLS 9](#_Toc507592624)

[EMAIL HEADER & FOOTER 9](#_Toc507592625)

[CREATE A “THE RIDE” EMAIL SIGNATURE 10](#_Toc507592626)

[SAMPLE EMAILS 10](#_Toc507592627)

[TEAM CAPTAIN RECRUITMENT: Sample Email Text 10](#_Toc507592628)

[SAMPLE NEWSLETTERS 17](#_Toc507592629)

[CUSTOMIZABLE POSTER 19](#_Toc507592630)

[WEB BUTTONS 19](#_Toc507592631)

### ABOUT THE OTTAWA HOSPITAL'S RIDE FOR RESEARCH

**MOVING. RESEARCH. FORWARD!**

The Ottawa Hospital is one of the largest learning and research hospitals in Canada, specializing in innovative, practice-changing research. With more than 1,500 staff and trainees involved in research, we are investigating virtually every major disease and condition. Our research spans the full spectrum of health science, from cancer and stem cells, to clinical trials and the development of new therapies.

**THE RIDE**

It’s an epic day of cycling which will inject hundreds of thousands of dollars into ongoing world-class research happening at The Ottawa Hospital. In eight years, more than $12 million has been raised for research making it the most successful one day charity event in eastern Ontario.

**THE IMPACT**

All funds raised through THE RIDE stay in Ottawa. This money is leveraged by our researchers, allowing them to secure additional funding from other sources – sometimes up to **10 times** the original amount. As a result, that has a direct impact on patient care as advancements continue.

**It’s time to get in gear and help move research forward in Ottawa.**

Whether you choose to ride the 117KM, 50KM closed-route option or the [Virtual Ride](http://otthf.convio.net/site/TR?sid=1061&fr_id=1060&pg=informational)– you’re committing to raising a minimum $750 for this cause. Help move research forward and take part in THE RIDE!

Register today at [**dotheride.ca**](http://www.dotheride.ca/)

# RIDE DAY WILL BE EPIC, BUT THE JOURNEY STARTS THE MOMENT YOU REGISTER…

**PRE-RIDE SUPPORT AND BENEFITS**

We’re with you from the moment you register until you cross that finish line…. and then some!

All registered participants have access to:

* Customizable online fundraising page
* Fundraising tools including posters, brochures, social media graphics, etc.
* Access to our fundraising professionals - go-to support for all things you’re not sure of
* Rider community support via social media
* Rider welcome kit including an exclusive cycling jersey
* Free cycling clinics to get you ride-ready

**RIDER CHECK-IN**

* Free on-site parking all weekend
* Bike check Saturday, Sept. 8 and Sunday, Sept. 9
* On-site gear check so you have clean and comfy clothes at the finish line
* On-site kit pick-up and pledge drop-off
* Delicious ride day continental breakfast
* Photo area to capture free pre-ride happy snaps of your team and riding buddies

**THE ROUTE**

* Inspirational start
* Signage along the route so you know how close you are to the finish
* Pit stops offering food, water and inspiration
* Bike mechanics available along the route and the Pit Stops
* Ride Guides who help and coach you along the route to keep you on track
* Medical stations at each pit stop and on the route

**THE FINISH CELEBRATION**

* Cheering and inspiration as you cross the finish line
* One-of-a-kind rider medallion
* Physiotherapy triage
* BBQ: chicken, ribs, salad, ice cream and adult beverages
* Seating areas for you and your riding buddies
* Finish line photos
* Family-friendly atmosphere

# GETTING REGISTERED

**Register at** [**dotheride.ca**](http://www.dotheride.ca/)

**Goal:** Raise a minimum of $750 for research per team member.

**Choose your route:** 117KM open route or a 50KM closed route or the Virtual Ride

***Starting a Team***

The Team Captain will be the first person to register by choosing the “Create a Team” option when registering online. They will set-up the team fundraising goal, based at a minimum on the number of anticipated team members X $750. Once the team is registered, the Team Captain can recruit members and help encourage fundraising. Members can choose the 50KM, 117KM route, the Virtual Ride or join as a volunteer.

***Joining a Team***

Once the Team Captain has established the team, members can sign-up by choosing “Join a Team” and searching for their team name. Once registered, the fundraising begins!

***Riding as an Individual***

Some riders like to take the road and fundraising on their own and can register by choosing “Register as an Individual”.

***Becoming a Volunteer***

You don’t have to get on a bike to make a difference. We are looking for on-foot folks who have the same enthusiasm and passion as our cyclists. Together we will all work to ensure that the event goes smoothly and successfully and that each rider feels like a hero! The success of THE RIDE will be in large part thanks to the efforts of our volunteers. Volunteers can register at [**dotheride.ca**](http://www.dotheride.ca/volunteer/)

# RIDE SAFE INITIATIVE

**RSI Leader**

Team Captains have an opportunity to play an important role when it comes to rider safety. Not only will they help event organizers share important safety communications, they can also help emphasize proper training, knowledge and rider preparedness leading up to ride day.

Team Captains should appoint themselves, or identify other members of the team who can assist in rolling out the Ride Safe Initiative. These individuals, RSI Leaders, will help facilitate all safety and training related activities leading up to the event. Teams should identify one RSI Leader for every 15 team members.

Individuals who are not a part of a team can also take part in the various features of this initiative; however they are not required to identify themselves as RSI Leaders.

**RSI Safety Video**

THE RIDE attracts all kinds of riders each with their own level of experience, but we all ride with one goal to help move research forward. Our [safety video](https://youtu.be/FrMyyI7IZzk) demonstrates basic rules of the road and also provides some tips for safe group riding.

# FIVE STEPS TO FUNDRAISING SUCCESS

### STEP 1: Create a List of Potential Donors

Think of everyone you know who would be happy to support you and create a list – Friends, family, co-workers, neighbours, etc.

### STEP 2: Personalize Your Approach and Make The Ask!

Think of the best way to contact every person on your list, whether it’s face to face, through an email, or by writing them a letter, and personalize your approach to every potential donor! Check out our Fundraising Toolkit for some examples to help you out!

### STEP 3: Get Creative and put the “Fun” in Fundraising

In addition to your letters and emails, we encourage you to get creative and think of a fun activity or event that you can organize to help reach your fundraising goal! Check out #3 in our Ways to Fundraise section.

### STEP 4: Reach Out to Corporate Contacts for Large Donations

Talk to your business networks and see if any companies would be interested in supporting your team! Check out #4 in our Ways to Fundraise section.

### STEP 5: Don’t Forget to Say Thank You!

It is incredibly important to always take the time to say thank you to your supporters, whether it’s through an email, phone call, face to face, or hand written card or letter. They played a big part in your fundraising success!

# WAYS TO FUNDRAISE

### #1 Send a Personalized Message

Send out a personal email or letter requesting donations. Don’t be shy – ask your friends, family, neighbours, and professional network. Remember, we are all touched by cancer! Sample text for emails and letters are included in our Fundraising Toolkit.

### #2 Get Active on Social Media

Social media is an excellent way to engage with potential donors and create conversation about THE RIDE! There are many different social media platforms you can use – Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, etc! This is a great way to share your journey, provide updates on your fundraising, ask for donations, and show your network what The RIDE is all about!

**Follow us:**

Twitter: @dotheride #doTHERIDE

Facebook: dotheride

**Example Social Media Posts:**

* Today, I’m training for @dothetide. You can support me and research @OttawaHospital by donating now! [www.dotheride.ca](http://www.DoTheRide.ca) #doTHERIDE
* THE RIDE has helped patients @OttawaHospital benefit from clinical trials faster! Donate now [www.dotheride.ca](http://www.DoTheRide.ca) #doTHERIDE
* I’ll cycle \_\_KM but I need your support to raise $750.00. I'm moving research forward @OttawaHospital! [www.dotheride.ca](http://www.DoTheRide.ca) #doTHERIDE
* Help move research foward! I’m doing @dotheride. Join me and we can do it together! [www.dotheride.ca](http://www.DoTheRide.ca) #doTHERIDE
* I’m doing @dotheride for \_\_\_\_\_ #doTHERIDE

### #3 Create a Fundraising Event

Get creative and put the “fun” in fundraising! Our team is here to help you cross the fundraising finish line which will help support groundbreaking research at The Ottawa Hopsital. [Click here](http://otthf.convio.net/site/TR?sid=1083&fr_id=1060&pg=informational) for a list of ideas, or create your own fundraising event or activity!

Register your public fundraising event on our dotheride.ca website by contacting [events@toh.ca](mailto:events@toh.ca) with the following information:

* Event Name
* Date
* Time
* Location
* Organizer contact information
* Any other details (cost, what to bring, what to wear, who can take part, etc.)

### #4 Corporate Sponsors

Think about your corporate networks and use our personal sponsorship forms to ask for large donations – Follow the links below. By Adopting a Team, a company can receive their logo on event signage, mentions on social media, recognition in post-event advertisements, and an invitation to attend the day-of celebrations. A company will also receive some benefits from Adopting a Individual!

* Adopt a Team ($1500) [English](http://otthf.convio.net/site/DocServer/ride_adopt_a_team_e.pdf/2037563602;jsessionid=00000000.app312c?docID=125&verID=1&NONCE_TOKEN=AF4A08D389E045A052EEC5C83185F361) / [French](http://otthf.convio.net/site/DocServer/ride_adopt_a_team_f.pdf/1764998006;jsessionid=00000000.app312c?docID=126&verID=1&NONCE_TOKEN=77E2F89AC1F7BE333D4F0F8A24438030)
* Adopt a Individual ($500) [English](http://otthf.convio.net/site/DocServer/ride_adopt_a_rider_e.pdf/1294161646;jsessionid=00000000.app312c?docID=123&verID=1&NONCE_TOKEN=D03FC5F026885D51754466F5375F9692) / [French](http://otthf.convio.net/site/DocServer/ride_adopt_a_rider_f.pdf;jsessionid=00000000.app312c?docID=124&NONCE_TOKEN=3AD4D9374CF4340EDF7514471A6FC168)

### #5 Ride Door to Door

Create a win-win situation by training and fundraising at the same time! Ride door to door throughout your neighbourhood with a stack of pledge forms asking for donations. Fundraising face to face is an effective way of getting people engaged in your cause. Download THE RIDE pledge form:  [English](http://otthf.convio.net/site/DocServer/ride_pledge_form_e.pdf/2130511459;jsessionid=00000000.app30103c?docID=121&verID=1&NONCE_TOKEN=D863D70704D0914E121B004E69FA516C) and [French](http://otthf.convio.net/site/DocServer/ride_pledge_form_f.pdf;jsessionid=00000000.app30103c?docID=122&NONCE_TOKEN=B9681472B4E940040E41C5E79EDD2E5B). Using your online fundraising page and this pledge form is a great way to combine online fundraising with the traditional kind!

### #6 Fundraising Milestones

Another fun way to reach your fundraising goal is to attach your fundraising to major events, celebrations, and holidays. Here are some examples:

* **Birthday Celebration** – Instead of receiving gifts on your birthday, ask for donations towards your ride.
* **Wedding or Shower** – Leave a donation box on the bar instead of a tip box at your wedding, or as part of your wedding or shower gifts, ask each of your guests to put $5.00 towards your fundraising.
* **Garage Sale Season** – Get rid of some of those odds and ends sitting around your home during garage sale season as a way to raise money.
* **Canada Day** – Host a BBQ or make freshly squeezed lemonade during a backyard party and ask for donations in return!

# FUNDRAISING TIMELINE

From the time registration opens for THE RIDE, you have six months of fundraising time! We know it’s easy to procrastinate, which is why we’ve created a fundraising timeline to help keep you on track. By giving yourself plenty of time to fundraise, you will be more likely to reach your fundraising goals!

|  |  |  |
| --- | --- | --- |
| **MARCH** |  |  |
| * **1** | **REGISTRATION OPENS!** |  |
| * **15** | Send your first fundraising communication to your potential list of donors – Don’t forget to include friends, family, neighbours, and colleagues! |  |
| **APRIL** |  |  |
| * **1** | Pat yourself on the back for the great response to your first fundraising letter, thank the people that have donated and follow up with those who haven’t. |  |
| * **15** | Start to plan at least one creative fundraising event or activity you can do during the summer. |  |
| **MAY** |  |  |
| * **1** | Send your second fundraising communication and include some photos from your training rides! |  |
| **JUNE** |  |  |
| * **1** | This is the month to bring that creative fundraiser you thought of to life! |  |
| **JULY** |  |  |
| * **1** | Turn your Canada Day celebrations into a chance to fundraise! |  |
| **AUG.** |  |  |
| * **9** | You’ve got one more month until THE RIDE! Send your third fundraising communication and a training update to your list of donors. |  |
| * **20** | Use this week to collect any last minute donations and make sure your fundraising page is up to date! |  |
| **SEPT.** |  |  |
| **8/9** | **THE RIDE 2018 WEEKEND** |  |
| **OCT. 31** | **FUNDRAISING DEADLINE** |  |

# RECRUITMENT & FUNDRAISING TOOLS

### EMAIL HEADER & FOOTER

Copy and paste the below header into your RIDE related emails to grab potential donor’s attention

**HEADER**



### CREATE A “THE RIDE” EMAIL SIGNATURE

Show your network your support of The RIDE by adding this image into your email signature.

John Smith

VP, Company XYZ

613 000 0000

[jsmith@companyxyz.ca](mailto:jsmith@companyxyz.ca)

[](http://www.dotheride.ca/)

### SAMPLE EMAILS

### TEAM CAPTAIN RECRUITMENT: Sample Email Text

Introducing Captain **{insert name}!**

The title has a nice ring to it!

We have committed to entering a team for THE RIDE on September 9 in support of the groundbreaking research at The Ottawa Hospital. And we want you to be our captain and lead us across the finish line!

This is an important role, as we are hoping the team will collectively raise **${insert Team goal}**. This is money that will stay right here in Ottawa and is leveraged by our researchers, allowing them to secure additional funding from other sources – sometimes up to **10 times** the original amount. As a result, that has a direct impact on patient care as advancements continue. As our captain, I know you can inspire others to join our team for THE RIDE.

There are four options to choose from: if you’re more of a recreational cyclist, you may prefer the 50km closed route, if you are up for a bigger challenge, you can try the 117KM event which travels along scenic roads of Ottawa or if you’re not available on September 9, or not a road cyclist, why not register for the Virtual Ride or join our team as a volunteer. Each team member can choose the option they’re most comfortable with.

We want to energize our group in the coming months as we get together for training sessions and of course we’ll have some fun with our fundraising.

You’re already a great leader for our work team. Why not officially become the captain and lead the charge for THE RIDE? The first step is to come up with a team name and register at [dotheride.ca](http://www.dotheride.ca/)

Once our team is set-up, then team member recruitment and fundraising will begin! Don’t worry, THE RIDE team has provided us with tools and tips to help make this as easy as riding a bike!

#### **TEAM MEMBER RECRUITMENT: Sample Email Text #1**

Dear **{INSERT NAME},**

I’m excited to announce I’ve registered a team for THE RIDE on September 9. As team captain, I’ll be slipping into biking gear and I want you to join me on this adventure.

THE RIDE is a premier cycling event which has raised more than $12 million for research at The Ottawa Hospital – research happening right here in our community. That makes THE RIDE the most successful single-day fundraiser in eastern Ontario. As a team, we’re going to contribute to that success and we’ll have some fun doing it! This year, we are directing our funds to **{cancer research or prioririty research}** projects at The Ottawa Hospital.

There are four options to choose from: if you’re more of a recreational cyclist, you may prefer the **50KM closed route**, if you are up for a bigger challenge, you can try the **117KM event** which travels along scenic roads of Ottawa or if you’re not available on September 9, or not a road cyclist, why not register for the **Virtual Ride** or join our team as a **volunteer**. Each team member can choose the option they’re most comfortable with.

As a team, we can help each other with training and over the next few months we’ll organize some unique fundraising activities to help reach our goal of $**{insert fundraising goal}.**

**Now is the time to sign up and start fundraising.**

THE RIDE – Moving. Research. Forward.

Join Team **{insert Team name}** today, by clicking on the link below:

**{Insert team link}**

Let’s do THE RIDE together!

#### **TEAM MEMBER RECRUITMENT: Sample Email Text #2**

Dear **{INSERT NAME},**

THE RIDE is less than **{XX}** months away and we want to see your name on our team roster!

As you know, THE RIDE is a critical fundraiser for The Ottawa Hospital. Over the past eight years, this premier cycling event has raised more than $12 million for research happening right here in our community. You helped make this success possible.

Your continued support is vital to the 1,500 staff and trainees involved in research, investigating virtually every major disease and condition. Imagine the pride you will feel when you hear about the next breakthrough in cancer, ALS or heart disease discovered right here in Ottawa.

**THE RIDE 2018 FEATURES**

* Fundraising tools including posters, brochures, social media graphics, etc.
* Free training sessions as part of Ride Safe Initiative (RSI) to get you ride-ready
* Bike Maintenance Clinics: how to change a tire, general bike maintenance and minor adjustments
* Bike check Saturday, Sept. 8 and Sunday, Sept. 9
* Delicious RIDE day breakfast
* Pit stops offering food, water and inspiration
* Bike mechanics available along the route
* Cheering and inspiration as you cross the finish line
* One-of-a-kind rider medallion
* On-site showers and physiotherapy triage
* BBQ: chicken, ribs, salad, ice cream and adult beverages

**Now is the time to sign up and start fundraising.**

Of course, The Ottawa Hospital Foundation will help you out along the way with fundraising tips and training. September 9 will be a day of bonding, pushing yourself to a personal best and you’ll be doing it as a team! Most importantly, you’ll be helping to move research forward.

We look forward to cheering your team across the finish line on September 9.

Join Team **{INSERT TEAM NAME}** by registering at [www.dotheride.ca](http://www.dotheride.ca)

#### **TEAM MEMBER RECRUITMENT: Sample Email Text #3**

Dear **{INSERT NAME},**

Mark your calendar for Ottawa’s premier cycling event - THE RIDE on September 9!

***This is an epic journey that will move research forward at The Ottawa Hospital and we want you to be a part of it!***

It begins the moment you register for THE RIDE and commit to raising $750. There are four options to choose from: if you’re more of a recreational cyclist, you may prefer the 50KM closed route, if you are up for a bigger challenge, you can try the 117KM event which travels along scenic roads of Ottawa or if you’re not available on September 9, or not a road cyclist, why not register for the Virtual Ride or join our team as a volunteer. Each team member can choose the option they’re most comfortable with.

***Insert team philosophy***

Let’s build a team together to support the 1,500 staff and trainees involved in research, investigating virtually every major disease and condition at The Ottawa Hospital. Join our team by clicking on the link below

***Add link to your team’s fundraising page here.***

For more information: [www.dotheride.ca](http://www.dotheride.ca)

Sincerely,

#### **DONATION REQUEST: Sample Email**

**Moving research forward at The Ottawa Hospital!**

I’m going to be cycling in THE RIDE on September 9. Leave it to me to tackle the grueling route but I need your help to make my day a real success.

My goal is to raise **${INSERT GOAL}** in support of The Ottawa Hospital and the incredible research that is being done right here in our community. Right now, more than 1,500 staff and trainees are involved in researching virtually every major disease and condition. The research spans the full spectrum of health science, from cancer and stem cells, to clinical trials and the development of new therapies.  This is research that is changing and saving lives and you can be a part of it.

I hope you’ll support my fundraising efforts and we can make a difference together. As I cross the finish line on September 9, I’ll do my best to be smiling for the cameras, knowing together we’re helping to move reseach forward!

To make a donation, just click on the link below: **{INSERT PERSONAL PROFILE PAGE LINK}**

Thank you for supporting THE RIDE and The Ottawa Hospital.

#### **THANK YOU FOR YOUR DONATION: Sample Email**

Thank you for your support of my fundraising efforts benefitting research at The Ottawa Hospital through THE RIDE.

Your donation will stay in Ottawa. This money is leveraged by hospital researchers, allowing them to secure additional funding from other sources – sometimes up to **10 times** the original amount. As a result, that has a direct impact on patient care as advancements continue.

Current research projects at The Ottawa Hospital:

* Offer new hope by providing **new therapies and treatments** for our patients.
* Continuously improve the **quality, safety and efficiency** of the care we provide.
* Help us attract the **best and brightest** clinicians, trainees and staff.

Thank you for moving research forward at The Ottawa Hospital!

#### **JOIN YOUR TEAM AS A VOLUNTEER: Sample Email**

Not riding with Team **{insert Team Name}**?

**You can still support the team and THE RIDE for research by volunteering on September 9!**

If you’re not joining our team as a rider, we’d love your support as a volunteer! THE RIDE is looking for on-foot folks who have the same enthusiasm and passion as the cyclists. The success of THE RIDE will be in large part thanks to the efforts of the volunteers.

There will be lots to do! THE RIDE needs people to help with setup and logistics, active route support, assistance at the start, along the route, and at the finish line. As a volunteer you will receive orientation and training, a custom volunteer T-shirt, access to the entire event and we'll keep you fueled with delicious food.

In eight years, this event has raised more than $12 million for research, making it the most successful single-day cycling fundraiser in eastern Ontario. Join is in making a difference for all research happening at The Ottawa Hospital—register as a volunteer at [dotheride.ca](http://www.dotheride.ca/)

Thank you for your support!

### SAMPLE NEWSLETTERS

#### **GENERAL THE RIDE: Sample Newsletter**

****

**THE OTTAWA HOSPITAL’S RIDE FOR RESEARCH**

THE RIDE is back! The Ottawa Hospital’s premier cycling fundraiser returns on September 9.

In the last 8 years, THE RIDE has raised more than $12 million for research at The Ottawa Hospital – making it the most successful single-day fundraiser in eastern Ontario.

Registration is now open for teams or individuals at [dotheride.ca](http://www.dotheride.ca/).

THE RIDE offers three distinct routes. There’s a 50KM closed route looping the Sir John A. Macdonald Parkway and a separate 117KM open road route taking participants west to Kanata North, Carp and the Dunrobin area then back to Tunney’s Pasture. The Virtual Ride is a great option for those who aren’t available to join the event on September 9.

This unforgettable event doesn’t just take place on September 9 – it starts in the months before when you or your team sets its personal fundraising goal. It gains momentum when you take on your first training ride together or individually. And just imagine the feeling of accomplishment when you cross the finish line with crowds cheering you on.

Even more rewarding are the months, and years, following THE RIDE when you hear about new treatments you helped make happen.

Imagine the pride you will feel when a cure is discovered right here in Ottawa – a cure you helped make possible.

Register today at [dotheride.ca](http://www.dotheride.ca/)

For more information email [events@toh.ca](mailto:events@toh.ca) or call 613-798-5555, ext. 19832

#### **LOOKING FOR A TEAM CAPTAIN: Sample Newsletter**

**THE RIDE – Looking for a Team Captain**

**Team {INSERT TEAM NAME} – let’s move research forward at The Ottawa Hospital!**

We’re looking for a motivated team member to spearhead the **{COMPANY NAME}** Team’s participation in The Ottawa Hospital’s RIDE cycling fundraiser. Powered by Mattamy Homes, THE RIDE takes place on Sunday, September 9th.

Riding experience, and spandex, aren’t necessary. This event isn’t a race—it’s an opportunity to support our local hospital researchers who are currently working on innovative treatments that could one day save lives. It’s also a fun and healthy team building event!

The journey begins the moment you register for THE RIDE and commit to raising $750. First, you’ll choose between a 50KM closed route or, for a challenge, sign on for the 117KM scenic route of Ottawa’s picturesque country side. If road cycling isn’t your thing, you can sign-up to be a virtual rider or join the team as a volunteer!

If you’re interested in leading this team as the Captain, please contact XX.

For more information:

[www.dotheride.ca](http://www.dotheride.ca)

Email [events@toh.ca](mailto:events@toh.ca) or call 613-798-5555, ext. 19832 Be social: facebook.com/dotheride | @dotheride

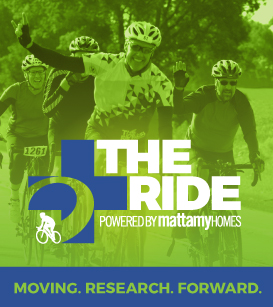
### CUSTOMIZABLE POSTER

We will customize a poster which includes your company logo and team photo. Please contact us directly and we’ll be happy to coordinate something for your team.

**For more information email** [**events@toh.ca**](mailto:events@toh.ca) **or call 613-798-5555, ext. 19832**

### WEB BUTTONS

These web buttons can be posted on your company’s website to help gain support and promote your involvement in THE RIDE.

****

**SPONSOR OUR TEAM**

****

**PROUD SUPPORTER**





**Thank you for moving research forward at The Ottawa Hospital!**

We would love to hear from you!

If you have questions, or would like to share your successes or concerns, please contact our RIDE team. We would be happy to answer any questions you may have!

For more information email [events@toh.ca](mailto:events@toh.ca) or call 613-798-5555, ext. 19832