



Alzheimer's Association Tour de Canal Frequently Asked Questions

What is Tour de Canal?

The Alzheimer's Association Annual Tour de Canal is a volunteer driven, fundraising community event that joins friends, family and co-workers together as they bike to end Alzheimer's. Tour de Canal is typically held the second weekend in September. There are 3 ride options; a 184-mile ride (which is the longest charity off-road bike ride in the nation), a 100-mile ride, and a 20-mile ride. This ride begins in Cumberland, Md and ends in Georgetown in Washington, DC. Tour de Canal is now in its 14th year and has helped raise more than \$1.2 million dollars for our chapter.

Where do the funds from Tour de Canal go?

Your gift will help the Alzheimer's Association to support essential Alzheimer programs, to fund research and services. Alzheimer's Association is a nonprofit 501 (c) (3) organization. All donations are tax deductible.

How do I register?

Go to our website online at www.alz.org/nca and click on Special Events. This will take you to the subheading *Tour de Canal* which will link to our online registration. If you do not want to sign up online, you can also call us 703.359.4440 and we will handle your registration over the phone. The registration deadline for the long rides is August 14th. The registration deadline for the 20-mile ride is on September 3rd.

How much is registration?

Participation in Tour de Canal does have registration fees. The registration fee for both the 184 and 100 mile rides is \$100. The 20-mile ride registration fee is \$50. The fees for both the 184 and 100 mile ride also count towards your \$500 minimum fundraising goal. This is a requirement to be able to participate in the ride. ***If you are a part of a team, each individual rider must meet the \$500 minimum goal.*** The 20-mile ride does not have a fundraising minimum. However, we do encourage riders to raise funds in the spirit of the mission of the Alzheimer's Association. All participants will receive a Tour de Canal t-shirt.

Are there other event-related fees?

Participants in the 184 and 100 mile rides are required to pay for their own hotel rooms for 2 nights (Friday and Saturday night) in our host city of Williamsport. Dependent upon whether or not you will be sharing a room, typical costs are between \$75 and \$200. You will receive this form once you have met the minimum fundraising goal. *Hotel fees are non-refundable if you decide you cannot ride.*

What are the requirements for participation?

To participate in the 184 and 100 mile rides, you must fulfill a \$500 minimum fundraising goal and a qualifying ride which is to complete 50 miles in 5 hours. The training program begins in late April and will be published to the website. You can attend more than one training session to be able to build your endurance. Individuals with travel constraints will be handled on a “case by case” basis by our training committee. This committee consists of seasoned Tour de Canal ride veterans.

Is Tour de Canal a competitive event?

No. Tour is not a race. It's an all-ages, all ability, family-friendly ride to raise awareness and funds for Alzheimer's care, support, and research.

How do I donate?

There are several easy ways to donate:

- Donate online by going to the participant's fundraising page and make your credit card donation.
- Make checks payable to the Alzheimer's Association and mail to:
Alzheimer's Association, NCA Chapter
Attn: Tour de Canal
3701 Pender Drive, Suite 400
Fairfax, VA 22030
Include the rider's name on the memo line to ensure proper credit.
- Bring cash donations to our office listed above or you can write a personal check in the amount of cash you receive and then attach a note with the donor's name and info so they can receive proper credit.

What if my donors need a receipt?

Online donors will receive an automatic donor confirmation letter that can be used as a receipt. Donors who write checks will receive a hard copy acknowledgment letter after the event. If your donors give you cash, it is your responsibility to include their information so that they can receive an acknowledgment letter as well.

Fundraising

What is a personal page?

A personal page is a web page provided by the Alzheimer's Association as an online fundraising tool for participants. This is automatically created when you sign up online. Your personal page is where friends and family should go when they want to sponsor you in the event. They can donate online or print out a customized donation form to mail in with their check. Personalize your page with stories of past participation or enthusiasm for engaging in something new. It will be much more interesting for your visitors!

How do I email current/potential donors from my personal page?

You can compose emails in your E-mail center (look for the email tab in your HQ) and send them to potential donors. Manually enter your donors or click "Address Book Import" to upload your Outlook, Yahoo, or Netscape address book or CSV file. Create your own email or use one of our templates we've started for you. Potential donors will receive an email from you that leads them directly to the donation tool on your personal page. If you participated in this event last year, you should be able to enter last year's username and password and it will automatically fill in the rest of the registration form and therefore all your contacts will transfer too.

If you would rather send an email from your personal email account, simply copy and paste your friendly URL that you were asked to create at registration. Make sure to include this URL in your email so recipients can easily visit your personal page and donate. Find your friendly URL in your HQ page under "your personal page link".

How can I see who has donated to me?

Log into your HQ. Click on the Reports tab to see your donors.

Can I continue to raise money past the event ride date and minimum fundraising deadline?

YES! We will close fundraising for this event at the end of the calendar year.

Teams

What is a Tour de Canal team?

Teams are the heart of Tour de Canal-people working together to support those affected by Alzheimer's. Team up to have fun, make new friends, and support a great cause. Teams are made up of friends, family, and coworkers all on the MOVE to end Alzheimer's.

How do I start my own team?

Starting a team is easy. Invite 3 people, and they'll invite 3 people-before you know it, you'll have a team.

How many people do I need to form a team?

Typical numbers of people range from 4-30. It depends on you. Once you have formed a team, you will be the team captain and you will act as the liaison between your team and the Alzheimer's Association. We will provide tools and coaching so that your team can succeed.

How can my company participate?

Companies can participate by organizing teams of employees to raise funds and ride in the event or become a Corporate Sponsor. For more information about sponsorship opportunities, please contact Susan Sandler, Corporate & Foundations Manager, at 703.766.9013 or by email at Susan.Sandler@alz.org. Senior management can also encourage team participation by drafting a company-wide memo or email endorsing Tour and/or authorize/host a company-wide recruitment or internal kick-off.

Does having a team require some sort of corporate donation?

Corporate dollars are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

Logistics

Training Program

The training program begins in late April and will run all the way to 2 weeks prior to the ride event dates. Riding on the canal towpath is a unique challenge and it's important for all riders to get a feel for the environment to ensure everyone's safety. The surface consists of gravel, sand, rocks, tree roots, and depending on the weather-mud.

Registered riders will receive an email from the Alzheimer's Association on Mondays to remind them of the upcoming Saturday's training/qualifying ride. There are occasional Sunday rides. Please RSVP by close of business on Friday so we can send the list to the Training Ride leaders. All participants must fill out a hard copy waiver which you will receive at the ride location to be able to participate in the training ride and Tour de Canal even if you have participated in the past. You need only fill this out once for the year.

Training/Qualifying rides typically begin in the morning at 8:00 a.m. with some time adjustments for weather/other related issues. Please plan on being at the ride location at least 15 minutes prior to start time for a de-brief of your ride. If the weather is questionable, please call our Training Ride Line at 703.359.4440. Press 303 for the rain line.

What kind of bike should I use?

A mountain bike, a hybrid or a Cyclocross are all acceptable for off-road terrain. For safety reasons, no road bikes are allowed.

Where do we depart on Friday night and is there free parking for our cars over the weekend?

We will depart from a site in Georgetown to transport you, your luggage, and your bike up to Maryland. You can park your car in a designated parking lot at no cost to you. (Details will follow closer to the ride date.)

What happens if it rains?

We ride rain or shine. In the event of a weather-related emergency, the National Park Service will let us know if we can continue our ride.

Are meals included?

A boxed dinner with a choice of sandwiches will be provided on Friday night before we depart Georgetown. Vegetarian options will be provided. Saturday and Sunday there will be a continental breakfast offered at the hotels. Saturday and Sunday lunch is provided on the canal at designated rest stops. A Saturday night pasta dinner will be served at the hotel. Snacks and beverages will be provided along several rest stops. These are spaced 10-28 miles apart.

For questions or concerns, please contact us by email at tourdecanalnc@alz.org or call 703.359.4440.