



jack[®]ride

Captain's Toolkit

Lead your team.
Move for youth mental health.
Pedal for prevention.

jack.org/ride
Canada's Ride for Youth Mental Health

jack.org

BANK OF AMERICA 



Welcome Captain!

Thank you for stepping up to lead your Jack Ride team! This role is essential: **captains** are our most dedicated mobilizers. Captains rally friends and workplaces, inspire support and connection, and drive fundraising efforts that power prevention programming for youth mental health. This toolkit brings everything you need into one place: communication tools, fundraising tips, rewards, and support contacts.

The Jack Ride isn't just a movement challenge, it's a symbol of what it takes for youth to overcome mental health struggles: persistence, connection, and the courage to journey toward a brighter tomorrow. Thank you for being a part of this community and showing youth that they're not alone.

"My favourite Jack Ride memory was seeing other cyclists help one another. It's not that I like to see cyclists breakdown by the side of the road, but it's that the vision is a metaphor for what Jack.org is giving young people: peer-to-peer support. Youth helping youth. Cyclists helping cyclists. It's inspirational."

– Anonymous Jack Rider

Start Here

Five steps to success:

1. **Get the word out early.** Once you've registered your team, start recruiting riders! Use the [email templates](#) in the Jack Ride Participant Centre to get those invites out today.
2. **Mobilize your workplace.** Let an executive member of your team know about Jack Ride and discuss creating a corporate team or having them participate in a corporate match opportunity.
3. **Gather your Jack Ride Champions.** If you're a returning team, reach out to riders from last year and let them know about your Jack Ride team. If you're a new team this year, consider recruiting a few friendly team members and then putting out a larger invite to your network.
4. **Remind people about incentives!** From our early bird promotion to the contests we'll be running in the lead up to Jack Ride, there will be lots of reasons to get involved. Check out the [fundraising rewards](#) page to stay up to date on all the perks.
5. **Share your story.** Your personal connection to youth mental health inspires people to get involved and show their support. Talk about your why, and encourage other team members to do the same.

Eight Week Roadmap

Week One: Ramp Up & Recruitment

Build your team, set your targets, and make it personal.

- ☐ Register your team and set your overall fundraising goal
- ☐ Reach out to your manager or executive team about a corporate match
- ☐ Share [registration link](#) + early-bird reminder
- ☐ Share your “Why I Ride” story on Slack/Teams and social media
- ☐ Invite key colleagues personally to join your team
- ☐ Coordinate group training, perhaps via [Strava](#)

Week Two: Rider Onboarding

Set individual targets and get everyone prepped to fundraise.

- ☐ Host a team kickoff event (virtual or in-person)
- ☐ Determine each member’s personal fundraising goal
- ☐ Ensure everyone personalizes their fundraising page
- ☐ Encourage self-donations to jumpstart individual fundraising pages

Week Three: Momentum & Engagement

Keep energy high and track progress.

- ☐ Check leaderboard regularly and spark friendly competition
- ☐ Highlight any corporate matching opportunities
- ☐ Encourage team members to share updates and photos

Week Four: Mid-Campaign Boost

Maintain momentum.

- ☐ Launch mini team challenges (daily or weekly)
- ☐ Share progress photos and updates
- ☐ Recognize mid-level fundraisers to keep motivation high

Week Five: Momentum & Engagement II

Sustain energy, focus on untapped donors.

- ☐ Review leaderboard and highlight fundraising superstars publicly
- ☐ Encourage team members to reach out to personal networks
- ☐ Post mid-campaign impact stories internally
- ☐ Share reminders about fundraising rewards and milestones

Week Six: Final Fundraising Push

Maximize fundraising and ensure all team members are engaged.

- ☐ Launch final mini challenges (last \$50 pushes, friendly competitions)
- ☐ Share photos and training updates to energize the team
- ☐ Encourage last-chance donations from colleagues and family
- ☐ Remind team about corporate matching and deadline cutoffs

Week Seven: Ride Day Prep

Ensure smooth Ride participation and final donations.

- ☐ Confirm each rider knows event-day logistics
- ☐ Check that fundraising pages are up-to-date
- ☐ Share a motivational message with your team ahead of Ride Day

Week Eight: Ride Week & Celebration

Celebrate success, recognize achievements, and share impact.

- ☐ Send team-wide celebration email with total fundraising updates
- ☐ Capture and share photos from Ride day
- ☐ Send thank you notes to your donors
- ☐ Celebrate your accomplishments & we'll see you next year

Tips!

- **Visibility matters:** Share updates and recognize achievements loudly and proudly.
- **Competition motivates:** Use leaderboards, mini-challenges, and public shout-outs to keep your team engaged.
- **Keep it simple:** utilize email and Slack templates and impact stats from the Participant Centre.



The Impact You Make

Every minute you dedicate as a Jack Ride Captain helps transform youth mental health across Canada.

The challenge:

- 1.25 million young people in Canada need mental health support and half aren't getting it.
- Suicide remains the **second leading cause of death among youth**, behind accidents.
- One in five young people will experience a mental health problem before age 25.

Preventing this challenge:

Jack.org empowers young people through prevention-first programs that focus on **early intervention, peer-to-peer support, and skill-building**:

- **Jack Talks:** 24,000+ youth inspired annually by youth-led mental health talks that break stigma and teach practical skills for getting support.
- **Be There Certificate:** 97% of youth who take the training report using the skills in real-life situations to support peers.
- **Jack Communities:** youth-led groups that equip youth to recognize struggle early and reach out for help.

The impact of prevention:

- Every \$1 invested in prevention returns **\$4-\$10 in societal benefits**.
- Young people with access to early support are more likely to stay in school, build healthy relationships, and avoid crises.



\$50 purchases supplies for a Jack Chapter to break down barriers of mental health within a school or community in Canada.



\$100 supports five+ youth in their journey to complete the Be There Certificate, equipping them to have supportive conversations with peers struggling with mental health.

Jack Ride is more than a fundraiser, it's a movement for change. Every donation fuels **life-saving programs that teach youth to care for themselves and each other**, long before struggle escalates to crisis. As a team Captain, your leadership and fundraising make this change possible.

THE IMPACT YOU MAKE

Isaiah's Story



Isaiah was a university athlete who thought he had to push through no matter what.

When anxiety attacks and suicidal thoughts began to surface, he didn't know how to name what he was feeling, or where to turn for support.

His experience is all too common:

3 OUT OF EVERY 5 YOUNG PEOPLE WHO NEED SUPPORT GO WITHOUT IT.

For Isaiah, knowing how to reach out transformed his life: he was able to open up to his coaches, teammates, and family and ultimately get the support he needed. Today, he advocates for a world where mental health is treated with the urgency it deserves.

"TO LEAN ON OTHERS CAN FEEL LIKE A BURDEN, BUT COMMUNITY AND CONNECTION ARE KEY FOR MENTAL HEALTH. THROUGH MY EXPERIENCE WITH JACK.ORG, I DISCOVERED THAT THE ONLY WAY FORWARD IS TOGETHER. THAT'S WHY I SHARE MY STORY. BECAUSE MENTAL HEALTH STRUGGLE IS MANAGEABLE WHEN YOU HAVE A COMMUNITY THERE TO SUPPORT YOU."

Additional Resources

[Participant Centre](#)

[FAQs](#)

[Scoreboard](#)

[Fundraising Rewards](#)

[Social Media Templates](#)

["Add Your Logo" Social Media Templates](#)

[Jack.org Logos](#)

["In support" Jack.org Logos](#)

[Jack.org One Pager](#)

Stay in Touch!

We're here anytime and would love to hear from you!

Email us at

ride@jack.org with any questions or concerns — that's what we're here for!

Call us:

[\(416\) 425-2494](tel:(416)425-2494)

Visit our website:

jack.org/ride

Visit our socials:

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