



## Re: 30th Annual Miracle Ride for Riley Kids is Saturday AND Sunday, June 1-2, 2024

Dear Miracle Ride Supporter,

Hello! I want to thank you for your past support for the annual Miracle Ride. Due to your commitment to helping us help Riley heal their sick kids, ***the Miracle Ride Foundation has surpassed the \$7 million dollar milestone in donations to Riley Children's Foundation!***

In 2022, we donated a total of \$96,330 to the Riley Children's Foundation. The Riley Children's Foundation recommended that we create a Miracle Ride Endowment Fund and we agreed. The Miracle Ride Endowment Fund will pay dividends to Riley Hospital for Children from now to eternity. At the beginning of this year, we added more money to make it an even \$100,000. The Endowment Fund is now generating interest, which will add an additional minimum of \$5,000 to whatever we generate for next year.

We anticipate being able to donate another \$50,000 in 2023, which will increase the overall total in the Miracle Ride Endowment Fund to \$150,000 by year-end. We aim to generate an additional \$100,000 in next year's Miracle Ride, which will increase the Miracle Ride Endowment Fund to a quarter of a million dollars. Again, this fund will continue to generate interest, which will be given directly to Riley Children's Foundation till the end of time.

***The year 2024 will be the Miracle Ride's 30<sup>th</sup> anniversary and Riley Hospital for Children's 100<sup>th</sup> anniversary. So, we want to make it a huge event!*** The Miracle Ride Board of Directors has decided that our 30<sup>th</sup> anniversary will be the last Miracle Ride as we know it. The Miracle Ride Board of Directors has also decided to "go all out" and make next year's ride an event to remember. Therefore, we are going back to a two-day schedule with the Poker Runs being held on Saturday, June 1<sup>st</sup> and the "Big Ride" where we ride past Riley Hospital for Children will be on Sunday, June 2<sup>nd</sup>. ***This will be a Police Escorted ride as we had in the past!***

The Miracle Ride Foundation will continue after our 30<sup>th</sup> anniversary but in a smaller capacity. For example, Indianapolis Southside Harley-Davidson and Benson Motorcycles will continue to hold an annual Miracle Ride Poker Run and the proceeds will go into the Miracle Ride Endowment Fund. Our hope is that other dealerships will do the same. Plus, people can even add the Miracle Ride Endowment Fund to their Will if they wish. I will continue to manage and maintain the Miracle Ride Foundation's website, Facebook page, and other social media sites where we will continue to support the companies and dealerships who support us.

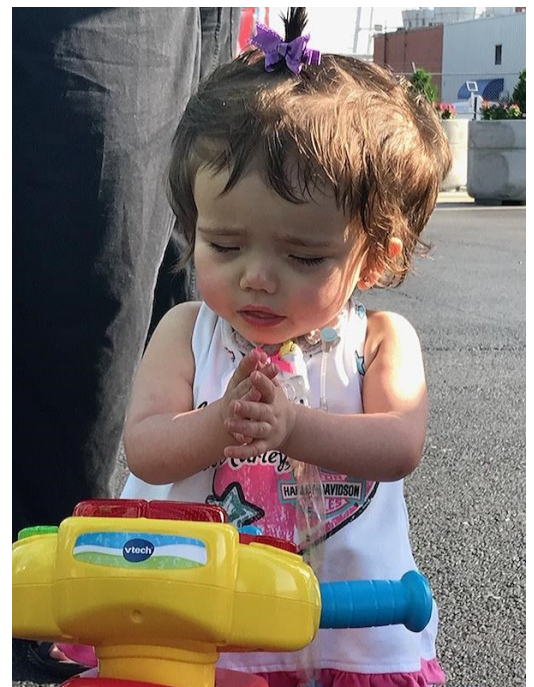
***For the Miracle Ride's 30<sup>th</sup> anniversary and Riley's 100th anniversary, it is imperative that we receive support from you to make it an event to remember.***

Sincerely, *Bill Kingery*—Executive Director—[bill@miracleride.net](mailto:bill@miracleride.net)

This is a picture of little Vivian. She and her family have been Ambassadors for the Miracle Ride Foundation since Vivian was born over 8 years ago.

Vivian was diagnosed with a terminal genetic defect before birth. She was at Riley from birth to 8 months. It was the love, support, and efforts of Riley Staff that allowed her parents to bring Vivian home. It is Riley's commitment and their continued support that allows Vivian to thrive.

Vivian's family firmly believe that Riley Hospital for Children saved Vivian's life. Vivian is praying that you support the Miracle Ride Foundation's sole mission of helping Riley Hospital for Children heal their other precious patients too.



# The 30th Anniversary Miracle Ride is Saturday, June 1st AND June 2nd, 2024

The 2024 Miracle Ride will be our 30<sup>th</sup> anniversary and Riley Hospital for Children's 100<sup>th</sup> anniversary! Please join us for this two-day HISTORIC event on June 1<sup>st</sup> and 2<sup>nd</sup>.



## BENEFITS FOR YOUR ORGANIZATION

- ◆ Inclusion in Miracle Ride marketing & branding.
- ◆ Supporters enjoy abundant Miracle Rider store traffic & loyalty.
- ◆ Your company name on event t-shirts.
- ◆ Digital, traditional & social media reach hundreds of thousands of prospects
- ◆ The Riley Hospital logo—the iconic red wagon—enjoys brand affinity and recognition of over 90%
- ◆ Web links from [miracleride.net](http://miracleride.net) to your website improves your SEO and traffic.
- Opportunity to share your company's information at Miracle Ride events.



## Why support the Miracle Ride?

***Because Miracle Rides supports Riley Hospital for Children.***

Since 1994 the Miracle Ride has donated over \$7 million dollars to Riley Hospital for Children. We are one of the nation's largest and longest running motorcycle charity events, and we donate to research done right at Riley. This research finds innovative cures and treatments for cancer and many other life-threatening diseases. Riley is now one of the top 10 pediatric research facilities in the U.S.

***Your organization benefits as well:*** Up to 2,000 of the most affluent consumers in the Midwest participate in Miracle Ride branded events throughout the year.

## MIRACLE RIDE DEMOGRAPHICS

- ◆ 50% riders annual income is between \$50,000 to \$150,000
- ◆ Mean age of riders is 52 years old.
- ◆ 70% of Miracle Riders are married.

Our participants are engaged in family, sports and outdoor activities. More than half of Miracle Riders have household incomes greater than \$75,000 a year. And 27% of participants have incomes in excess of \$100,000 annually.

Most importantly, our market research shows Miracle Riders are loyal to companies that support Riley. Their devotion and buying power are attributes you can enjoy by supporting the Miracle Ride.

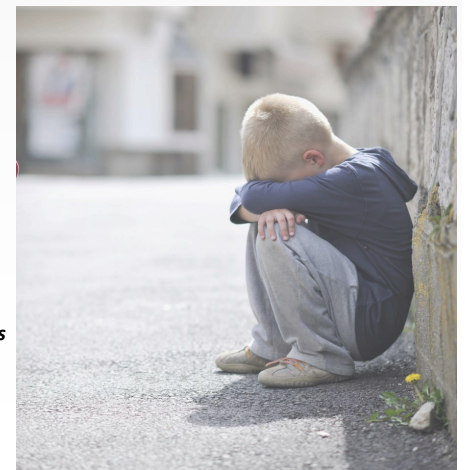
With your support, Miracle Ride Foundation can continue to host events which attract motorcyclists—and potential customers—from across Indiana and many other states.

### ***Kids in Crisis***

The American Academy of Pediatrics declared children's mental health a national emergency. This need is particularly striking close to home. **Indiana is in the bottom 20 percent of states in availability of child psychiatrists and the top half of status in terms of youth suicide rates.**

Leslie Hulvershom, M.D., is the director of child and adolescent psychiatry at Riley Children's Health and chair of the Department of Psychiatry at Indiana University School of Medicine. She stated that ***Riley Hospital for Children is championing the statewide response to this crisis and emphasized the crucial role that donors serve in shaping a brighter future for Hoosier kids.***

***Death by suicide is the #2 cause of death among Hoosier teens***



***Riding for 30—Giving Forever!***



**Introducing the Asher family including Christopher (father), Makayla (mother), and their children, Corbin, Kinley, Jaila, Madilynn, Kaylin, Levi, Madison, Lilly, and Colton, who is a Riley Kid.**

### **2024 Ambassador Family**



**Submitted by Christopher and Makayla Asher**

Colton made his first visit to Riley Hospital for Children as a newborn in May 2015 when he was diagnosed with Cystic Fibrosis. Throughout his life, he has been helped by numerous Doctors and staff including Dr. Howenstine, Dr. Bozic, Nurse Erin, and many others.

Colton enjoys drawing, coloring, building with Legos, and playing with his siblings, Corbin, Kinley, Jaila, Madilynn, Kaylin, Madison, Levi, and Lilly.

Colton is doing OK and his family is thankful that he has not had any hospital stays for a couple of years.

Colton's parents, Christopher and Makayla, stated, "Riley saved our son's life. His doctors are wonderful and take extremely good care of him."

# Introducing Dylan and Michelle Murphy and their son, Bryce, who is a Riley Kid

## 2024 Ambassador Family



**Submitted by Dylan and Michelle Murphy**

### **Reason for my Riley treatment:**

When Bryce was born, he was initially diagnosed with VACTERL association. VACTERL represents an acronym for a broad spectrum of congenital birth anomalies. V (vertebral anomaly), A (anal atresia), C (cardiac anomaly), T & E (tracheoesophageal fistula), R (renal anomaly), and L (limb anomaly). As time went on, Bryce would later be diagnosed with oculo-auriculo-vertebral spectrum (OAV), also known as Goldenhar Syndrome. Bryce was born with severe congenital scoliosis and rib abnormalities, imperforate anus, tetralogy of Fallot, unilateral microtia, hemifacial microsomia, hydronephrosis, lambdoid craniosynostosis, and hypoxic-ischemic encephalopathy (HIE). On day 3 of life, Bryce underwent his first surgery with Dr. Barrett Cromeens for his imperforate anus. Since then, Bryce has had six other surgeries and multiple other procedures in the Riley OR. Bryce has undergone two open-heart surgeries with Dr. Mark Turrentine and a series of neurosurgeries with Dr. Laurie Ackerman and Dr. Sunil Tholpady.

Bryce spent the first four months of his life at Riley between the NICU and CVICU. Bryce would continue to have many more admittances due to severe feeding intolerance and standard illnesses that would otherwise not affect a child, but due to his weakened immune system and heart condition, Bryce would require significant support.

Bryce visits Riley multiple times per month for appointments with his 16 Riley physicians and other outpatient clinics.

### **Why we love Riley:**

First and foremost, Riley saved our child's life. Riley's phenomenal doctors and surgeons made a miracle for our family. While we have an excellent support system of family and friends, Riley has been our main source of support. Riley has educated us on all aspects of our child's medical diagnoses and needs. Riley has provided us with services to help us cope with our grief during the most challenging time in our lives. Riley's doctors, nurses, and staff have continued to grow relationships with our family, bringing us comfort during our inpatient and outpatient visits. They have advocated for our family when we didn't know how. Riley has become a large part of the Murphy family, and we are forever grateful. Our family will continue to do whatever we can to give back to Riley for all they have done for us.

### **Doctors, Nurses, and staff who are special to our family:**

Dr. Michael Johansen, Dr. Mark Turrentine, Dr. Laurie Ackerman

Heart Center Nurses: Marissa Cope, Alisha Cook, Danielle Sullivan, Shelby Nation, Martha Sharp

Nurses: Christina Cary, Courtney (Rex) Worland

Therapists: Kerrie Corea, Christine Raches

NICU Nest: Rachel Scott

***"We hate to name just a few because all of the nurses on the 2nd, 3rd, 4th, and 5th floors and the ED have been immensely special to us."***



# The 30<sup>th</sup> Annual Miracle Ride on Saturday, June 1st AND June 2nd, 2024

## Miracle Ride Support Form

**Yes!** I'd like to support the 2024 Miracle Ride benefiting Riley Hospital for Children

Company/Group Name: \_\_\_\_\_  
Your name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Bus. Phone: \_\_\_\_\_  
Cell phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Website: \_\_\_\_\_

*The Support Levels below are guidelines. It has been a tough couple of years for everyone due to COVID. We appreciate any donations and we will work with you to "make it happen." . We ask that you "give till it helps, not give till it hurts" Please call Bill Kingery at 317-695-5187*

### Support Levels

Please check all that apply:

- |   |   |
|---|---|
| <input type="checkbox"/> Title Level Partner \$10,000+                                  | <input type="checkbox"/> Gold Level Support \$5,000--9,999            |
| <input type="checkbox"/> Miracle Maker Level Support \$1,000--4,999                     | <input type="checkbox"/> Poker Run Start Location \$2,500             |
| <input type="checkbox"/> T-shirt sponsor level \$300--999                               | <input type="checkbox"/> Poker Run Stop Location \$1,000              |
| <input type="checkbox"/> Dedicated Group T-Shirt see note below <sup>*1</sup> (\$2,000) | <input type="checkbox"/> In-kind donations-- Please describe below*** |
| <input type="checkbox"/> Raffle/auction prize donations—Please describe below***        |   |

☐ I choose to decline the complimentary t-shirts and event passes. Save the money and give it to the kids.

Authorized Signature: \_\_\_\_\_

Your P.O. number: \_\_\_\_\_ 2024 total support commitment: \$ \_\_\_\_\_

Date: \_\_\_\_\_ \*\*\*Raffle/auction prize/In-kind item descriptions: \_\_\_\_\_

Please remit check or money order with this completed form to **Miracle Ride Foundation, Inc. 4930 Southport Crossing Place, Indianapolis, IN 46237. Attn: Lori Combs.** Kindly understand your authorized signature is a binding purchase order commitment upon which the Miracle Ride plans the scope of its events to optimize fund-raising for Riley Hospital. It is payable within 30 days of signed commitment. <sup>\*1</sup> **Dedicated t-shirt groups/organizations/companies** should contact Lori Combs, Registration Manager, to register their riders as a group. Email Lori@miracleride.net or call her 317-370-6694. This assures we get the correct t-shirt quantities and sizes for your group. Details for dedicated t-shirt groups must be completed no later than April 15, 2024. Thank you! Your support is greatly appreciated. Miracle Ride Foundation, Inc. is a 501(c)(3) organization.



**The 30<sup>th</sup> Annual Miracle Ride is Saturday, 6/1 AND  
Sunday, 6/2, 2024**  
**Over \$7 million donated to Riley Hospital since 1994**  
**Riding for 30 - Giving Forever!**  
Festival License 012371





## The 30<sup>th</sup> Annual Miracle Ride on Saturday, June 1st AND Sunday, June 2nd, 2024

### T-shirt Sponsor Form

Yes! I'd like to support the 2023 Miracle Ride benefiting Riley Hospital for Children by becoming a T-shirt Sponsor

Name on T-shirt: \_\_\_\_\_

Your name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

**Please circle 2 sizes:**

**RIDER 1:** small / medium / large / x-large / 2x-large / 3x-large / 4x-large / youth-med / youth-large

**RIDER 2:** small / medium / large / x-large / 2x-large / 3x-large / 4x-large / youth-med / youth-large

OR [ ] I choose to decline the complimentary t-shirts and event passes. Save the money and give it to the kids.

check

### **Benefits from being a T-shirt Sponsor**

**For only a \$300 donation**, we will add the name of your company, your organization, or the name of a loved one on the back of **ALL** of our Miracle Ride T-shirts! (Approximately 2,000 t-shirts)

**PLUS**, we will add your name to the Miracle Ride Website as a **Bronze Sponsor**, which we promote year-round.

**PLUS**, we will provide you with **2 Sponsor Passes** (worth \$50 each)

**PLUS**, we will give you 2 FREE T-shirts with your name on them!

Authorized Signature: \_\_\_\_\_

Your P.O. number: \_\_\_\_\_ 2024 total support commitment: \$ \_\_\_\_\_

Date: \_\_\_\_\_ **\*\*\*We are also looking for** Raffle/auction prizes/In-kind items. If you have something you wish to donate, please contact Bill Kingery at [bill@miracleride.net](mailto:bill@miracleride.net) or call at 317-695-5187

Descriptions: \_\_\_\_\_

Please remit check or money order with this completed form to **Miracle Ride Foundation, Inc. 4930 Southport Crossing Place, Indianapolis, IN 46237, Attn: Lori Combs**. Kindly understand your authorized signature is a binding purchase order commitment upon which the Miracle Ride plans the scope of its events to optimize fund-raising for Riley Hospital. It is payable within 30 days of signed commitment. **\*1 Dedicated t-shirt groups/organizations/companies** should contact Lori Combs, Registration Manager, to register their riders as a group. Email [Lori@miracleride.net](mailto:Lori@miracleride.net) or call her 317-370-6694. This assures we get the correct t-shirt quantities and sizes for your group. Details for dedicated t-shirt groups must be completed no later than April 15, 2024. Thank you! Your support is greatly appreciated. Miracle Ride Foundation, Inc. is a 501(c)(3) organization.

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