



What is the impact on San Francisco AIDS Foundation and the Los Angeles LGBT Center?

Are programs and services still being provided?

Both the Center and Foundation are continuing to provide services to the community through Covid-19. Shelter in place orders and social distancing have made this all the more challenging exactly when the pandemic threatens underserved and marginalized communities who rely on these organizations for crucial support. Your continued commitment to AIDS/LifeCycle plays a critical role in allowing both organizations to continue this much needed work.

How can I help?

The best way to support the Foundation and Center is to continue to raise funds. To help you be successful with your fundraising, we have built the MY 545 program (see below). AIDS/LifeCycle provides a significant and vital funding source for both organizations. They also work with endowments, foundations and corporate charitable giving programs. We would love to talk more if you represent this type of organization or are able to make a large gift.

How can I help to ensure that the critical programs and services of both agencies continue?

I've heard about MY 545, what is it?

MY 545 is a choose your own adventure challenge supporting your fundraising efforts for AIDS/LifeCycle! Commit to logging 545 miles, minutes or any other measurable activity that speaks to you and complete that challenge by May 30th. Perhaps your challenge is 545 minutes of indoor cycling, volunteering, or meditating. Maybe you are going to log 545 laps of your neighborhood or 545 pushups. The challenge is yours to set and achieve!

For more information check out www.aidslifecycle.org/my545.

What happens to my fundraising for 2020?

We are incredibly grateful to you for your continued fundraising and ongoing support. Your fundraising dollars are put to work immediately and enable both agencies to continue critical programs and services. We understand that



cancelling 2020 is more than just missing a bike ride, it changes the cadence of your year, losing a time set aside to remember loved ones and connect with a valued community. Cyclists who earn their ticket to ride by fundraising their \$3000 minimum by midnight May 30th, 2020 will have an option for a \$1000 credit toward their 2021 fundraising minimum. There will be more details about how to “opt in” when we publish details on how to confirm your 2021 participation. Look for these details the first week of June.

What events will take place the week of The Ride, May 31 to June 6 2020?

The ALC staff is busy developing a whole week of exciting activities that capture the spirit and traditions of The Ride while also following public health officials’ recommendations. There is a suggestion box on www.aidslifecycle.org where you can submit any ideas of ways to make this a special week for us all. We may not be able to be physically together this June, but that doesn’t mean can’t come together, move our bodies, celebrate our community and fundraising success.

How much have we raised and what is the plan for the rest of 2020?

Before the cancellation you, our Riders and Roadies, had done an amazing job of raising over \$6 Million and were on track to achieve an unprecedented \$17 Million in total fundraising. Based on our new circumstances we revised our goal to \$13 Million for the 2020 season. Some of that decrease is based on lowered operating costs due to the cancellation and the rest is acknowledging the current economic conditions.

New email templates were added to the Participant Center to help explain why you are continuing to fundraise even though you won’t be traveling down the California Coast this June. We are tracking our progress towards our new goal with a fundraising thermometer on www.aidslifecycle.org and will be regularly sharing progress updates between now and May 30th.

Can I still register for 2020?

We would love for you to join us on this new adventure! Registration for 2020 is still open, use the discount code “MY545” to waive the registration fee. Registration fees do count towards the total amount raised in support of the San



Francisco AIDS Foundation and Los Angeles LGBT Center and we greatly appreciate those who can afford this expense.

When is the 2021 ride and when can I register?

AIDS/LifeCycle 2021 will be Sunday June 6 to Saturday June 12. All 2020 registered participants will automatically be registered for 2021 at no charge. Look for additional information the first week of June regarding how to confirm your interest in the 2021 season.

Can I still earn incentives?

We are excited to add a new MY 545 cap that you can earn in April. Everyone who raises \$545 between Monday March 30 and midnight Thursday April 30th will get this fun new cap recognizing your commitment and hard work.

Also, the deadline to earn the 2020 Wind Vest has been extended to midnight on May 30th. Any cyclist raising \$3,000 by midnight on May 30th will earn this fun and sporty vest! All incentives for 2020 that have not already been sent will be mailed once the AIDS/Lifecycle staff returns to the office.

Will we celebrate Top 50 and Top 545 Fundraisers in 2020?

Our top fundraisers go above and beyond in the fight to end AIDS. We are so grateful for their relentless work and leadership. As in previous years we will celebrate the Top 50 and 545 fundraisers during the scheduled week of the ride. 2020 presents a unique opportunity for participants who have never been a Top 50 or 545. This could be your opportunity to join this dedicated group of supporters.

How can I stay involved with my ALC Community?

Are there online events planned by AIDS/LifeCycle and can I help?

Your Cyclist Representatives and outreach staff have been diligently assembling a wide variety of online events including virtual hangouts, fitness classes and information sessions highlighting the programs and services supported by your fundraising. Checkout the [AIDS/LifeCycle calendar](#) to see what's scheduled. Let us know if you would like to host an event and we will get it added!



Share your MY545 activity and success online to keep each other motivated. We can't wait to see what creative ideas you, our riders and roadies, come up with! Let's flood the internet with images of us all making a difference in each other's lives.

What about in-person events?

We will not be scheduling any in person events until the current social distancing measures have ended. We are looking at a variety of options to bring our community together once it is safe to do so. Day on the Ride is cancelled in both Northern and Southern California, additional information will be sent directly to those who have registered for these events.

Training rides have also been cancelled for the time being. We encourage all cyclists to follow the recommendations of their local public health agencies and practice social distancing when deciding whether to train on their own. Official training rides will resume once public health agencies have allowed large group meetings to take place.

What about my friends, family and co-workers who supported me?

Will my donors be contacted by AIDS/LifeCycle?

Templates have been added to your Participant Center to help communicate the cancellation to your donors and explain why their continued support is so critical at this time. AIDS/LifeCycle will not directly contact your donors about the cancellation.

Will my donors get their donations refunded?

Money raised by our Riders and Roadies is immediately put to work by The Center and Foundation providing critical, lifesaving services to the communities served. Due to this, donations are non-refundable and are even more necessary now with the increased need caused by the Covid-19 Pandemic.

What other details should I know?



What if I already paid for bike shipping?

For all in-California participants who organized bike shipping with ACE Ride, you will be automatically registered for bike transport for the 2021 event. Out of California participants will be contacted by ACE Ride directly to arrange for next steps.

Full refunds of bike shipping costs are not possible due to expenses already incurred by the vendor in the planning and lead-up to the event, however ACE Ride will work with participants to the fullest extent possible to provide refunds.

What about my hotel reservations?

The pre and post ride hotels in San Francisco and Los Angeles each have their own cancellation policies and are managing the impacts of Covid-19 differently. Many are requiring that any cancellations or changes be made before April 30 to receive a full refund. Since policies do vary we encourage you to contact your hotel directly as soon as possible.

For hotels along the route please contact them directly for information on cancellation and refund policies.

How can I support our regular stops along the route?

For many of us, stopping for fried artichokes, lunch at Bradley, fresh warm cookies or cinnamon rolls is more than a treat along the route. These stops are meaningful ways to give back to the communities we ride through during AIDS/LifeCycle. As a community we fund Bradley's arts and extracurricular programs and give a regular boost to these small businesses. Consider supporting these organizations:

Day 2 - Artichoke Stop: [Pezzini Farms - Castroville](#)

Day 2 - Otter Pop Stop: [Mission La Soledad](#)

Day 3 - Bradley Elementary School: [Bradley Virtual Barbecue](#)

Day 4 - Brown Butter Cookies: [Brown Butter Cookies - Cayucos](#)

Day 4 - Cinnamon Rolls: [Old West Cinnamon Rolls - Pismo Beach](#)