



Dear Red Ribbon Ride Community

2017 marked The Red Ribbon Ride's 15<sup>th</sup> year, an accomplishment each of you should be proud of! Whether you have joined us for one ride or all fifteen, your commitment and generosity has made a real difference in the lives of countless people living with HIV and their families and for that we are grateful.

We write today to bring you some important news about significant challenges facing the Ride, and how the Board of Directors of Minnesota Fighting AIDS on Bikes (MNFAB) is charting a course to address those challenges.

Over the last few years, the Ride has struggled to bring new supporters, as was evidenced by significantly lower ridership in 2017. In addition, the expense to produce our beloved four day "bubble of love" is increasing at a rapid pace. Even though you raised more money per rider in 2017 than ever before, declining registration and increased costs reduce the "charitable" return on the dollar that you all work hard to raise our behalf. Except for last year, the return to the beneficiaries, those dollars coming back to agencies to support excellent HIV care and prevention, has been consistently declining. As stewards of your and your donor's dollars, we cannot let this trend continue.

After deep and difficult discussions, the Board of Directors has made the decision to thoughtfully consider the future of the event, get your input and craft next steps with care. Unfortunately, the process for restructuring the ride does not allow for three staff. As of today, the rider representative and crew logistics coordinator have been laid off.

The Board will work with a consultant to convene you, our community, to envision a sustainable and growing Red Ribbon Ride. We strive to make the Ride an event that maximizes your contributions of time and money. We know with your continued trust and support, we can achieve this goal. The Red Ribbon Ride, has been a community catalyst, building a strong core community of supporters.

In the coming weeks, you'll be hearing from us with opportunities to provide your input and suggestions. We won't do this without you – our community's voice is important to us.

Thank you for your understanding and supporting this direction. If you have questions, we encourage you to reach out to anyone of us. Until then, please stay tuned for further information!

Yours in gratitude,

Minnesota Fighting AIDS on Bikes Board of Directors

Bill Tiedemann – Hope House of St Croix Valley, Board Chair

Mary McCarthy – Rural AIDS Action Network, Vice Chair

Patrick Kindler – One Heartland, Treasurer

Amy Moser – The Aliveness Project, Secretary

Gwen Velez – African American AIDS Task Force

Chuck Peterson – Clare Housing

Linda Ewing – Minnesota AIDS Project

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Benefiting:

African American AIDS Task Force | Clare Housing | Hope House of St. Croix Valley  
Minnesota AIDS Project | One Heartland | Rural AIDS Action Network | The Aliveness Project