



CYCLE
of LIFE
TOUR
PRESENTED BY  **think**

RIDER'S GUIDE

JULY 16 – 17, 2022





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Keeping Vancouver Island Hospice Care in Motion
A TWO DAY GROUP CYCLE FUNDRAISER
July 16 & 17, 2022

Welcome to the 2022 Cycle of Life Tour

Thank you so much for registering for the 11th annual Cycle of Life Tour (COLT) presented by Think Communications! Whether you are a returning rider or completely new to the tour, we are thrilled to have you join us for this incredible cycle touring experience in support of end-of-life care.

Together we will cover nearly 200km over two days, passing through the scenic Saanich Peninsula, Cowichan Valley, and Salt Spring Island. This is a fully supported ride which means everything, from refueling stations to meals to entertainment, will be ready and waiting along the route or when you arrive at camp.

During your journey, you will feel a great sense of accomplishment knowing that your ride will raise critical funds and awareness for community hospice societies whose services include essential end-of-life palliative care, counseling, bereavement support, and at-home patient care.

In order to participate, you are required to raise a minimum of \$1,000 in donations, but are encouraged to set a challenging personal goal that reflects the value you put on hospice care in your community. Every gift, no matter what the size, makes a big difference for patients and families receiving hospice care.

Further information regarding the exact route options, including start and finish line details, will be released by July 1st via email, social media, and under the "Rider HQ" on the website. If you haven't already, be sure to like us on Facebook @CycleofLifeTour to receive regular updates.

You should find everything you need to know outlined below but if you have any questions please contact me at info@cycleoflifetour.ca or at 250-704-6773.

Thank you again for joining us on this fun adventure and for helping make a difference for Vancouver Island hospice care!

Sincerely,

Debbie Greenway
Community Relations & Events



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WHERE AM I RIDING?

Day One: Victoria, Brentwood, Cowichan to Salt Spring Island

Leaving Victoria, participants make their way out of the city along the paved **Galloping-Goose Regional Trail** and through West Saanich out to **Brentwood Bay**. Crossing the Saanich Inlet by ferry to **Mill Bay**, the cycling route follows **Cowichan Valley's rural coastline to Crofton** arriving on Salt Spring Island to your overnight experience.

Day Two: Salt Spring Island through the Saanich Peninsula, Victoria

Circuiting the scenic country roads over **Salt Spring Island**, you make for the **Fulford Harbour** ferry to Swartz Bay. The ride returns along the **Saanich Peninsula** through some of Victoria's most popular cycling routes.

We are excited to offer two route variations: the Classic and the Enduro. Stay tuned for details!

WHERE AM I STAYING?

Salt Spring Island Farmers' Institute
351 Rainbow Rd, Salt Spring Island, BC
<http://ssifi.org/>

Located just up the road from Ganges Harbour, the Salt Spring Island Institute provides the perfect space for our overnight stay on the island. The beautiful grounds include a lovely orchard, outdoor stage and bar, a grassy field for camping and a large main building with indoor washrooms, showers, kitchen and large gathering space.

The Salt Spring Island (SSI) Farmers' Institute encourages the preservation and development of agriculture on Salt Spring Island and supports farmers in their quest for sustainability.



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WHAT SHOULD I BRING?

You will not have to bring any gear on your bike, but you will need to pack an overnight bag and tent for your overnight stay. Gear Drop is open on the afternoon of Friday, July 15th (time and location to be announced). At Gear Drop you'll drop off your tent and overnight travel bag to our volunteers who will load your belongings onto the supply and baggage truck.

Packing Instructions:

- Please pack your overnight bag and your tent as **two separate items**
 - Bag 1 is your tent
 - Bag 2 contains your sleeping bag and personal items
- **Label both items with your FULL NAME before checking in at Gear Drop**
- Please limit overnight items to the essentials

Here is an overall packing list that can be used as a guideline for what to bring:

- | | |
|--------------------------------------|--|
| • Tent (sharing tents is encouraged) | • Ear plugs for light sleepers |
| • Sleeping bag | • Personal hygiene products |
| • Sleeping bag (therm-a-rest) | • Book, cards, etc... |
| • Pillow | • Flashlight/Headlamp |
| • Change of clothes for camp | • Towel (there are four private showers) |
| • Footwear other than cycling shoes | • Phone charger |
| • Warm layer for the evening | • Money for cash bar |

The ground is generally uneven throughout the farm; make sure to bring appropriate footwear. Sorry, no dogs allowed.

Bad Weather Bags

Please prepare for bad weather, just in case, by bringing a large sized Ziploc bag with anything you may want should the weather shift during the ride. Consider including an extra pair of socks, a rain jacket, warm layers, etc. Bring your Bad Weather Bag to Check-In on Saturday morning.

Coming from out of town?

If you are coming from outside Victoria, and need accommodation on the Friday evening, give us a call at 250-704-6773 to find out more about accessing preferred room rates!



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FUNDRAISING INFO & DETAILS

For many of you, this might be your first time raising pledges and donations. Don't worry – it's not as hard as you think! If you're wondering where to start, read on.

Your online registration automatically generated a personal online fundraising page for you. You can log on to this page at: <http://vh.convio.net/cycleoflifetour2022> . Enter your username and password and click on "login" at the top right, then click on "Participant Center" which will appear where the login button was.

Take a few minutes to personalize your page by uploading a photo and some text about why riding in the Cycle of Life Tour is important to you. After you have updated your profile, you can easily share the link with potential supporters to source pledges via email and social media.

You'll even find a template email in your Participant Centre that is ready to go, so all you have to do is hit send! Friends and family can donate directly towards your fundraising goal online and they will receive their tax-receipt right away! For some extra help, check out our online fundraising guide here: http://vh.convio.net/site/DocServer/COLT_Online_Fundraising_Guide.pdf?docID=421

For anyone wishing to donate by cash or cheque, simply include their information on the printable pledge found here: [COLT 2022 PledgeForm.pdf](#)

Please be sure to enter all your cash and cheque pledges into your online donation page to be counted towards your goal and to ensure your supporters receive their tax-receipt.

All cheques must be made payable to Victoria Hospice.

To enter your pledges to your online donation page:

1. Login to your Participant Center at the top right hand corner as indicated above
2. From your "Overview" page click the "Enter new gift" tab on the right hand side.
3. Once you've entered complete information including mailing address, click "Add"

All it takes is some creativity and a little initiative to hugely impact your fundraising campaign. Check out our Top Ten Fundraising Tips under Rider Info on the event website for some great ideas!



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HOW YOUR FUNDRAISING HELPS

The hospice organizations supported by the Cycle of Life Tour are all registered charities, and together they help over 12,000 local residents each year by providing:

- End-of-life palliative care for people living with terminal illnesses
- Counselling support for patients and families dealing with the emotional and practical issues that arise with a terminal diagnosis
- Bereavement counselling for family members following the death of a loved one
- Consultations to local health care professionals providing care to terminally ill patients
- Education and research to improve care for the dying across BC

None, however, are fully funded by the health care system. The care these organizations provide is only possible because of the \$5-6 million in community donations they receive each year through community donations and events like the Cycle of Life Tour.

So, the funds you raise will help ensure care for people like...

Jordan* - a teenage boy who was experiencing increasing levels of pain and difficulty breathing as a result of his terminal illness until Victoria Hospice was able to stabilize his symptoms, allowing him to spend his final days enjoying sporting events and movies with friends and family.

Rachel – whose mother died of cancer when she was 5½ months pregnant with her first child. She felt devastated by the loss, but counselling sessions at the Cowichan Valley Hospice Society gave her comfort and a safe place to share her emotions...she describes her hospice care as a gift to herself and her family.

And thousands more each year.

(*Name changed for privacy reasons)



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INCENTIVES & PRIZES

Early Bird Prizes

- Raise \$2,500 by May 1, 2022 and receive a pair of cycling shorts to match your custom Cycle of Life Tour Jersey for free!
(If you have previously purchased a pair, you will be refunded. They can be purchased until May 15th here: http://vh.convio.net/site/Ecommerce?store_id=1681)
- For every \$500 you raise by June 1, 2022 your name will be entered into an early bird draw for some great prizes!

Fundraising Incentive

- Raise \$1,500 by July 15, 2022 and receive a pair of Cycle of Life Tour riding socks!

Grand Prize Draw

For every \$1,000 you raise in pledges, your name will be entered into the Grand Prize Draw. Prize package – to be announced! The more money you raise for hospice care, the better your chance at winning.

To be counted towards fundraising incentives, grand prize draw, and other prizes, all donations (including cash and cheques) must be entered onto your online page by 4pm, Friday, July 15, 2022. The online donation site will remain open until September.

Top Fundraiser

As the top fundraiser, you will enjoy your night at the Salt Spring Island Farmer's Institute in comfort with a Deluxe Glamping Experience including a luxury tent, comfy bed and real duvet!

Top Fundraising Team

There is nothing like a little friendly competition! The top fundraising team will be awarded the COLT Classic Trophy, to be displayed until the next year's ride, along with bragging rights!

In addition, there will be:

- Prize items for the top 5 fundraisers
- Lots of other great door prizes for riders

Top Fundraiser and Top Team will be declared at 12pm Saturday, July 16th as displayed on the fundraising site. Please note that there can be a short delay of a few minutes for donations to be reflected on the website, so encourage your supporters not to leave donations to the very last minute!



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TRAINING TIPS

Anyone from a regular cycle commuter to an elite cyclist is welcome to participate in the Cycle of Life Tour. Please remember however, that it may take some training to get your legs and saddle ready for a ride of this length! Your training efforts will set you up for a more fun and enjoyable experience, while helping to reduce the risk of injury.

Training Program

To train for an endurance event, you will want to get started right away so you can slowly build up your distance over the next few months. Check out the Rider HQ on the website for the link to our training tips and suggested training program.

Training Rides

Training rides are a great way to get motivated and meet some of your fellow Cycle of Life Tour Riders! There will be an official training ride hosted by Oak Bay Bicycles in Victoria this June. You can also check-in with your local hospice to connect with a ride in your area.

WHAT DO I NEED TO KNOW?

The Ride

Q: Do I Need To Be An Experienced Cyclist To Participate?

A: Anyone from a regular cycle commuter to an elite cyclist is welcome to participate in this ride. Please remember however, that it may take some training to get your legs and saddle ready for a ride of this length! The route also includes a lot of hills, so be sure to include that in your training program.

Q: What Kind Of Bike And Other Equipment Will I Need?

A: You will want a road/hybrid bicycle with street tires; any bicycles with suspension will dramatically impact how much effort you need to exert. As much as cycling shoes and clip less pedals will help, they're not a requirement. It is highly recommended that you visit your local bike shop for a pre-ride tune up to help ensure a safe and smooth ride!

Q: Approximately How Long Will It Take Me To Ride The 200km?

A: The average cyclist rides at a pace of 20-25 km/h. This means you can ride 100km in approximately 4.5 hours. Don't forget the 200km route takes place over two days and will



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include ferry rides, which will give your legs a well-deserved rest.

Q: What If I Need Help During The Ride?

A: There will be multiple support vehicles with volunteers, first aid attendants and a bike mechanic ready to help with any problems. Riders will be given contact numbers for the support vehicle teams during check-in on Day One. We do however recommend being prepared for a flat tire. Please note that while we will make every effort to get you back on the road, there are some bike issues that we may not be able to fix on route.

Q: What Is The Exact Route We'll Be Riding?

A: The exact event route, including start and finish line, will be released closer to the event dates via email, Facebook as well as updated on the Cycle of Life Tour website.

Q: Will There Be Fueling Stations On The Route?

A: There will be at least two fueling stations planned each day where food and refreshments are available to riders. These stations will be distanced evenly along the route.

Q: What Do I Need To Know About The Ferry Crossings?

A: All ferry costs for cyclists are included in the Tour. You will receive instructions regarding ferry-boarding procedure at check-in on Day One.

The Experience

Q: What Should I Bring?

A: This is a fully supported ride, so you won't need to pack anything on your bike except what you need to ride 200km – we recommend adding a second water bottle cage if you don't already have two. For the overnight on Salt Spring Island, you'll need your tent, sleeping necessities, a change of clothes and other comforts. Full packing list is included in the Cyclist Handout. Your gear can be dropped off at the Gear Drop on the Friday evening at which time you will be able to pick up your jersey.

Q: Where Will The Group Be Camping On Salt Spring Island?

A: We will be staying at the **Salt Spring Island Farmers' Institute**, just outside of Ganges Harbour. Participants will need to pack a tent to sleep in. Sharing tents is highly encouraged to save on space and set-up/take-down efforts.

Q: Where Do I Pick Up My Bag and Tent When I Get To Camp?

A: When you get to camp, you can collect your bag from our volunteers at the Gear Pick Up. Look for the cargo truck. Our volunteers will have your tent set up and waiting for you.



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Q: Can I stay somewhere else on Salt Spring Island?

A: While we highly recommend you join the group camping experience, there are many accommodation options on Salt Spring. Please note however that Cycle of Life Tour Organizers and Volunteers are NOT able to provide you with transportation to and from your accommodations, and taxi service is limited. We also ask that you sign out before leaving for the evening. Accommodations on Salt Spring book up fast, and some have a two-night minimum.

Q: Can Non-Cycling Family or Friends Join Me?

A: Due to potential Covid-19 restrictions, we are currently not offering dinner and overnight passes for non-riders. Please check the website closer to the event date for any updates regarding this.

Q: Do I Need To Bring Cash?

A: You will not need cash during the ride unless you choose to purchase any additional treats while waiting for the ferries – we promise to keep you well fueled! At camp there is a cash bar service for beer, cider & wine.

Q: What Time Will We Return On Sunday?

A: We expect riders to arrive at the Finish Line between 3:00pm-5:00pm.

Fundraising

Q: Do My Supporters Get Tax Receipts For Making Pledges Or Donations?

A: Yes. Donations of \$20 or more are eligible for a tax receipt. Donations made online will receive a tax-receipt by email. Donations made by cash or cheque pledge will be receipted upon receipt of the funds. If your donor provides an email address, we will send their tax receipt by email, however we still require their complete mailing address to issue the tax-receipt.

Q: What If Someone Wants To Make A Pledge With Cash Or Cheque?

A: There is a link to the pledge form included with the Cyclist Handbook for cash or cheque donations. On this form you can manually collect all the necessary information. e.g. mailing address and donation amount. Please enter all your pledges to your online donation page by clicking the "Enter new gift" tab on the right hand side from your "Overview" page. This will keep your fundraising total accurate, and will ensure your supporters receive tax receipts.

Q: Will the Funds I Raise Go To Support My Local Hospice Society?

A: Yes, absolutely! Unless you let us know otherwise, the funds you raise will go to support your local hospice on Vancouver Island. 100% of the funds raised by riders goes to support local hospices thanks to our generous sponsors and general event donations.



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Q: Do I Need to Join My Local Hospice Team In Order To Support Them?

A: No. You are welcome to form your own team of family and friends or you can join an existing team! However you choose to participate, the funds raised will still go to support your local hospice. Being part of a team is a great way to share in the fun.

Still have questions? Give Debbie a call at 250-704-6773

Thank you for making a difference for hospice care in our communities and helping to create an amazing 2022 Cycle of Life Tour!