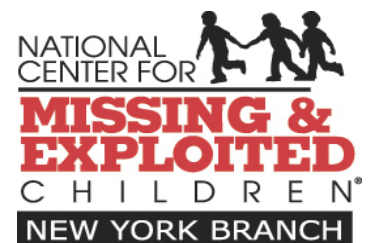


The Ride
for
Missing Children
2010

Friday, May 14, 2010

***FRIENDS OF MISSING CHILDREN
INFORMATION MANUAL***

***National Center for Missing & Exploited Children/
New York Branch***
275 Lake Ave.
Rochester, NY 14608
Phone: 585-242-0900
Fax: 585-242-0717
E-mail: nybranch@ncmec.org



The Ride for Missing Children – 2010

Friends of Missing Children – Information Manual

INTRODUCTION AND WELCOME

On behalf of the National Center for Missing & Exploited Children, New York Branch (NCMEC/NY), we would like to welcome you to The Ride for Missing Children. The mission of the Ride is to:

- Remember all missing children
- Spread awareness to the plight of all missing and exploited children
- Raise funds to support prevention education programs and poster distribution

Please read this information carefully. It will not only help to prepare you as a Rider for our 100-mile Ride, but will give you valuable information on the work we are doing for missing and exploited children.

We welcome you and know that your experience will be a challenging and rewarding one. ***Together we will work to make our children safer...one child at a time.***

Gratefully,

The Ride for Missing Children – Planning Committee

THE RIDE FOR MISSING CHILDREN – 2010

On Friday, May 14, 2010 NCMEC/NY will hold the 9th Ride for Missing Children, a 100-mile bicycle ride throughout Monroe County.

The event starts at Total Sports Experience, 880 Elmgrove Rd., Rochester, New York, at 7:15 AM with an opening ceremony. *Riders are asked to arrive at the Center by 6:45 AM.*

Along the route, the Riders, or “Friends of Missing Children”, will stop at targeted area schools to spread awareness on the plight of missing and exploited children. An additional stop is planned at an Irondequoit day care center. NCMEC/NY staff will be visiting the area schools prior to the Ride to bring prevention education messages to the children. This year the emphasis will be on NetSmartz, an interactive, age-appropriate program to teach children and teens how to be safer using the Internet. Staff and volunteers will reinforce the vital safety messages to the children the day of the Ride. The Riders will hand pencils with NCMEC information to the eagerly awaiting children.

The schools and select stops along the route will serve as a rest stop for the Riders. Refreshment areas will be set up prior to each stop and bathroom facilities will be available.

Riders are anticipated to arrive back at Total Sports Experience around 5:45 PM. We encourage you to invite your family and friends (and those who sponsored your Ride) to meet you there and cheer your arrival. All riders are invited to the closing ceremony and are encouraged to share in the celebration and enjoy food and beverage.

THE HISTORY OF THE RIDE FOR MISSING CHILDREN

In May of 1995, a team of bicyclists was organized to promote public awareness to the plight of all missing children. They rode their bicycles from Central New York to the steps of our nation’s capital, leaving on Mother’s Day, May 14th, and arriving in Washington, DC on National Missing Children’s Day, May 25th – a distance of 529 miles. The Utica community continued the tradition of a Ride and is now in its eleventh year with 350 Riders. 2005 marked the 10th anniversary of the inaugural Ride with a return to Washington, DC.

Because of this success, NCMEC/NY introduced The Ride for Missing Children to the Rochester community in 2001. In 2002, our participation doubled, with 86 Riders taking part in the event. Each year sees additional growth. Over 3,000 children received educational safety messages, and over \$100,000 was raised to help fund NCMEC/NY’s educational programs in 2009. This year will mark the 10th annual Ride for Missing Children in Rochester.

2003 also saw the advent of a successful first Ride in the Finger Lakes. Plan to attend their Ride this year starting in the town of Auburn, September 17, 2010.

In the spring of 2006 NCMEC/NY opened a satellite office in Buffalo. Their inaugural Ride was held May 11, 2007 in Buffalo! This year the ride will be held on May 7.

Albany had their inaugural ride on September 26, 2008 and will continue this year on September 24.

YOUR COMMITMENTS

As a member of the Friends of Missing Children, we ask you to:

- 1. Ride the 100-mile bicycle route on Friday, May 14th.**

It is important to think of the Ride as an *awareness event* – not a race or endurance event.

Although we encourage everyone to train properly for this distance, you are not required to

ride the entire route. Each Rider will have the opportunity to take rest breaks in our Rider's Bus. This way you will be able to ride safely and enjoy our ride back home.

2. **Work as part of the team of Riders and maintain an average pace of 15-18 mph on flat portions of the route.**
3. **Help NCMEC/NY in its mission to promote awareness to the plight of all missing and exploited children and the need for child safety education.**

The Ride for Missing Children is not just a one-day event. Our mission to promote awareness is ongoing. You can help by:

- Joining our Planning Committee to help organize the Ride or other special events
- Joining the NCMEC/NY Speaker's Bureau
- Volunteering to assist in other special events

4. **Raise a minimum of \$300 to support our prevention education programs.**

We ask that you raise at least \$300 to help fund NCMEC/NY's educational programs. If you recruit a NEW rider, you both pledge only \$250. Wonderful incentive prizes for pledges over \$500 will be available this year! All pledges must be in by May 10th.

5. **Attend at least one Mandatory Rider meeting.**

There are two meetings scheduled:

May 5th and May 10th

Both are from 6:30 PM - 7:30 PM at NCMEC/NY, Polliseni Law Enforcement Training Center, 275 Lake Avenue, Rochester, NY.

You may bring in your pledges and new riders can pick up your Ride jerseys at that time also.

***“Thank you for helping to make our children safer,
one child at time.”***

THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

The mission of NCMEC/NY is to help prevent child abduction and sexual exploitation; find missing children; and assist victims of child abduction and sexual exploitation, their families, and the professionals who serve them.

The tragic abduction and murder of six-year-old Adam Walsh in 1981, as well as Etan Patz, brought national attention to the issues faced by the families of missing children each year. Local businesses and community leaders, including Lou and Kathie Bivona and local child welfare agencies, responded by forming the Adam Walsh Child Resource Center in 1984. Located in Rochester, NY, The Adam Walsh Center merged with the National Center for Missing & Exploited Children in 1990 to become the National Center for Missing & Exploited Children/New York Branch.

Located in Rochester and Utica, NCMEC/NY serves children and families at a local and regional level. NCMEC's national headquarters, located in Alexandria, Virginia, operates under a Congressional mandate and has had an impressive impact on the fight to end child victimization.

Did you know?

- Everyday in the US, 2,200 children are reported missing.
- Approximately 1.3 million children run away annually in our country.
- An estimated 5,000 runaway children die every year due to homicides, suicides, and disease.
- 1,376 children were reported missing in Western New York during 2006.
- NCMEC's recovery rate is 96%, up from 62% in 1990.
- One in six children are recovered as a direct result of a photograph.

NCMEC/NY offers:

- Prevention education classes for parents, children, law enforcement, and other professionals
- Internet safety education through our NetSmartz safety education programming
- Mandated reporter classes to improve the identification, response and reporting of child abuse
- Case assistance to law enforcement and families on missing children's cases
- Poster distribution to targeted areas across the nation based upon investigative leads
- A state of the art training facility for law enforcement

During 2008 NCMEC/NY:

- Distributed 600,421 posters of missing children
- Assisted in the recovery of 2,280 children through poster distribution and case assistance
- Distributed over 257,654 pieces of prevention education literature
- Conducted 775 education programs with 77,031 participants
- Coordinated 66 child identification programs with 4,254 children and adults
- Conducted 5 training programs with 250 participants held at the Polisseni Law Enforcement Training Center
- Participated in 2 regional conferences for 1,300 attendees

NCMEC is one of the nation's model charities:

- [NCMEC received 4 stars from Charity Navigator, America's premier independent charity evaluator](#)
- [NCMEC meets all standards of the BBB Wise Giving Alliance](#)
- 93% of every dollar donated to NCMEC goes directly to support program services
- All funds raised by the New York Branch remain local

Bicycles and Equipment

Bicycles for the 100-mile Ride

Although you can utilize road bikes, mountain bikes, or hybrid bikes on this ride, it is highly recommended that you use a road bike. Road bikes have thinner tires, which require less effort over the long course of the Ride.

Mountain Bike Tires ☹

If you are going to ride a mountain bike on The Ride for Missing Children, we ask that you replace the knobby tires with smooth "slicks". These are available at most bike stores.

Bicycle Maintenance

Prevent Problems by having a tune-up BEFORE May 14, 2010

Please make sure your bicycle is tuned up at least a week or two before the event so that you have some time to make sure any problems are corrected. If you are in doubt about your tires and tubes – replace them with new ones. We will have bicycle mechanics with us the day of the Ride, but they will be there to fix flat tires ONLY.

If you have a bike problem

On the 100-mile Ride, if you have a problem with your bike (i.e., a flat tire) and have to stop, here is the proper procedure:

1. Raise your hand and yell out "Flat-tire!!!!!"
2. Drift to the far RIGHT shoulder of the road away from traffic and out of the line of Riders. Other Riders should steer around you and give you the right-of-way.
3. **DO NOT stop immediately in the middle of a group of Riders – you will cause an accident.**
4. When you are off the road stop your bike and dismount. **Keep your hand raised so you can be seen.**
5. The Bike Mechanics in the SAG Wagons will assist you with your bike problem.
6. The truck and bus at the back of the escort will take you and your bike to the next rest stop where your bike will be repaired. In order to keep our uniform pace, we cannot fix flat tires or do repairs "on the road".
7. **All other Riders KEEP ON RIDING. Do not risk creating more of a hazard by trying to stop quickly and lend assistance.** Keep on riding. The "Shepherds" will move to the side and lend assistance to the rider.

Bike Equipment

Essentials

The following are good ideas to take with you on each ride.

- Frame pump - make sure the pump fits the type of tire adapters you have on your bike (presta or schraeder).
- Spare tubes - check the correct size for your tire.
- Tire irons (plastic) - for taking your tire off the rim.
- Patch kit - for fixing small leaks in the new tube you just put in.

- Water bottles and cages (2).

Nice “Extras”

These are some things that make bike riding more interesting, but are not essential.

- Cyclemeter - gives your speed and distance covered.
- Biking shoes - special bike shoes have stiff soles to deliver more power to the pedals and prevent foot fatigue.
- Pedal cages - if your bike doesn't have cages or “clips”, we recommend getting them. With out the clips you are only pushing down on the down-stroke. Clips let you pedal in “circles” and pull the pedal on the upstroke.
- Clipless pedals - these are like “ski bindings” for bike pedals.

BIKING CLOTHING AND ACCESSORIES

We recommend the following clothing and accessories to make the Ride safe and enjoyable:

1. An ANSI/SNELL approved BICYCLE HELMET is mandatory for all Riders on training rides and The Ride for Missing Children. We are bringing a message of safety to all children and we must set a proper example by wearing our bicycle helmets whenever we are on our bikes.

2. Biking shorts - DO NOT wear any shorts with an inseam.

3. Biking gloves – these make your hands comfortable on the handlebars.

4. Mirror – helmet or handlebar mount. We are riding in a group and it's always good to see who is behind you and where.

5. May in Western New York can bring a variety of weather, so be prepared!! On the day of the Ride, bring ALL your gear. You can store your gear in one of our assigned vehicles.

There are some things to keep in mind:

- In rain, keep your head, feet, hands, and body DRY.
- Buffer your body from the wind.
- Bring several layers of lightweight clothing.
- Do **not** bring bulky clothing.
- Pack your gear and clothing in a duffle bag you will be able to keep in your assigned SAC wagon.

TRAINING RIDES

The goal of the training rides is to *learn how to ride together in a large group over a long distance at a uniform pace.* All Riders are expected to make at least one ride so that we can train as a group. Times and starting points will be enclosed or announced via e-mail. **Please note:** Our training rides will **not** have a police escort. It is extremely important to follow the rules of safe riding.

- Do not ride more than two by two, and ride single file when there is not a wide shoulder.
- When a car is approaching from the rear, the Riders in the back of the line will holler out “CAR BACK”. This is a signal to get into a single line. DO this quickly!!!

RULES OF THE ROAD

We will ride as a TEAM

The Ride for Missing Children is **NOT** a race. Our goal is to ride as a **TEAM**. As we go through the towns on our route we want people to see us riding as one group. Everyone must understand that we will have Riders of different abilities and we must stay together in a continuous line. This is something that most Riders (including experienced racers) are not used to doing.

Overall we will be keeping an average pace of 15-18 mph. Do not allow large gaps between groups of Riders. Stay with the pace. Follow the pace set by the “Shepherds” (see below). **DO NOT** push the pace. If you are having problems maintaining the pace, pull off to the right side of the road and wait for the SAG wagons/bus.

Riding in a large group is very different from riding in a race or riding in a small group. Stronger Riders have to gauge their pace – if they charge too aggressively then they will leave the back of the group behind. The result will be a huge gap in the middle of our line and this is a safety issue.

The pace car may slow down the pace in order to let the back of the group catch up. Please keep your pace even and follow instructions. Although many of you can take a faster pace, remember – we have to keep the group together. We ask our experienced Riders to work with us at keeping a slower pace than you are capable of riding. **NO BREAK AWAYS!!!** Assist the slower Riders. Ride along side of them and give them encouragement.

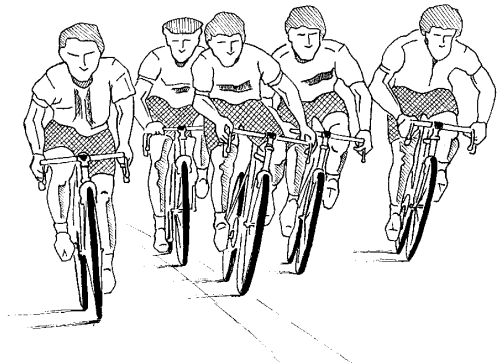


Figure 1: The **WRONG** way to ride in a group. These rider's wheels are overlapping and they are too close together. The middle riders have nowhere to go if there is a crash or obstacle up ahead.

The “Shepherds”

We will have our more experienced Riders designated as “Shepherds” for our group. These Riders will be wearing something (depending on weather conditions) that will let you know who they are. The Shepherds will be working with law enforcement to keep us riding at a steady pace and in a uniform line.

DO NOT pass these Riders or try to push the pace faster than the pace they set. The front Shepherds will be in touch with those at the front and the back of our escort. **You must follow the instructions given to you by the Shepherds.**

2 – 1 Riders Abreast

One of the keys to safe riding is a large group is to keep organized and keep a safe distance between you and the other Riders. On the Ride, we will be using the “2 – 1” system – all at the direction of the law enforcement escorting us:



Figure 2: Riding 2 abreast. Keep a bike length between you and the rider a head of you.

- **2 abreast** -- our standard riding configuration.
- **1 – single file** -- we will ride single-file when we have to go on a narrow shoulder.

Important!!!! At no time must we ride more than two abreast unless directed to by law enforcement. Having more than three Riders side-by-side can make it impossible for the middle Riders to move out of the way in the event of an obstacle or a crash up ahead. **The only Riders who are to be riding 3-abreast are the designated Shepherds.**

Rules to Remember!

These rules are important for all Riders to ensure a safe, enjoyable Ride for everyone. We need your cooperation. Anyone not following the rules will be dropped from the rest of the Ride.

1. Do NOT pass the Shepherds in the front of the line or push the pace faster than the one they are setting.
2. Follow all directions from our law enforcement escort and the Shepherd Riders.
3. Do not overlap your front wheel with the rear wheel of the bike in front of you.
4. All Riders MUST wear ANSI/SNELL approved bicycle helmets on ALL training rides and on the 100-mile Ride.
5. DO NOT make sudden stops. If you drop something – DO NOT stop to pick it up!!!! Shout out “... dropped water bottle (or what ever you’ve dropped)”. One of the Shepherds at the back of the line will pick it up and give it to the back-up wagons.
6. Use hand signals when you are slowing, turning or stopping.
7. Keep your hands near your brakes at all times.
8. DO NOT use your aero bars!!! This is a rule enforced even in races since when you are down on your aero bars you cannot reach your brakes quickly in an emergency.
9. **Railroad Tracks!!! SLOW DOWN!!!** Cross RR tracks at a perpendicular. If you cross at too much of an angle your wheel may be pulled out from under you and you will go down.
10. **Keep the pace!!!** If you find that you cannot keep the pace, you must drop back and take a rest. The Shepherds in the rear of the line will assist you getting into the SAG wagon/bus and putting your bike in the trailer.
11. Point out and call out obstacles in the way. Remember – Riders behind you cannot see in front of you.
12. There are no points given for riding at the head of the pack. Spread out, enjoy the day. This is not a race.



SAG WAGONS AND SUPPORT VEHICLES

We will have support and gear (SAG) vehicles with us on Friday, May 15, but not on the training rides. On the day of the Ride, we will be followed by a truck and bus to pick up any Riders who have mechanical failures or who want to rest for part of the Ride. To keep our uniform pace, if you have a flat tire or mechanical problem, the bike mechanics will put you and your bike in the van (truck) and make the repair at the next rest stop.

PLEDGES

Many people feel uncomfortable raising funds. We hope to show you some ways of making your fundraising easier, more organized, and more comfortable. Many who have been initially intimidated by fundraising have found it to be a very rewarding experience.

Fundraising – The Basics

Step #1: Think Positive!!!!

Don't start out with the attitude that most people don't want to give. People DO want to support you and the work that you are doing. Usually you only have to ask!

- Contributing money to a cause is a powerful way for a person to get involved when they cannot give their time.
- Make people aware of what their donation will do. Every dollar raised does make a difference.
- It is important for everyone to know that NCMEC received 4 stars from Charity Navigator, America's premier independent charity evaluator, and uses 93% of revenue for program services.

Step #2: Make a Plan

Ask yourself "What is the best way for me to do the fundraising?" You may be comfortable talking directly with people and asking for a donation, you may feel that a letter-writing campaign may be more efficient, or you may work at a company that will match funds you raise. Don't go it alone. Think of how other people can help you raise funds. Get people enthused about the work you are doing for missing and exploited children. Enthusiasm spreads and people will want to help you reach a goal.

1 idea!!! Use the Internet! NCMEC/NY has contracted with Active.com to help you obtain secure donations easily. Set up a fundraiser page on www.active.com/myevent and then send out emails from your own address book, reminding donors to credit you with the donation. You can make your page as simple or creative as you wish – 24 hour assistance available from Active. You can also monitor your own page i.e donations. Offline donations will be added also. Donors will automatically receive a thank you appropriate for tax purposes.

Some Other Fundraising Ideas

Fundraising Ideas	Description	Hints
✓ Letter Writing Campaign	Send letters to friends, business acquaintances, your hairdresser, dentist, doctor and people to whom you've given donations.	Make a "family night" and have your family help address and stamp the envelopes. We have included a sample letter to get you started. Include the "fundraising explanation letter" with your correspondence.
✓ Work with Church Groups	Ask organized groups within your church to help you.	Place a note in the weekly bulletin letting people know that you will be doing the Ride and what your goal is.
✓ Contact Service Organizations ➤ Kiwanis or Rotary	Service organizations want to help. Contact them and ask to go to one of their meetings to ask for their help.	The service organization may have a fundraising event already planned and looking for a charity to donate the proceeds.

Fundraising Ideas	Description	Hints
➤ Elks or Moose		
✓ Corporate Matching Gift Program	Many companies have gift matching programs.	See if your company will match a certain amount of the donations you raise.

Ask 20 friends for \$15

Ask 20 neighbors for \$15

Ask 20 relatives for \$15

Ask 20 co-workers for \$15

Ask 20 riders for \$15

Step #3: Set a time table;

Start your fundraising EARLY. Ask your donors to send in their donation as soon as possible. People get sidetracked and forget.

Step #4: Set a Goal

This is one of your most important steps. Think positive, but be realistic. Can you think of ways to get 10 people to donate \$30.00? If so, you have met your goal.

WHERE DO YOU SEND THE DONATIONS?

Donations for The Ride for Missing Children should be sent to the address listed below, **or directly to the Rider:**

***National Center for Missing & Exploited Children/NY
Special Events/Ride
275 Lake Avenue
Rochester, NY 14608
585-242-0900***

Riders must keep track of their own donations!

Please make sure donations are clearly marked with your name to receive proper credit.

FUNDRAISING GUIDELINES

As a member of the Friends of Missing Children, you are representing the National Center for Missing & Exploited Children. NCMEC does have several guidelines that you must follow.

1. The donations collected by the Friends of Missing Children go directly to NCMEC/NY to fund education programs for child safety and abduction prevention, for poster distribution and to support the mission of the New York Branch.
2. NCMEC/NY is a 501(c)(3) tax-exempt, charity and is a publicly supported organization as defined in sections 509(a)(1) and 170(b)(A)(vi) of the Internal Revenue Service Code. Our Federal ID number is 52-1328557. Gifts to NCMEC/NY are tax deductible to the extent allowed by law.
3. NCMEC does NOT conduct general phone solicitation for funds. In your fundraising efforts for The Ride for Missing Children, please DO NOT make phone calls to people you do not know well, for the solicitation of donations. It is acceptable to call people you know (close friends, relatives, and people who will know you personally), and who are familiar with you, to tell them of the Ride and ask for their support by giving donations.
4. **Donations should be in the form of a check made payable and sent to NCMEC/NY.** Have the donors put your name on the memo area of the check. When checks are turned into NCMEC/NY by the Rider, we will keep a record of all contributions under the name of each Rider
5. Exercise discretion when speaking of missing children and fundraising. Carefully explain the goals of our Ride and that the funds you raise will go directly to education programs for child safety and abduction prevention, poster distribution and to support the mission of NCMEC/NY. If you write your own letters please be aware that NCMEC does not allow the image of any missing child to be used with fundraising materials or the use of our logo.
6. **Please complete and return a Donor Pledge Form and envelope prior to May 10, 2010.** This form will allow us to accurately track all donations made to NCMEC/NY on your behalf.
7. NCMEC/NY will mail a formal thank you/tax letter to your sponsors thanking each for his/her donation if a full name and address are provided.

FUNDRAISING WITH A LETTER CAMPAIGN

Many of the Friends of Missing Children find that writing letters to people is the most reliable method for fundraising. If this is your first time fundraising, you may feel uncomfortable asking people for money. Writing a letter asking for help in obtaining your pledge is a great way to contact a large number of people in the most efficient use of your time.

Sample Fundraising Letter

Date

Dear _____,

I have made a commitment to help missing and exploited children by riding my bicycle in The Ride for Missing Children on Friday, May 14, 2010. The Ride raises funds to support poster distribution, and the mission of and educational programs provided by the National Center for Missing & Exploited Children/NY Branch (NCMEC/NY).

Did you know that each day more than 2,200 children are reported missing in the United States? The National Center for Missing & Exploited Children (NCMEC) assists in the recovery of these children and works to prevent child victimization through its prevention education programs.

NCMEC [received 4 stars from Charity Navigator, America's premier independent charity evaluator](#), and 93% of revenue raised goes to program services.

During 2008 NCMEC/NY:

- Distributed 600,421 posters of missing children
- Assisted in the recovery of 2,280 children through poster distribution and case assistance
- Distributed over 257,654 pieces of prevention education literature
- Conducted 775 education programs with 77,031 participants
- Coordinated 66 child identification programs with 4,254 children and adults
- Conducted 5 training programs with 250 participants held at the Polisseni Law Enforcement Training Center
- Participated in 2 regional conferences for 1,300 attendees
-

On May 14th, I will become a champion for kids and will ride my bicycle 100 miles throughout Monroe County stopping at area schools to spread awareness regarding the plight of missing children. It is my goal to raise over \$300 in donations to support the mission of NCMEC/NY.

Please help with your donation by sending it preferably to me as the Rider, or the **National Center for Missing & Exploited Children/NY, 275 Lake Avenue, Rochester, NY 14608**. Make your check payable to NCMEC/NY, and please put my name in the memo section so it will be applied to my goal by May 10, 2010.

NCMEC/NY is a 501(c)(3) tax-exempt, charity and is a publicly supported organization as defined in sections 509(a)(1) and 170(b)(A)(vi) of the Internal Revenue Service Code. Their Federal ID number is 52-1328557. Gifts to NCMEC/NY are tax deductible to the extent allowed by law.

Thank you for your support and for helping us to *make our children safer...one child at a time*.

Sincerely,

Your name