



NAVY  
BIKE  
RIDE

Presented by



DÉFI  
VÉLO  
DE LA  
MARINE

Présenté par

# Navy Bike Ride 2026 FUNDRAISING TOOLKIT

EVERYTHING YOU NEED TO FUNDRAISE WITH  
CONFIDENCE AND EASE

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## RIDE WITH PURPOSE. FUNDRAISE FOR IMPACT.

Every kilometer you ride or run helps sailors, veterans, and military families access essential supports, recovery, and rehabilitations. When you fundraise, you're not just joining a ride or run – you're changing lives.



# HOW TO FUNDRAISE (IT'S SIMPLE)

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## 1. Personalize Your Fundraising Page

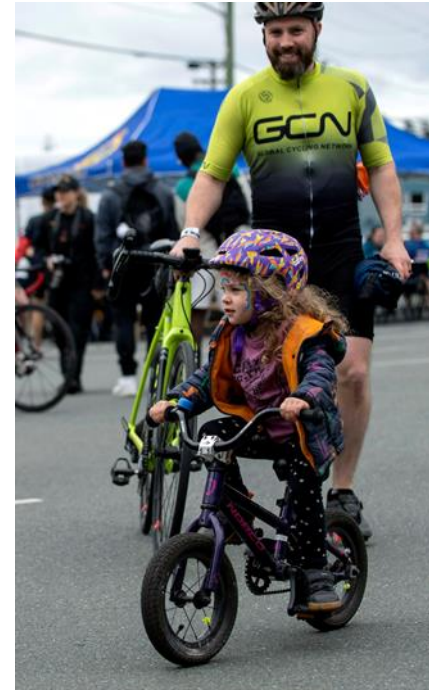
To the right of your fundraising page, under your name and social media icons, click “Edit Fundraising Page”. Add a photo and share why you are participating. A personal story inspires people to give.

## 2. Set a Goal

Choose a meaningful target using the impact milestones that follow.

## 3. Ask Your Network

Start with your close friends and family, then share your page on social media. Small asks add up quickly.



# IMPACT MILESTONES

Your fundraising makes a real difference. Here's what your support can help provide:

- \$200 – You're helping offset the medical expenses of a military family travelling for a specialist appointment.
- \$750 – You're helping a Soldier On member purchase a piece of sporting equipment as part of their rehabilitation and recovery through sport.
- \$1,000 – You're helping fund services, programs, and projects that support a serving member, a dependent child or grandchild of a current member, or veteran of the Royal Canadian Navy.
- \$1,500 – You're helping a Soldier On participant gain access to coping mechanisms that allow them to thrive in their rehabilitation and recovery journey.
- \$5,000 – You're helping offset the cost of assistive equipment that require modifications for an injured Canadian Armed Forces member.



Choose a goal that inspires you — and watch your community rally behind it.

# HOW TO ASK FOR DONATIONS

Reaching out is easier than you think. Here are quick messages you can copy and use:

## Email Script

I'm participating in the Navy Bike Ride to support sailors, veterans, and military families. If you're able, I'd be grateful for a donation of any size. Here's my fundraising link – thank you for supporting a cause that means a lot to me.

## Social Post

I'm riding in the Navy Bike Ride!  
Every kilometer supports programs for military members and their families. Help me reach my goal:  
[link]

## Pro Tips

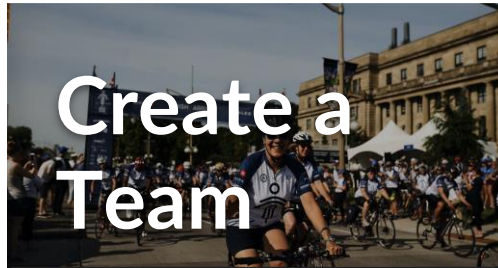
- Make the first donation yourself – it sets the tone
- Share updates as you get closer to your goal
- Celebrate every milestone, big, or small

# TIPS AND TRICKS



## Share your Page

Click the social icons on your fundraising page to share instantly on Facebook, X, or LinkedIn. A few clicks can reach hundreds of potential supporters.



## Create a Team

Riding with others? Create a team, set a shared goal and invite others to join you. It's a fun way to stay motivated and make an even bigger impact.



## Impact of your fundraising

Your support benefits three organizations dedicated to the well-being of Canada's military community:  
Navalis Foundation  
Support Our Troops  
Soldier On

If you would like to participate in corporate team fundraising, please reach out to [macdonald.Madison@cfmws.com](mailto:macdonald.Madison@cfmws.com) to get set up.



# Support Our Troops



## Support Our Troops:

Established in 2007, Support Our Troops meets the unique needs and special challenges faced by members of the Canadian Armed Forces community as a result of military service. It operates within Canadian Forces Morale and Welfare Services. This includes providing financial assistance to promote family resiliency and supporting Veterans and serving members who may have an illness or injury through a variety of grants and programs.





# Soldier On



## **Soldier On:**

Soldier On is a program of the Canadian Armed Forces Transition Group which contributes to the recovery of ill and injured Canadian Armed Forces members and veterans by providing opportunities and resources through sport, recreational, and creative activities.

Since 2007, Soldier On has supported over 12,000 ill and injured members using sport and physical recreational activities to enable social support, build confidence in their abilities and realize their full potential.

Soldier On provides members with a safe environment to challenge themselves and become inspired in ways that they may not have thought possible. This re-introduction to an active lifestyle provides opportunities to develop new skills, build confidence and meet peers with similar challenges.



# Navalis Foundation



The Navalis Foundation (formerly the Royal Canadian Naval Benevolent Fund) was founded in 1942 with a mandate to provide distress relief for sailors returning from the Battle of the Atlantic. Over time, the scope of this mandate has expanded to include all those who have served with and alongside Canada's Maritime Forces. With multiple agencies operating in this area of support, Navalis has chosen to partner with other military-serving agencies (like Veterans Affairs Canada, SISIP, and the Royal Canadian Legion) to direct financial assistance in the most meaningful and impactful ways. This support is available to our naval veterans, currently serving members, and their families. Supporting Canada's naval Family – then, now, always!

# Ready, Aye, Ride!

**Thank you for Making a Difference!**

**Your ride or run– and your fundraising – help ensure those who serve receive the support they deserve. We're grateful to have you on the journey.**

Madison MacDonald

Associate Director, Canadian Armed Forces Charitable Funds

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