

jack<sup>®</sup>ride  
2025

# Fundraising Toolkit

[jack.org/ride](http://jack.org/ride)  
Canada's Ride for Youth Mental Health

[jack.org](http://jack.org)  
BANK OF AMERICA 

## A message from Vivien

**Thank you for joining Jack Ride,  
Canada's Ride for Youth Mental Health!**

The dedication you demonstrate through your participation makes this event possible. We are so grateful for your commitment towards improving youth mental health. The funds from Jack Ride will go towards our important work at Jack.org, providing life-changing mental health programs to foster awareness, education, and support in communities nationwide.

**I'm excited to be back again this year and can't wait to see you all!**

**Vivien Glencross (she/her)**  
Acting President & CEO

## A message from Eric

**Hello dear Jack.org community!**

Thank you for being part of the incredible Jack.org and Jack Ride community. Jack Ride is our largest fundraising event of the year, funding 20% of Jack.org's essential youth mental health work in communities all across Canada. And you are the heart of it.

Jack Ride 2025 is a hybrid event! This means that we will have most of the riders coming together for an in-person event. But as well ... you can ride from anywhere and everywhere that you call home. You also have our support in whatever way you want to ride including in person, on stationary bikes, or on your local trails. Also, if you're not a cyclist ... we're also fine if you walk, run, hike, swim, etc. as your way of participating in Jack Ride.

While we won't all be together physically, this is an incredible community that always comes together in the most meaningful and inventive ways. Thank you for participating in Jack Ride and ensuring that young people in Canada can continue to look out for themselves and learn how to support each other. It's never been more critical.

From the bottom of my heart, thank you for continuing to support Jack Ride and Jack.org's important work.

**With love and gratitude,**

**Eric Windeler (he/him)**  
Founder

## About Jack.org

Countless young people in Canada live with feelings of anxiety, depression, stress, or loneliness every day. It's a crisis that's hard to see, and harder to address. Jack.org works with youth in communities across the country to teach mental health fundamentals, reduce stigma, and create peer-to-peer connections for young people to own their mental health journeys.

We do this through globally recognized programs like Jack Talks, Jack Chapters, and Be There, so that every young person has the resources to look out for themselves and their peers.



## Questions?

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

Email us at [ride@jack.org](mailto:ride@jack.org) with any questions or concerns — that's what we're here for!

Email us: [ride@jack.org](mailto:ride@jack.org)

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

Visit our website: [jack.org/ride](http://jack.org/ride)  
[jack.org](http://jack.org)

Visit our socials: @jackdotorg





## Let's Get Started!

Fundraising doesn't have to be painful or time-consuming. It can be silly, fun and fulfilling.

This year, we'll have in-person and virtual riders from across Canada coming together to raise funds to support our life-saving youth mental health programming in every province and territory. You are not doing this alone. If we're doing our job well, raising your \$350 minimum should be as fun as the ride itself. The entire Jack Ride team is here to help you brainstorm ideas, connect with your fellow Jack Riders, and ensure you blow through the fundraising finish line.

## Why Do You Need To Fundraise?

We're counting on you to stick with us and fundraise your heart out for Jack Ride, so that young people can continue to receive the mental health resources and education they need at this especially difficult time.

Jack.org supports youth mental health in Canada through different programs like Jack Chapters, Jack Talks, and BeThere. Who better to tell you about the impact of Jack.org's programs than some of our youth network members?



## 5 Steps to Fundraising Success

### 1. Head to [jack.org/ride](https://jack.org/ride) and Log In

### 2. Customize Your Personal Page

Your fundraising page comes pre-loaded with basic information, but adding your own personal flair goes a long way. Add videos, photos and text to tell your friends and family: Why does youth mental health matter to you? Who are you riding for?

### 3. Share the Link to Your Fundraising Page

Include the link to your fundraising page in all of your email, texts and social media posts requesting support. Try adding a link to your Instagram Bio! You may be surprised by who donates to you. Everyone has mental health, and people are going to be jazzed that you're talking about it, especially right now.

### 4. Get Virtual and Personal

Send virtual requests for donations. This can be through email, texts, social media or even a video chat! Personal messages are the best way to ask friends and family to support you. Your Participant Center has fundraising email templates ready for you to customize and send out into the world. We've included a Sponsor Me template for you as a starting point. Additionally, try out one of our Social Media Story templates, perfect for posting on Instagram or Facebook!

### 5. Thank the Folks Who Have Supported You

A personal thank you to each donor goes a very, very long way. You can do this through your Participant Center under the EMAIL tab and then under Sample Fundraising Emails, or just email them yourself. Reach out via text, DM, video message, or even a good old fashioned phone call. Just don't forget to thank them, and don't forget to make it personal.



## Fundraising Rewards

Do a few basics really well, and you'll blow past that \$350 minimum before you know it. Make a plan to personally reach out to your contacts who said they would support you but haven't made their donation yet — send them a quick nudge along with a link to your page.

If you hit the \$350 minimum goal, we'll have a custom Jack Ride 2025 jersey just for you along with a water bottle and socks. If you get to \$1,000, you can add a pair of custom shorts to your kit.



## Fundraising Ideas

### Get the Ball Rolling

Put your money where your mouth is — make a small donation to yourself and ask your friends and family to match it.

### Ask Your Family, Friends and Coworkers Directly

A Facebook post is a great start, but the truth is that personal messages are the most effective. Send emails and texts to your nearest and dearest — let them know why it matters and ask for their support directly.

Check out the Sample Fundraising Emails in your Participant Centre under the EMAIL tab. We've included a Sponsor Me template to give you an idea of what your email could look like.

### Pro Tips for Email Fundraising:

- Send each email separately, instead of BCC'ing a large group. This small touch makes it more personal!
- Use their name, so they know you thought of them specifically.
- Include the link to your fundraising page to make donating as easy as possible.

### Get a Little Fancy With Fun 'Perks' for Your Donors

What if for each \$25 donation, you send that donor a handwritten note in the mail, with your three favorite things about them, so they have something to look forward to. For each \$50 donation, offer to send them your family's secret chocolate chip cookie recipe. For every \$100 donation you could offer to drop off a

bottle of their favorite wine. Get creative and include your 'perks' in the emails you send and on your fundraising page to give folks an extra reason to donate.

### Keep Your Donors Up to Date

Let your network know how and when you're training for your virtual ride. Engage them in regular updates, whether by email or social media, and keep them interested in your journey! Be sure to tag us in any social media content with #JackRide2025 so we can see all the good work that's happening.

### Sharing is Caring

Have you come up with a really cool fundraising idea? Did something you did or send out really

get the donations rolling in? Share them with your fellow riders on the Jack.org Strava Club and share the love. This is #JackRide2025 and what helps your fellow Jack Riders helps us all!

## A Little Roadmap to Help Get You There

Here's a simple and impactful way to raise \$500 in only 5 Steps!

1. Step up and **donate \$50 to yourself.**
2. Be Brave! Ask **three family members** to match your donation and donate \$50 each. (Don't forget to tell them why you're riding for youth mental health!)
3. You're on a roll! Ask **five close friends** to contribute \$25. Let them know you're committed to Jack Ride and how you're planning on riding!
4. Reach out to **three co-workers** to let them know about your Jack Ride, and the importance of providing mental health resources to young people at this critical time. Ask them if they'd consider supporting you with a donation of \$25.
5. Ask **five neighbours** or friends from your larger social circle to contribute \$20. Let them know why you're riding, and share jack.org's brand new website and refreshed brand materials.

You've raised \$50

You've raised \$200

You've raised \$325

You've raised \$400

You've raised \$500!

**Fundraising is easy and fun once you get started.** Let your network know why youth mental health matters to you, and you'll be pleasantly surprised to see how many people will support a cause that you are passionate about. Your donors will also receive a tax receipt for their donations.



@jackdotorg

