

First Responder Ride for Resilience



SUPPORTING THE JOURNEY OF ALL WHO SERVE

5 Days - 343 Miles - 9/11 Memorial Finish

September 6 - September 10, 2026



Welcome to the 9/11 Memorial Ride

Thank you for stepping up to be part of the First Responder Ride for Resilience. By committing to fundraise, you're not just joining an event – you're honoring sacrifice, raising awareness, and supporting those who have given so much.

This ride recognizes the bravery and ongoing challenges first responders face, from increased cancer risks to the lasting impact of service. Whether you're riding in honor of someone you love or standing alongside those who serve, your commitment ensures their stories are seen and supported.

Together, we ride for the 343 lost on 9/11, for those who continue to serve, and for the families who carry these stories forward. Proceeds benefit Livestrong, Friends of Firefighters, and Boston Fire Cancer Foundation.

You're now part of a powerful community driven by purpose and resilience. Every mile and every dollar makes a difference.

This 2026 Ride for Resilience Fundraising Guide is here to support you every step of the way. We're honored to have you with us – let's make it count.



ABOUT US

We ride to honor the 343 firefighters who gave their lives that day – and the thousands more first responders who continue to face 9/11-related cancers, trauma, and mental health challenges born from their service at Ground Zero.

Together, Livestrong and Friends of Firefighters are uniting to address the lasting physical and emotional impact of 9/11 – through cancer survivorship support, mental health care, and community healing.

Twenty-five years later, the sirens may be silent, but the impact is not. Thousands of first responders are still fighting – against cancer, trauma, and the invisible scars of that day.

RFR is a ride of remembrance and action – honoring those we lost, supporting those still struggling, and strengthening the future of survivorship and mental health care.



WHO WE ARE

LIVESTRONG®

Established in 1997 with a mission to address the often-overlooked challenges in cancer care, Livestrong has supported more than 10 million cancer survivors.

Notably, Livestrong played a pivotal role in establishing survivorship as a formal field of study in the cancer space. Livestrong's empowering work includes programs to encourage physical activity after cancer treatment, assistance for people whose treatment affects fertility, and a library of information available for free online.

Livestrong also creates and funds community programs that focus on the day-to-day concerns of survivors and works with policymakers and institutions to change how the world faces cancer.



A New York-based nonprofit serving firefighters and their families with free, confidential counseling, wellness programming, and support services tailored to the realities of the job. FOF has stood with the FDNY community since the days following 9/11 and continues that promise today. Together, we're building a future where first responders have the strength, support, and care they deserve.



The Boston Fire Cancer Foundation is a 501c3 nonprofit organization dedicated to serve those who serve us.

We provide support to members of the Boston Fire Department who have been diagnosed with occupational cancer.

JUMPSTART YOUR FUNDRAISING EFFORTS WITH THESE EASY STEPS.

Fundraising can feel uncomfortable at first – especially if asking for support isn't something you do every day. But this ride isn't about asking for yourself – it's about standing up for something bigger, honoring those who've served, and making sure their stories and needs aren't overlooked.

You're not in this alone. We've got your back every step of the way, and this guide is here to make it simple, clear, and achievable. Take it one step at a time – you might be surprised by how many people are ready to stand with you.

- **Make a Personal Donation**-Lead the way by making the first gift to your page – it shows your commitment and builds credibility.
- **Customize Your Fundraising Page**-Add a personal photo and share your story. Tell people who you're riding for and why this mission matters to you.
- **Set a Personal Goal**-Go beyond the fundraising minimum. Set a goal that challenges you – and pushes you to engage as many people as possible in raising awareness for first responders.
- **Share Your "Why"**-Be clear and personal. Whether you're honoring the 343, supporting a first responder, or sharing your own connection, your story is what drives support.
- **Record a Short Video**-Share a quick video explaining why you're riding. Post it on social, text it, and include it in emails – it creates a stronger, more personal connection.
- **Ask for Donations Everywhere**-In person, by text, email, or social – don't be afraid to ask. People want to support you, they just need the opportunity. All they can say is no, and that's ok.
- **Send a Personal Text** with Your Link-Start with friends and family. A quick, direct text with your fundraising link is one of the most effective ways to build early momentum. (Include a video)
- **Email Your Network**-Use your fundraising dashboard or your personal email to send a donation ask and keep your supporters updated throughout your journey.

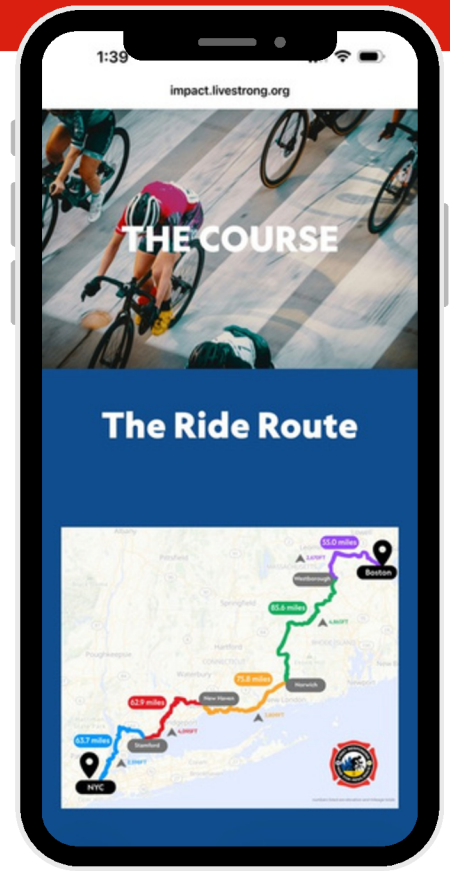
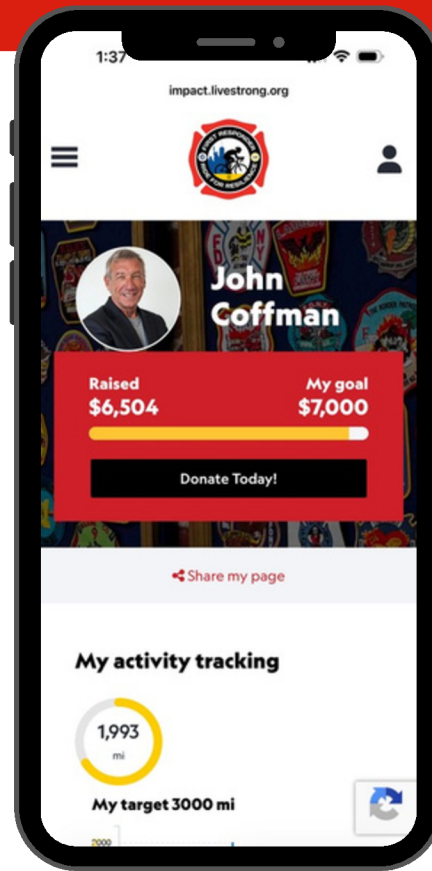
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- **Get Social & Expand Your Reach**-Use Facebook, Instagram, LinkedIn, and more to share updates, milestones, and your mission. Be sure to connect Facebook Fundraising in your dashboard – participants can raise up to 4x more by leveraging social networks.
- **Use Your QR Code Everywhere**-Create small cards (like business cards) with your QR code and fundraising link. Hand them out at events, coffee shops, gyms, or local businesses to make giving easy.
- **Ask Local Businesses to Support You**-Reach out to restaurants, gyms, and businesses you frequent and ask them to sponsor your ride with a donation.
- **Leverage Matching Gifts**-See whether your company offers a matching-gift program or would consider supporting you as part of their community or employee-engagement efforts. Ask your friends to donate – and to check if their company will match their gift. Many employers will double the impact.
- **Secure a Personal Sponsor**-Invite a company to sponsor your ride. In return, you can feature their name on your jersey during Days 2–4, give them a social media shoutout, and highlight their support on your fundraising page or blog.
- **Update Your Blog Frequently**-Share stories, photos, and reflections from your training and fundraising journey. Consistent updates keep your network engaged and invested.
- **Track Your Training & Share Your Miles**-As you prepare for this 5-day ride, share your progress. Posting your training updates keeps people engaged and invested in your journey.



GET SOCIAL

Inspire others to join you in your efforts by sharing your story on all your favorite social sites. Make fundraising easy by sending messages through Facebook, Instagram, Twitter, and LinkedIn right from your fundraising dashboard.



LET'S GET MOVING TOGETHER; MAKE YOUR MILES MATTER!

- Create a Facebook Fundraiser using your dashboard.
- Share your page and personal story to inspire donations.
- Add your fundraising link to your email signature.
- Send your fundraising link to your work colleagues.
- Add the donate sticker to your Instagram stories.
- Use Snapchat to promote your fundraiser and share your story.
- Social media challenges: Encourage donations through creative challenges.
- Challenge 10 friends to make a \$10 online donation.
- Text your fundraising page link to your friends through the app.
- Create a video message to send to donors and/or post online.
- Game streaming: Host a charity stream via Gamers vs. Cancer.
- Use your QR code that directs donors right to your fundraising page.
- Thank your donors online and tag them.

Ride for Resilience Recognition Program

Go Beyond the Minimum. Make an Even Greater Impact.

To recognize the incredible effort our riders put into fundraising, we've created special Recognition Levels for participants who go above and beyond their fundraising minimums. Every additional dollar raised helps expand cancer survivorship support, mental health services, and community care for first responders and their families.

No matter where you finish in fundraising, every rider is making a meaningful difference. These levels simply celebrate the extra impact you're making along the journey.

Honor Level - Raise \$1,000 Above Your Fundraising Minimum

Participants who reach Honor Level will receive:

- Priority check-in and packet pickup
- Reserved VIP bike rack area
- Special Honor Level rider bib recognition



Resilience Level - Raise \$2,000 Above Your Fundraising Minimum

Includes all Honor Level benefits plus:

- Private hotel room upgrade
- Event-wide recognition throughout the ride
- Name recognition on signage and digital platforms

NOTE- Private hotel room upgrades are limited and will be awarded on a first-come, first-earned basis



343 Legacy Level - Raise \$4,500 Above Your Fundraising Minimum

Includes all Resilience Level benefits plus:

- Exclusive pre-ride Zoom call with Leadership
- Priority luggage handling and support
- Dedicate a leg of the ride in honor or memory of a loved one
- Special recognition during the closing ceremony



THE JOURNEY TOGETHER

One of the most meaningful parts of this ride is the community you build along the way – and we're leaning into that experience together. Participants will share overnight accommodations throughout the ride, creating more opportunities to connect, reflect, and support one another while ensuring more fundraising dollars go directly toward the mission.

We also want to recognize those who go above and beyond in their fundraising efforts. Riders who raise \$2,000 above their fundraising minimum will receive a private hotel room upgrade as a special thank-you for their incredible impact.

Whether you're swapping stories after a long day in the saddle, honoring someone you love, or pushing toward your next fundraising goal, we're grateful to be on this journey with you.

Questions please email events@livestrong.org

FUNDRAISE YOUR WAY

Bring in more donations and discover ways to have fun while raising awareness and dollars to support first responders and their families.



CONNECT

Facebook

Grow your fundraising through Facebook! Create a Facebook fundraiser through your fundraising dashboard. The average amount raised just by sharing is \$250!

Publicize

Share your efforts in your college alumni magazine, church bulletin, neighborhood social site, or college newsletter.

Breakfast

Buy donuts or breakfast (or get them donated) and sell them every Monday morning at work or school.

Matching Gifts

Take advantage of corporate matching gift programs. Many of your donors may work for companies that have a matching program.

Online Auction

Collect those unwanted but valuable items or get them donated and auction them on eBay, Facebook Marketplace, or Poshmark.

Talent Show

Show off your talent, ask your community to donate \$20 for a song request for you to sing, and post it on social media.

Who You Know

Contact clubs or organizations you are a member of and ask for a donation. Request to speak on behalf of Livestrong and ask to post in the Newsletter.

CHALLENGE

Caregiver Support

Ask your doctors, nurses, or friends in the medical field to support your fundraising efforts.

Wacky Challenges

Eating hot chilis, taking an ice bath, getting pied in the face, and running 5 miles in a tutu are some challenges we have seen teams face to raise funds. Start by brainstorming some wild challenges and creating incremental fundraising goals to match each challenge.

Miles Challenge

Challenge your friends and family to count miles towards supporting those with cancer. Keep track of your miles and ask for a pledge per mile.

Hair Salon/Barber Shop

Ask if they will donate \$2 for every haircut over the course of a weekend to support Livestrong.

Change for Life

Collect change from anyone willing to donate and fill that jar up. Then, roll the coins and donate them towards your fundraising goal.



HOST

Host A Benefit Night

Ask a local restaurant or bar for a percentage of sales for one day and remember that this could also work for online ordering and takeout. They could donate a gift card and use it as an incentive for a team contest.

Host A Silent Auction

Hold a silent auction and have local businesses and restaurants donate goods and services.

Host A Dinner Party

Invite your friends and family to your home or create a virtual dinner party in exchange for donations. Make it a fun potluck, and vote on the best dish.

Host A Cooking Class

Ask your friends and family to donate to attend your in-person or virtual cooking class. Then, walk them through cooking one of your favorite dishes or desserts.

Host a TED Talk Night

Have a speaker talk for an hour of inspiring conversations. Consider hosting a live stream presentation so your speaker can present from home. Charge a fee to attend the talk.

Host Comedy Night

Have your friends and family who are funny or at least think they are, present their best material. Invite folks to watch and laugh along for a donation.

Host A Craft Night

Host an in-person or live-stream guided art project; the art can reflect the cause. Reach out to local college art departments and studios for experts and instructions.

CREATE

Create - Put together a gift basket with wine, food, or other goodies and hold a door prize drawing.

Recycle - Return bottles and cans and donate the funds.

Paint/Craft - Use your talents to create and sell amazing art projects for fundraising donations.

Photo Session - Ask a local photographer to donate a photo session, or even better, take the photos yourself!

Scavenger Hunt - Create teams to compete in a local scavenger hunt. Ask for a donation to take part. Download the lists, and you can even email the list as the event starts.



EVENTS

Facebook - Go live on Facebook for a fundraiser. Share your story, connect with others, and ask them to donate to Livestrong's mission of supporting families nationwide.

Work Dress Up Day - Get your co-workers to dress up and donate to your fundraiser. You could have a sports team jersey day or a crazy 80s day. Have fun with it.

Family Feud - Gather families in person or virtually and play this legendary TV game show. Charge the families a fee to play, then give the winning family a prize.

Trivia Night: Download a set of trivia questions, use an app with the trivia game built in, or create your own personalized questions. Promote your event online and charge a participation fee.

Garage Sale: Clean your closets and garage and hold a garage sale. Try posting your items online and applying the sales to your fundraising goal.

Bingo Night - Host an in-person or virtual bingo night to raise funds for a great cause, sell tickets, and encourage participants to bring others by offering a group rate.

Movie/ TV Marathon - Host a movie or TV series marathon. Choose a theme, such as Hitchcock, I Love Lucy, or Gilligan's Island. Start making popcorn and ask for donations to attend.

Talent Show - Host a talent night where your team members can showcase their talents. You could sing, play an instrument, read poetry, tell jokes, or perform any other talent you might have. Promote the event with your friends and family and ask them to donate to your team.

Costume Party - Host an in-person or jump on a video call to show off your creations and vote on the best outfit, offer a prize for the winning look, and charge a participation fee.

Fitness Class - Create a fundraiser by teaming up with a fitness instructor and hosting a class, charging a fee for participation, or encouraging attendees to make a donation

Online Gift Card Auction - Use gift cards and auction them off. This event can be managed online, and keeping it to gift cards means you can send prizes to winning bidders all over the country. (Get the cards donated)

Virtual Raffle - Set up a custom donation page for a raffle campaign. For every \$5 or \$10 someone donates, the individual receives an entry into the raffle drawing.



FUNDRAISE AT WORK



GET YOUR COMPANY INVOLVED

MILES CHALLENGE: Ask friends, family, or different departments to “sponsor” you by donating a dollar amount for each mile you ride.

GOT TALENT: Have your team members show off their unique skills with an in-person or virtual talent show! Invite co-workers to tune in for a donation.

SPREAD THE SUPPORT: Find a creative way to invite your vendors or clients to join the movement to support those in treatment. Make a fun video to send out explaining why and who your company supports and why your vendors should too!

OFFICE POTLUCK: Each department can host a lunch and bring the food. Charge each person \$5 to enjoy the food. Go Virtual with your department if you aren't in the office!

FLOWER FRIDAYS: Find a florist to donate flowers and sell them to employees for a couple of dollars.

DEPARTMENT THEME GIFT BASKETS: Have a competition between departments and have each department create its own theme for a basket. Have them put the items together that they collect. Some examples would be a coffee theme or a spa theme. Then, have an auction and see which department raises the most money.

ICE CREAM SOCIAL: Get the ice cream donated! Who doesn't love a sugar rush in the afternoon? Get creative, have toppings, charge per topping, and have staff purchase sundaes.

HOT DOG DAYS: Have the company buy hot dogs and buns and then sell them for lunch. You can have a potluck for side dishes. (You can use Pizza or Sandwiches as well)

DRESS IT UP: Have employees pay \$10 to wear a shirt and jeans on a day your team selects. You can also host a dress-down day and turn it into a week for \$20.

OFFICE INCENTIVES: Create incentives to encourage raffle participation. Employees who register for the Livestrong Team can receive extra raffle tickets. Have an appreciation lunch and raffle off gift cards and prizes to those who have really participated and fundraised.

OFFICE AUCTION: Ask local businesses to support you with in-kind gifts and host an office-wide silent auction for donated items and services. You can put together a weekend getaway, a nice bottle of wine, and a 2-night stay at a nice hotel.

WAFFLE/PANCAKE BREAKFAST: Sell a nice hot breakfast for employees; a little waffle and syrup is a great way to start their day.

EXTRA VACATION DAY: Ask your Company or boss to sell raffle tickets suggested amount (\$10 to \$20) for an extra vacation day.

OFFICE RALLY COLLECT CHANGE:

Ask everyone to keep a zip lock bag on their desk and put their loose change in it throughout the week. After a certain period, collect everyone's bags.

HEALTHY COMPETITION: Hold an office weight loss/get in shape contest. Have an entry fee, and at the end, the winner takes half, and the rest goes towards your team's fundraising goal.

PARKING FOR A PURPOSE: Reserve a premiere parking spot in the company lot. Auction it off to the highest bidder.

BE A \$1,000 Fundraising Hero



HOW TO RAISE \$1,000 IN A WEEK

Day 1:

Start by making a personal donation of **\$50** to your fundraising page.

Day 2:

Share your page with 5 family members and ask them to support you with a **\$25** donation each.

Day 3:

Email 5 co-workers and ask them to contribute **\$20** each toward your ride.

Total Raised: \$175

Day 4:

Post your story and fundraising link on Facebook and Instagram. Ask 10 friends to donate **\$25** each.

Total Raised: \$275

Day 5:

Reach out to 5 neighbors, riding buddies, or local friends and ask for a **\$25** donation.

Total Raised: \$525

Day 6:

Ask 10 local businesses, restaurants, gyms, or community partners to sponsor your ride with a **\$25** donation in support of first responders and their families.

Total Raised: \$650

Day 7:

Send a fundraising text with your link to 10 contacts in your phone, asking for a **\$10** donation.

Total Raised: \$900

WHY FUNDRAISING MATTERS

Every dollar raised through Ride for Resilience helps provide critical support for first responders and their families facing the lasting impacts of service – including cancer survivorship, mental health challenges, and cumulative trauma connected to 9/11 and beyond.

Your fundraising honors the 343 firefighters lost on 9/11 while helping ensure those still serving today never face these battles alone. Together, we are turning miles into meaningful impact, support, and hope.

Congratulations – You've Raised \$1,000!

For additional fundraising tips, ideas, and resources, visit the Fundraising Guide available on the Ride for Resilience website.

Questions please email - 911Ride@Livestrong.org



THANK YOU



"I am biking 343 miles from Boston to NYC this September to honor the life of my husband, Aaron- my friend, my love, my hero, my everything. I would like to support those people who act, those who make sure that everybody else is taken care of, before they worry about themselves."

- Sarah



FOR MORE INFORMATION

Fundraising Questions

events@livestrong.org

Logistic Questions

911Ride@Livestrong.org

877-236-8820

Thank you for standing with us in the Ride for Resilience.

911Ride.org