

# THE RIDE GUIDE

NEW CITY KIDS

# BIKE TOUR 2018



10 DAYS • 800MI • \$200K

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***New City Kids offers after school programming for local low-income youth. Children and teens get a chance to explore music and academics in a creative and fun environment. Though there are many challenges of urban life, especially for youth, these programs give children a safe place to feel and hear that they are valued and loved.***

# WHAT WE DO

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In low-income areas across the U.S only 9% of youth are earning college degrees. **In the past 9 years, 90% of New City Kids youth have graduated from college or are on track to graduate.** This statistic translates into opportunities for these youth and their communities. How do we do it? We take a holistic approach to ministry that starts with empowering teenagers with a job teaching music to children in our after school centers. Though many teenagers are initially drawn to us to get their first paycheck, they end up being deeply involved in this community. We offer one-on-one mentorship to every teenager employed in our program, as well as professional visits, Bible studies, college prep, and life skills. **By the time a teenager graduates from New City Kids, they have not only been shown their potential to succeed, but they have been given the tools to do so.**

# THE RIDE

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Riders will average 83 miles per day on this ten-day journey. There will be full support along the majority of the route with water and food stops every 15 to 25 miles. The route will be mostly paved secondary roads. The days will be long, as we will ride between six to eight hours daily in order to reach our next destination. There will be several 100+ mile days along the way. Riders are expected to maintain a 12 mph average for the entirety of the ride to ensure that riders are able to ride within a relatively close proximity. We will end each night at a supporting church along the route. In most cases the churches will provide us with dinner and we will do a brief overview of what New City Kids is and why we are riding before having some time to rest and prepare for the next day! **We will begin each day at sunrise with breakfast and a devotion then set out on our route for the day. New City Kids is a Christian ministry. While riders of all faith backgrounds are welcome to join the ride, we ask that all would participate in the morning devotion time.**

# THE ROUTE

## ORIENTATION

06/07 - 6:00 pm

Bike Tour Kick Off pasta dinner and orientation

### LEG 1

#### DAY 1

06/08 - Rockaway, NJ  
43 mi

#### DAY 2

06/09 - Freeland, PA  
100 mi

#### DAY 3

06/10 - Harrisburg, PA  
90 mi

### LEG 2

#### DAY 4

06/11 - Belleville, PA  
83 mi

#### DAY 5

06/12 - Punxsutawney, PA  
100 mi

#### DAY 6

06/13 - Youngston, OH  
111

#### DAY 7

06/14 - Cleveland, OH  
75 mi

### LEG 3

#### DAY 8

06/15 - Elmore, OH  
104 mi

#### DAY 9

06/16 - Jackson, MI  
93 mi

#### DAY 10

06/17 - Grand Rapids, MI  
100 mi

# FUNDRAISING

HOW DO I RAISE THE MONEY?

## Create your fundraising page.

You will be able to easily track donations and see your individual goal as well as our team goal through our crowdrise page at

<https://www.crowdrise.com/o/en/campaign/new-city-kids-bike-tour>.

Follow this link and click on “Join the Team”. Once you are signed up, you will get a shareable link that you can use when reaching out to supporters.

All online donations will be tracked through the team Crowdrise page.

Supporters can also send a check to New City Kids at 240 Fairmount Ave, Jersey City, NJ 07306 with Your Name - Bike Tour in the memo line.

## Think through your network.

Once you have familiarized yourself with the mission of New City Kids, it is time to think of other people who would resonate with this mission or like you and therefore want to support you!

After thinking through your network, contact them! The method that you choose is up to you. You will find sample emails and letters to help you get started below. However you choose to reach out, include specifics about New City Kids. People want to know what you are supporting!

## Follow up.

Studies show that people are more likely to give and more likely to give more if you follow up your letter or email with a phone call.

## Give!

Even if you only donate \$10, people will see that you believe in the mission enough to invest your own time and resources to see it flourish, which is one of the main goals of this ride!

## Think of other creative ideas.

You could ask your employer to consider matching all contributions to the ride. Hold a fundraising night at your favorite restaurant, ask your church to take up a special offering, make T-shirts. The world is full of opportunities! If you aren't creative and need any help thinking of ways to fundraise, our staff is here to help. Email [biketour@newcitykids.org](mailto:biketour@newcitykids.org) for other ways to reach your goal.

## Say thanks!

It will take a village for us to reach our goal and we want people to know that without them, this ride would not be a success. Send thank you's to everyone who supports you, even if that support is not financial. Thank the bike shop that gives you a free tune-up, thank the mail man for all of the support letters he is carrying, thank your spouse for dealing with you when you smell terrible after a training ride, and thank everyone who puts even a dollar towards your ride. Remember that all of their support makes the work of New City Kids possible!

# FUNRAISING GOALS + PERKS

## STANDARD RIDER

### FUNDRAISING GOAL

\$5,500

### PERKS

2 Jerseys

## PREMIUM RIDER

### FUNDRAISING GOAL

\$11,000

### PERKS

2 Jerseys

Bike (Focus Road Bike)

Transportation to or from ride

Waived registration fee

## PARTIAL RIDER

### FUNDRAISING GOAL

\$2,500

### PERKS

2 Jerseys

# SAMPLE LETTER + EMAIL

Dear Family and Friends,

This summer I will be biking 800 miles in 10 days! I will be joining a team of people to bike from New Jersey to Michigan to support an awesome organization called New City Kids which is helping to break the cycle of poverty for urban youth.

New City Kids runs after school centers for low-income youth and is making a big difference. The organization hires and trains teenagers to run the after school center where they work as tutors and music teachers. They also offer small group Bible studies, life skills, professional visits, SAT classes, college tours and one on one mentorship to the teenage staff. In the past 9 years, 90% of the teenagers have gone on to graduate college or are still on track to graduate.

I have set the goal of raising \$\_\_\_\_\_ to support the organization and hire teenagers to work in the after school center. Would you consider sponsoring my ride at \$75, \$150, or \$250 dollars?

I will follow up in the next couple of weeks to answer any questions you may have. In the meantime, would you read a bit about the organization and consider how you could give?

Warmly,

Sam Cyclist

# TRAINING PLAN

|                | MONDAY         | TUESDAY  | WEDNESDAY       | THURSDAY    | FRIDAY  | SATURDAY        | SUNDAY |
|----------------|----------------|----------|-----------------|-------------|---------|-----------------|--------|
| <b>Week 1</b>  | Weights + Core | 5 miles  | Core + 7 miles  | 8 miles     | Weights | 15 miles + Yoga | Rest   |
| <b>Week 2</b>  | Weights + Core | 10 miles | Core + 12 miles | 15 miles    | Weights | 20 miles + Yoga | Rest   |
| <b>Week 3</b>  | Weights + Core | 15 miles | Core + 18 miles | 20 miles    | Weights | 25 miles + Yoga | Rest   |
| <b>Week 4</b>  | Weights + Core | 5 miles  | Core + 5 miles  | 10 miles    | Weights | 30 mile + Yoga  | Rest   |
| <b>Week 5</b>  | Weights + Core | 25 miles | Core + 25 miles | 20 min HIIT | Weights | 40 miles + Yoga | Rest   |
| <b>Week 6</b>  | Weights + Core | 35 miles | Core + 38 miles | 25 min HIIT | Weights | 50 miles + Yoga | Rest   |
| <b>Week 7</b>  | Weights + Core | 45 miles | Core + 48 miles | 30 min HIIT | Weights | 60 miles + Yoga | Rest   |
| <b>Week 8</b>  | Weights + Core | 10 miles | Core + 10 miles | 15 min HIIT | Weights | 70 miles + Yoga | Rest   |
| <b>Week 9</b>  | Weights + Core | 30 miles | Core + 40 miles | 30 min HIIT | Weights | 75 miles + Yoga | Rest   |
| <b>Week 10</b> | Weights + Core | 40 miles | Core + 50 miles | 30 min HIIT | Weights | 80 miles + Yoga | Rest   |
| <b>Week 11</b> | Weights + Core | 50 miles | Core + 60 miles | 30 min HIIT | Weights | 85 miles + Yoga | Rest   |
| <b>Week 12</b> | Weights + Core | 15 miles | Core + 15 miles | 15 min HIIT | Weights | 90 miles + Yoga | Rest   |

**HIIT - High Intensity Interval Training**  
Can be done on an indoor bicycle, swimming pool, or running on a track

Goal is to work at a high intensity for a given period, followed by a rest period (provides positive adaptations to your aerobic system)

Work should be done at a 1:00/2:00 ratio work/rest (ie :20 sprint with :40 rest or :45 second climb on stationary bike, 1:30 rest)

\*10-15 minute stretching should be performed after each ride and workout, focusing on the muscle groups used

# PLANNING YOUR TRIP

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Jersey City is located just a few miles from New York City which means there are lots of transportation options. If you are flying, taking a train, or taking a bus to the start of the ride, arriving in Newark, New Jersey will be the most convenient option. Shuttles will be available from Newark airport on June, 7th from 8am until 5pm to make your travels more convenient. If you are signed up as a Supported Rider, you will earn a free one-way flight once you have hit the corresponding fundraising benchmark. This flight can be used either for arriving to the start of the ride or returning after the ride.

## **Arriving by Plane:**

Most Convenient - Newark International (EWR)

Other Options - LaGuardia (LGA) or JFK  
International Airports

Note: If you arrive at either of JFK or LGA there is a 2 hour commute to arrive in Jersey City.

## **Arriving by Train**

Amtrak trains arrive at both Newark Penn Station and New York City's Penn Station.

From either of these stations you can take the PATH Train which will bring you to Journal Square which is located less than a mile from the start of the ride.

## **Grand Rapids**

Departing by Plane:

Grand Rapids has a mid sized airport with fairly reasonable prices. For most riders travelling back to a different state, this will likely provide the best travel options.

## **Other Modes of Transportation**

Amtrak, Greyhound, and Megabus operate out of downtown Grand Rapids. Shuttle service will be provided from our final destination to your desired transportation terminal on June 18th and 19th.

## **Shipping Your Bike**

If after searching the luggage restrictions for your chosen mode of transportation the cost seems too high, there are a number of companies that will ship your bike for cheaper than the leading mail carriers. One of the best priced options is bike flights at <https://www.bikeflights.com/> for more information. Typically to transport your bike you will need to disassemble it and pack it into a shipping box.

# PACKING LIST

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## Required Equipment

- Bicycle
- Helmet
- 2 water bottles
- Water bottle holders
- Spare bicycle tubes
- Spare bicycle tires
- Bike Pump
- Bike Saddle
- Handlebar bag or seat pack

## Clothing + Accessories

- 2 New City Kids Bike Tour jerseys
- New City Kids Bike Tour t-shirt
- 2 pairs of bicycle shorts
- Cycling rain jacket
- 2 changes of comfortable clothing
- Bicycle shoes
- Book/Bible/journal
- Sleeping bag
- Camping mat
- Snacks
- Small pillow
- Towel

# SAFETY

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## Required Equipment

**Helmet** - All cyclists are required to wear a properly fitted bicycle helmet with a top safety rating.

**Jersey** - All cyclists are required to wear their official New City Kids Bike Tour Jersey as their outer layer. The only exception to this is if a rider decides to wear a reflective vest on the outside of their jersey.

**Bicycle** - All Cyclists must have a bike that is able to complete the 800 mile journey. Preferably a bike made of aluminum or a similar light metal.

## Prohibited

**Earbuds** - Riders are prohibited from using earbuds or listening to music in a way that would prevent them from being alert to traffic around them.

## Traffic Laws

Riders are required to follow all traffic laws during the route. During the route cyclists will stick to secondary roads with wide shoulders as often as possible.

Riders are required to ride on the right side of the road at all times and stick as far to the right as possible. Riders are required to come to a complete stop at all stop signs and traffic lights and use bicycle navigation symbols in addition to verbal commands whenever required.

# FAQ

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## **Is lodging provided?**

Yes, along the route we will stay with host churches. Each night we will sleep in sleeping bags on floors in order to keep costs down and make a greater impact towards our goal of serving the youth of New City Kids.

## **Can people who are not riding participate?**

We are looking for one person to drive a support van. Other than that, only riders will be allowed on the tour.

## **What and how will we eat along the route?**

Our meals will mostly be provided by the church hosts that we stay with each night. There will also be snacks available at our rest stops on the route. Riders are welcome to bring extra money for food in the towns where we will be staying.

## **Do we ride in all weather?**

We will ride in almost all weather. We will not ride in thunderstorms or extreme weather but we will ride in rain.

## **What do I do if I get a flat tire?**

Riders are encouraged to bring spare tubes with them on the route as well as travel pumps or CO2 cartridges. There will always be a support van within 20 miles in the event there is damage that cannot be repaired with the gear that riders have on their bikes.

## **Do I need to be insured to participate?**

Yes, all riders must submit proof of insurance in order to participate in the Bike Tour.

## **Do I have to purchase my own bike?**

Supported riders have the option of earning a Focus Road Bike once they reach a certain fundraising level. Regular and Alumni Riders are responsible to have or purchase their own bike.

## **Can I still ride if I don't reach my fundraising goal?**

All riders must reach their fundraising goal prior to the start of the ride. Any rider who has not reached their fundraising goal by June 8th and chooses to still ride will be responsible for paying any amount not yet raised.

## **What if I have never ridden this far, will I be able to keep up?**

This ride will certainly be a challenge with several 100+ mile days on our way to Michigan. The ride manual contains a training plan to help riders get into the best possible shape before embarking on the journey. While it will be challenging, it is certainly feasible especially if the training plan is followed.

## **Will this trip happen again?**

This is our first year holding the ride and our current plan is to hold the New City Kids Bike Tour every other year.

## **Should people give immediately or can they give after I have finished the ride?**

Riders can take donations or pledges for their ride. If a rider has not reached their fundraising goal by the start of the ride they will be responsible for reaching their goal. In that sense, it is a more convenient and safer option to take donations rather than pledges.

