



Dear SIRE Clients,

Even though the 18th annual **Saddle Up for SIRE Ride-A-Thon** isn't until **October 9**, the planning has already begun. We will once again have the "Ride-A-Thon Challenge" competition for the clients. The top 15 fundraising clients will be invited to ride a specially designed trail on SIRE horses at 7il Trails in Cat Spring at the Ride-A-Thon. Why are we sending this to you now, you may ask, for an event in October? That is because all underwriters have a deadline of Tuesday, September 28 to be on the t-shirt and other signage. Any underwriters you secure will be credited to your fundraising effort. Feel free to make copies of the enclosed pages and deliver them to anyone you think might want to participate as an underwriter.

Many of you tried out a new method of online fundraising for Ride-A-Thon in the last few years at www.Firstgiving.com/sire, and quite successfully, I might add! 10 of the top 15 fundraising clients that were invited to ride at the Ride-A-Thon last year used Firstgiving.com. We're hoping ALL clients will make a fundraising page there this year. It's easy and effective!

firstgiving fundraising made easy

Firstgiving.com is an online fundraising tool that is designed to more efficiently recruit donors and collect pledges, especially for those who don't have time

to make calls or ask friends and family face to face for donations. It also makes it very easy for out of town people to sponsor you. With the help of the easy steps outlined on the firstgiving.com website, each participant sets up his/her own free personal fundraising page for collecting pledges and then sends an email out to everyone they want to ask. An email thank you note that you personalize will automatically be sent to everyone who donates. The credit card donations will automatically go to SIRE. There is also a place for you to add any donations that you get offline, so it will be easy for you to keep track of all of your fundraising.

NOTE: All client donations must be received in the SIRE office or posted on firstgiving.com by **Tuesday, September 28, 7:00 PM** to count toward your Ride-A-Thon total. It may take up to 2 working days for online donations to be posted, so we suggest you set a deadline for your online donors taking that into consideration.

Underwriters brought in over half of the total money raised at the Ride-A-Thon last year and you, the clients, brought in over \$40,000! YOU know better than anyone why these funds are necessary! So take the challenge and spread the word. Good luck with your fundraising! Feel free to contact us if you have any questions or need additional information.

Happy Trails,

Amy Lundblad
Ride-A-Thon Chair
832-603-1680
rat@sire-htec.org

SET UP YOUR [FIRSTGIVING.COM/SIRE](http://www.Firstgiving.com/sire) PAGE NOW!

It's simple!

1. Log on to www.firstgiving.com/sire
2. Click on the "Get Started" button, select "Saddle up for SIRE Ride-a-thon, and set up your free account.
3. You may join a team, create a team, or just click "No thanks, skip this" at the top right hand corner of the screen.
4. Create and design your fundraising page by filling in all the yellow fields. Anything written in a yellow field is editable, so make changes to personalize it if you wish.
5. We suggest you use your name where it says "Choose a web address."
6. You can upload your own photos and even add captions.
7. Be sure to personalize the email thank you note at the bottom.
8. Click "Continue" for a preview of your page. If you want to change something, you can go back or if everything looks good, click "I'm happy with my changes."
9. Your web page is now immediately available; just add the email addresses of your family, friends and colleagues in the space provided, personalize the message if you wish and send.
10. Visit your page often to see who your sponsors are and read the notes they leave for you!

If you would like help creating a fundraising page, or if you would like to have one created for you, please contact Amy Lundblad at 832-603-1680, or RAT@sire-htec.org.

Clients,
Fill in the blanks, attach a photo of you riding at SIRE and use the page below to attach to your Sponsor Sheet and take to your or your parent's workplace, neighborhood businesses, family and friends.



I want to be named "Trailboss", ride the trail and raise funds for the

2010 Saddle Up for SIRE Ride-A-Thon

My name is _____.

I participate in a unique program called **SIRE, Houston`s Therapeutic Equestrian Centers**. SIRE has been using the spirit and movement of the horse to benefit people with disabilities in the greater Houston area for more than 25 years. Your tax-deductible donation will make it possible for even more people like me to benefit from SIRE.

I like to ride at SIRE because _____.

My favorite horse is _____.

I have been riding at SIRE for _____ years _____ months.



Place Photo Here

Thank
you for
your
support!

DONATION RECEIPTS

Please fill out and tear off a receipt for any sponsor that requests one. Sign your name as the SIRE representative. Reproduce this page as needed.



SIRE, Houston's Therapeutic Equestrian Centers, a therapeutic horseback riding program for children and adults with disabilities, gratefully accepts your generous donation to the annual "Saddle Up for SIRE" Ride-A-Thon. SIRE is a 501(c)(3) non-profit organization. Tax #74-2168515. No goods or services are provided the donor in exchange for donations. Contributions are deductible for income tax purposes to the extent allowed by law.

SIRE, Houston's Therapeutic Equestrian Centers, 24161 Spring Drive, Hockley, TX 77447. 281-356-7588

NAME _____ DATE _____ DONATION _____

SIRE REPRESENTATIVE _____



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