



Hamilton's Legal Community Helping Homeless and Troubled Youth

18th ANNIVERSARY

Dear Friends

Welcome to the 18th anniversary of the Hamilton legal community's fundraising efforts for homeless and in crisis young people – Miles for Smiles Ride.

This annual bicycle ride began in 1993. Presently, it travels along the rail trail from Corktown Park in Hamilton just to past the Mount Hope Airport and back again, but in the past it has taken place along the rail trail to Brantford and back, around Lake Ontario, and even throughout the winding roads of Ireland.

Lawyers, judges, police officers, friends and colleagues have all joined together and raised almost half of One Million Dollars over the history of this event. Last year we raised \$30,000 net profit.

All money raised goes directly to the operation of the Good Shepherd youth services programs for the Brennan House and the Notre Dame House. The Event Committee is entirely volunteer. There are no professional fundraisers involved and the event costs are less than 10% of the monies raised.

This year we have the annual pre-ride **SILENT AUCTION** which is held at Tailgate Charlie's restaurant on **Thursday, September 15, 2011**. The auction is a fundraising event and provides a change for everyone to come together and raise money for a great cause. On **Saturday, September 17, 2011**, the **RIDE** will take place at 9AM.

Your support helps fund the Brennan House and Notre Dame House programs that help young people get their lives back on track after experiencing homelessness and abuse. Your participation helps the young people get an education and become happy and productive members of our community.

You can help out in many ways. You can become a corporate sponsor. You have the opportunity to have your firm name printed on the back of the cycling shirts that are worn by each cyclist, a direct link to your website from our website, advertisements in our Miles for Smiles brochure, and your logo can be prominently displayed on the promotional banner on the day of the event and some weeks before.

Please see the attached **Sponsorship/Partnership Agreement Form** which outlines your choice of becoming a **Sponsor** or **Partner** for the Miles for Smiles Ride Event.

Sponsorship

The Sponsorship option gives you the benefit of our Marketing and Advertising efforts at the levels of: Bronze, Silver, Gold, Platinum and Diamond. **Your firm logos will be prominently displayed** on our Website, the Promotional banner, T-shirts worn by cyclists and included in the Event Brochure. Your firm will be given a BUSINESS LETTER acknowledging your contribution to the Good Shepherd Centre.

Partnership

The Partnership option also allows you to contribute at the levels of: Bronze, Silver, Gold, Platinum and Diamond as well. However, **we will not display your firm logos** but will add your firm name on the Website, Promotional banner, T-shirts worn by cyclists and included in the Event Brochure. Your firm will receive Acknowledgement of Support in the Auction Program and a CHARITABLE TAX RECEIPT issued by Good Shepherd Centre.

Auction Program

If you're interested in donating any items for the auction, please complete the enclosed ***Auction Donation Form***. Once again, a tax receipt can be issued and your item can be sold at the silent auction on September 15 to raise monies directly.

I would ask that your firm consider participating in the ride itself. We've also opened this event to runners and walkers. Each participant is provided with donation forms, background information outlining the great work the Good Shepherd youth services provides and the contact person who will keep them up-to-date concerning the event.

Please visit our website for further information as well as photos and videos of prior year's events.
www.milesforsmilesride.ca

I thank you once again for your time and ask that you review this material, and I thank you in advance for your anticipated generosity in contributing to the overall success of this event.

Sincerely,



Don Clarke- 2011 Committee Chair