

Joining Hearts  
P.O. Box 8363 Atlanta, Georgia 31106

August 7, 2016

Dear Joining Hearts Board of Directors,

Action Cycling Atlanta (ACA) is an all-volunteer, non-profit organization started in 2003 as a group of cyclists that chose to ride and fundraise for AIDS Vaccine research after participating in other organized rides where a disproportionate amount of the dollars raised did not go to beneficiaries. These dedicated athletes then started their own ride with the focus of donating 100% of dollars raised to a local charity – the Emory Vaccine Center. The ride existed as Action Cycling 200 for 6 years and is now named AIDS Vaccine 200. In recent years, the ride has added to its beneficiaries Atlanta-area AIDS service organizations who have partnered with the AV200 by sponsoring teams.

In our 14 years of existence, we have raised over \$2.3 million which helps fund the critical research to find an AIDS vaccine and support AIDS service organizations in Atlanta.

Thank you for the opportunity to submit this request for funding. If our request is chosen, we intend to use the grant to help fund the operations of the AV200 and ensure we can continue to meet the commitment of 100% of rider donations going to our beneficiaries.

Sincerely,

Jeffrey Kane

Treasurer, Action Cycling Atlanta

# Action Cycling Atlanta – AIDS Vaccine 200

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## *Joining Hearts Funding Grant Proposal*

Action Cycling Atlanta is entering its 15<sup>th</sup> year of producing the AIDS Vaccine 200 cycling event, following a record fundraising year. Like all charitable organizations the need is great to continue to seek sponsorship and identify patrons. With increased donations come increased costs and a greater need for support to continue to donate 100% of participant fundraising. We're seeking a grant amount of \$5000.

**Fund Usage:** The grant will be used to support our operating costs, and enable us to continue to donate 100% of participant fundraising.

## **Organization:**

Action Cycling Atlanta has always been, since inception in 2003, on a mission to do what it can to eliminate AIDS through awareness and fundraising.

ACA is made up of an all volunteer Board with 5-11 members. They are identified and selected by skills and talents that provide for a fully functioning and working Board of Directors. The roles of the Board include President, Secretary, and Treasurer, as well as roles including Governance, Fundraising and Sponsorship, Public Relations and Communication, Technology, Community Advocacy for Cycling and ASO(AIDS Service Organizations), and most importantly our Ride Directors. All Board members are active participants in seeking sponsors and patrons for the event.

A steering committee made up of riders and volunteers is the group that executes the AV200 vision. This group of dedicated individuals bring the riders and volunteers together to safely ride a 200 mile bicycle ride from Emory University, through suburbs and pastoral Georgia, to Rock Eagle 4-H camp, overnight, and return the following day. The planning for the event starts early in the year targeting ride recruitment, ride awareness, and rider support in fundraising and physical preparation. They also plan the route, provide logistics for on road

support, and plan and recruit volunteers to support Pit Stops. Pit Stops are staged along the route and supported through in-kind donations.

## **Need:**

Each year, ACA works to secure the funding necessary to produce the AV200 via corporate sponsors, small business donations and individual patrons. Each year poses new challenges in maintaining connections to previous Sponsors and Patrons as well as the generation of new connections. This is true for both financial sponsors and in-kind sponsors. Combine that with an all volunteer Board that also has the benefit and impact of rotating Board members every few years, and it is often a challenge to cover our financial costs and ensure 100% of money donated goes directly to our beneficiaries.

The money generated from Sponsorships, Patrons, and Matching Gifts funds the ride. Year 2015-2016 was very successful, but operating costs increased due to credit card processing fee increases and the costs that support each volunteer and participant involved. For the May 2016 AV200ride, we had an average cost of \$336.00 per person. That includes riders and crew. With the AV200 operating on a cash basis, our total expenses were approximately \$56,500.00, which was covered through Sponsors, Patrons, and Matching Gifts in the same year. Fundraising set a record of \$320,000.00, but with that came \$19,300.00 in credit card processing fees, totaling 34% of our expenses. So, even in good times, we see higher costs.

We are pushing to continue to increase the donations given to our beneficiaries and encourage the excitement of fundraising and reward through the true benefit of AIDS/HIV Vaccine Research and Support for Atlanta ASOs.

## **AV200 2016:**

Riders:

129 Riders

Registered Crew ( Not including all volunteers ):

39 Crew

AV200 2016 was a record year for donations.

Emory University: \$260,300

Jerusalem House: \$57,000

Positive Impact: \$2,700

### 2016 Budget:

<b>Activity</b>	<b>Projected Final</b>
Income	
Sponsorships+Patrons+Matching Gifts	36714.00
Registration+Other	16431.00
Subtotal	53145.00
Expenses	
Variable ( CC Charges + Shirts/Jerseys etc.)	32906.00
Fixed ( Lodging/Technology/Logistics/Accounting etc.)	23635.00
Subtotal	56541.00
Net Income	-3396.00