



2011 PVDA Ride for Life™



Licensed Dressage Show and Benefit for the Johns Hopkins Avon Foundation Breast Center
Hosted by the Potomac Valley Dressage Association

June 25-26, 2011

Prince George's County Equestrian Center and Show Place Arena, Upper Marlboro, MD

www.PVDARideForLife.org

Help us reach this year's Ride for Life goal of \$100,000!

January 1, 2011

Dear Riders:

Welcome to the 8th Annual **PVDA Ride for Life™ Dressage Show and Breast Cancer Benefit**. We're delighted to have you participate in this worthwhile event. Over the past 7 years, the show and benefit has raised over \$320,000 for the fight against breast cancer. A huge thank you to all of the riders who helped raise a majority of the total donated!

Proceeds from the Ride for Life benefit the **Johns Hopkins Avon Foundation Breast Center** in Baltimore, MD, which provides financial resources needed to support new and innovative programs for quality of life and breast cancer survivorship. The goal is to help ensure that breast cancer patients not only survive, but have an excellent quality of life after their treatment is completed.

Riders contribute to the Ride for Life breast cancer benefit by obtaining pledge donations from individuals and businesses. Pledge donations may be money designated for Ride for Life Sponsorships, High Pledge Awards, Breed Awards, Class Awards, Show Program Advertisements, Show Program Tributes, and Donations to JHU. They can also be items for the Silent Auction or Rider Raffle. See **Table 1** for an explanation of each of these types of Ride for Life donations, the payee, method of payment, minimum amount, associated form, and the person to whom checks and forms are sent. The blank forms are attached to this letter and are posted on the Ride for Life web page (www.pvdarideforlife.org) and the PVDA web page (www.PVDA.org). The pledge donations are tax deductible for the individuals and businesses that provide them.

Table 1. Types of Ride for Life Donations

Donation Type	Payee	Method of Payment	Minimum Amount	Form to be Used (# & Name)	Checks and Forms Sent to
Ride for Life Sponsorship*	PVDA	Check or Online*	Grand Prix Sponsor (\$10000+) Piaffe Sponsor (\$7500) PSG Sponsor (\$5000) Pirouette Sponsor (\$3500) Flying Change Sponsor (\$2500) Passage Sponsor (\$1000) Pink Ribbon Sponsor (\$500)	Sponsorship Form	Pat Artimovich
Awards: High Pledge, Breed, Class and Friends of the R4L	PVDA	Check	Awards: \$100 Friends of the R4L: up to \$99	Award/Friends of the R4L Sponsor Form	Pat Artimovich
Show Program Advertising	PVDA	Check	\$75	Show Program Advertising Form	Jessica Katz
Show Program Tribute	JHU	Check or Online**	\$25	Show Program Tribute Form	Jessica Katz
JHU Donation**	JHU	Check or Online**	Any Amount	JHU Donation Form	Dorie Forte
Silent Auction Item	N/A	N/A	Any Value (ceiling of \$1000)	Silent Auction Form	Shari Glickman
Rider Raffle Item	N/A	N/A	Any Value (ceiling of \$1000)	Rider Raffle Form	Dorie Forte

As in **Table 2**, rider pledge donations in the form of money are made with a check made out to the PVDA Ride for Life (PVDA) or to Johns Hopkins University (JHU). Additionally, **Ride for Life Sponsorships***, **Show Program Tributes****, and **JHU Donations**** may be paid online using a credit card (via PayPal).

For more information about the PVDA Ride for Life: www.pvdarideforlife.org / info@pvdarideforlife.org

PVDA is a 501(c)(3) non-profit. Contributions are tax deductible to the full extent of the law.

A copy of the current financial statement of The Potomac Valley Dressage Association is available by writing to PVDA, 17913 Cashell Rd Olney, MD 20832 or by calling 301-774-0794. Documents and information submitted under the Maryland Solicitation Act are also available, for the cost of postage and copies, from the Maryland Secretary of State House, Annapolis, MD 21401, 410-974-5534.

Hosted by:
Potomac Valley
Dressage Association
2011-02-06

Table 2. Methods of Payment

Payee	Payment via Check	Credit Card Payment Online (via PayPal)
Sponsor the PVDA Ride for Life (PVDA)	Check made out to PVDA and given to rider or mailed to Rider Donations Committee Chair	*Online Payment for Ride for Life Sponsorships: Go to www.pvdarideforlife.org and click on the green Sponsor Ride for Life text. This will take your pledge donors to a page with instructions and an orange Donate button. When they click the button, a PayPal page opens through which they can make the pledge donation via credit card.
Donate to Johns Hopkins University (JHU)	Check made out to JHU and given to rider or mailed to Rider Donations Committee Chair	**Online Payment for Show Program Tributes and JHU Donations: Go to www.pvdarideforlife.org and click on the green Support Johns Hopkins text. This will take your pledge donors to a page where they enter their First Name, Last Name, Email Address, Donation Amount, and the Rider's Full Name. They then click a button entitled Submit Info & Proceed to JHU . This takes them to the JHU web site where a video will show them how to ensure their donation is credited to the PVDA Ride for Life. A receipt will be issued immediately from JHU, and JHU will send me a verifying report.

If you are not riding in the show but want to collect rider pledge donations, you can enter the **Phantom Horse Class**. The entry form for this class is attached to this letter.

To thank you for collecting rider pledge donations, we have some exciting benefits for participating riders:

- **High Pledge Awards** – 3 places in four categories (Open, AA, JYR, and Phantom Horse)
- **Rider Raffle** – each \$100 raised by a rider provides an opportunity to win donated clinics and merchandise.

As indicated on each form and in **Table 1**, depending upon the type of rider pledge donation, checks (or PayPal dates) and forms are sent to different people. The attached forms are designed specifically for riders to help you track and report your rider pledge donations. They are completed by riders and sent to Dorie Forte. For your convenience, forms are in PDF format that can be downloaded, filled in on your computer, then printed and mailed with the pledge donations.

- A. **Rider Pledge Donation Transmittal Form:** Used to track multiple pledge checks and PayPal payments from different donors for transmittal to the rider donation committee. The form allows you to fill in checks and then totals them for you.

If you have some additional ideas to obtain donations for the PVDA Ride for Life, please contact Dorie.

Your help and support is greatly appreciated! Since its inception, the PVDA Ride for Life has raised over **\$320,000**. With your continued help, we can make a difference in the quality of life for breast cancer survivors and their families.

Sincerely,

Dorie Forte
 Chair, Rider Donations Committee
riderdonations@pvdarideforlife.org

Attachments:

- Rider Pledge Donation Transmittal Form
- Sponsorship Form
- Award/Friends of the Ride for Life Form
- Show Program Advertising Form
- Show Program Tribute Form
- JHU Donation Form
- Silent Auction Form
- Rider Raffle Form
- Phantom Horse Class Entry Form

Rider Pledge Donations are due by June 19th for the Rider Raffle and June 25th 12:00 noon for High Pledge Awards