

GRAN FONDO

LAKE HURON

PRESENTED BY **BrucePower**
& Suppliers



FUNDRAISING

TOOLKIT 2026

Everyone has a reason. For the moments that matter.



→ WELCOME

Thank you for being part of Gran Fondo Lake Huron.

Each year, people from across our communities come together, riders, teams, families, and first-timers, each with their own reason.

Some ride for the challenge. Some for the experience. Some for someone they love.

At some point, healthcare becomes personal for all of us, and when it matters most, it needs to be there, close to home.

This year, take one simple step.

Share your reason.

WHY FUNDRAISING MATTERS

Every dollar raised through Gran Fondo Lake Huron strengthens healthcare across our communities.

It supports the equipment, technology, and systems that keep care ready when it's needed most, the things people see and the things they don't.



By choosing to fundraise, you help keep care reliable, accessible, and ready for the moments that matter.



STEPS

To Fundraise with Purpose



1 Find Your Reason

You don't need a perfect story. Just something real. Think about:

- A moment when you or someone close to you needed care
- A reason you're grateful for healthcare close to home
- A desire to give back or support the communities that Brightshores Health System serves
- A personal challenge or goal tied to this ride

If you're not sure where to start, try one of these:

- I'm riding because...
- This matters to me because...
- A moment that shaped how I see healthcare was...
- I'm grateful for...
- I want to help ensure that others have access to...



2 Add Your Reason to Your Race Roster Fundraising Page

Here's a simple format you can use:

Why I Ride

I'm riding in the Gran Fondo Lake Huron because...

[Your reason]

At some point, healthcare touches all of us. For me, this ride is about...

[Optional second sentence]

If you're able to support, I'd really appreciate it. Every contribution helps strengthen healthcare across our communities so that care is there when it's needed most.



STEPS

Continued



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Share Your Story

A simple post or message can go a long way. Here is an example you can use or adapt:

This year, I'm riding in the Gran Fondo Lake Huron because I know how important it is to have access to care close to home.

This ride is my way of giving back and helping ensure that care is there for others when they need it.

If you'd like to support, here's my link.



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Make the Ask

People often want to support you, they just need to be asked. Be simple and direct:

"I'm aiming to raise \$2500. If you're able to contribute, I'd really appreciate it."
Setting a goal and asking clearly makes a big difference.



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Keep It Going

Fundraising doesn't have to be complicated.

- Share an update when you reach a milestone
- Thank people who support you
- Remind your network why this matters to you

Even a few small touchpoints can make a meaningful impact.

YOU'RE PART OF SOMETHING THAT IMPACTS ALL OF US



Healthcare close to home. Reliable care across our region when it matters most.

Together, we're building stronger healthcare across our region.

By riding and fundraising, you are helping ensure that care is there for individuals, families, and communities across our communities.

**Everyone has a reason.
For the moments that matter.**

