

RIDE GUIDE

California Ride & Retreat: May 10-13, 2012



JEWISH INSPIRATION. SUSTAINABLE COMMUNITIES.

Welcome

We are honored to be co-chairing the 3rd annual Hazon California Ride. We are working alongside an amazing Ride Committee, a dedicated group of Ride alumni and the Hazon staff in California and New York to deliver an **inspirational and fun-filled retreat, alongside a challenging and enjoyable 2-day bike ride.**

People participate in the California Ride for many reasons. Whether your reasons for joining the Ride were related to cycling, to fundraising for great causes, or to the amazing Hazon community, we are so glad that you have decided to join us! We hope you'll have a great time. We hope you'll learn something new, and meet some new people. We hope you'll discover cycling is a great way to move around the city and stay healthy. We hope you'll be inspired to join the fast-growing Jewish Environmental Movement. **We know that by participating in the Ride, you will be making a difference in the world...**and we hope that after the Ride you will feel inspired to do so even more.

This Ride Guide will help you learn more about Hazon, what to expect on the Ride, and provide more information about training and fundraising for the Ride. The Hazon staff and the crew of the Ride will do their part to ensure the Ride runs smoothly; we need you to do your part to ensure the same, namely to **make sure you are prepared for the Ride.** This guide includes many resources that will help you do just that.

Your fundraising dollars help to grow the Jewish Environmental Movement in North America and Israel. This guide provides more information about the programs and projects that your fundraising dollars support. Please read through this information so as to be able to give a more informed pitch in your fundraising efforts. We hope you take pride in knowing that you are helping Hazon to accomplish our mission of creating healthier and more sustainable communities in the Jewish world and beyond.

In the coming months, **please encourage others to join you on the Ride**—sometimes people will sign up once they realize that they know one other person who is participating! Think about who you know who might enjoy this kind of experience and reach out to them, or let us know who they are and we can do the reaching out.

The Ride is a real community event, and each individual is an important part of that community. **We are so happy that you are a part of this year's Ride Community!**

Please **feel free to call on us or any of the Hazon staff if you have any questions** about the Ride.

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Co-Chairs Hazon California Ride

California Ride & Retreat:
May 10-13, 2012

Fundraising Deadline: June 30, 2012

Questions, comments and concerns, call 415-397-7020

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www.hazon.org/CAride

THE RIDE

■ What to Expect on your Amazing Weekend Ride



Challenge yourself and ride gorgeous roads with the support of a welcoming, energetic Jewish community and inspiring landscape.

“The Hazon Ride was an inspirational, eye-opening experience that revealed many of the heart-warming aspects of Judaism that get lost amidst the whirlwind that we know as modern life.”

-Bill Robbins

Weekend Overview

A full schedule of all activities will be distributed at the Ride.

Thursday	Arrival between 3pm and 6pm at URJ Camp Newman. Transportation options will be available from San Francisco. Enjoy dinner, orientation, rider/crew briefing & evening campfire to celebrate Lag B' Omer.
Friday	First day of riding. Choose from multiple route options, all ending at Walker Creek Ranch. Enjoy a shower, massage, swimming in the lake, optional Shabbat services, dinner and evening programs.
Saturday	Participate in a variety of session offerings including: yoga, naturalist-led hikes, meditation & optional prayer services. Learn about local ecology, Jewish agricultural wisdom, food justice, sustainable agriculture and more! Join the entire community for a musical Havdallah dance party on Saturday evening, followed by orientation/prep for the final day of riding.
Sunday	Second day of riding: Bike either the 30 or 50 mile routes, ending in San Francisco. Enjoy the closing celebration and head home or back to your cars by 3 pm.

Community

We strive to make the community at the Ride very welcoming.

The Ride community is very diverse. Participant ages range from under 10 to over 80. We have families, solo travelers, students and singles. Most of our participants will be from the greater Bay Area, but we expect groups to come from Seattle, Portland, Los Angeles, Denver and even the East Coast.

The group is religiously diverse as well. Most participants are Jewish, but a few are not. Every major Jewish movement is represented, as well as those who are not affiliated with any movement at all. While there are cultural, religious and age differences, all participants feel welcome.

Weather

Expect temperatures in the 60s during the day and in the 40s at night. It may be cold in the morning at the start of the ride, so be prepared to dress in layers that you can shed as the day warms. There is a slight chance of rain as well, so please come prepared both for the cycling days and over Shabbat.

Overnight Locations

URJ Camp Newman (Thursday)

Walker Creek Ranch (Friday, Saturday)

Accommodations at both locations vary but include traditional camp bunks as well as more private housing. If you are coming with family, you will be in your own room with beds for everyone. You will receive a logistics form asking your housing preferences, and we will do our best to place people in the appropriate room types, with families, or with similar roommates (e.g. 20-somethings together).

On the logistics form you will have the opportunity to upgrade your housing to semi-private options. Please note those in standard housing will need to bring your own linens (or sleeping bag) for both locations. Upgraded rooms come with linens provided.

CYCLING GEAR CHECKLIST

- 1 or 2 cycling jerseys
- 1 or 2 cycling shorts
- 2 pairs of cycling socks
- Riding shoes (sneakers or cleats)
- Bandana or head sweat
- Arm warmers
- Leg warmers
- Cycling gloves
- Cycling rain gear
- Helmet (mandatory)
- Sunglasses
- Sunscreen/chapstick
- Water bottle
- Identification / insurance card

OPTIONAL

- Your favorite energy drink
- Your favorite snacks / energy bars
- Helmet mirror
- Bike pump
- 2 spare tubes (the right size)
- Tools (e.g. multi-tool, Allen keys, tire lever)
- Saddle pack or small knapsack
- Cue sheet holder
(will be available for purchase)
- Cyclocomputer

A full packing list will be emailed to all participants closer to the Ride. Also see "What to Wear" on page 24.



CA rider, Jeff Levy

The Bike Ride

Friday

On Friday morning everyone starts off on the Ride together with a launching ceremony.

The ride is geared for cyclists of all abilities with three route options on the first day of the Ride, varying in distance (45, 65, or 85 miles) and hills. All of the riding is on roads which are open to traffic, although we go through rural areas and do our best to find quiet roads or roads with wide shoulders for biking.

There are rest stops every 15 to 20 miles, with an optional pit stop at the halfway point between rest stops. Each rest stop has bathrooms, shade, food, water and energy drinks.

All routes end at Walker Creek Ranch, where we spend Friday and Saturday nights.

Sunday

We have a 30 and 50 mile route from Walker Creek Ranch to San Francisco, ending with a ride over the Golden Gate Bridge into San Francisco.

We will end around 3 pm with a closing ceremony at the Jewish Community High School of the Bay - feel free to invite friends and family to join you at the finish line.

Support

We have many people who will support you along the route. Riders will be supported by bike mechanics, ambulances and SAG (Support and Gear) vehicles. If at any time you need help, a quick break or want to get off of your bike, you can flag down any of our support team. We will have a sweep rider and sweep car following each route and will pick up any riders that cannot finish the route. While we hope that everyone will complete the route, we will start sweeping riders in the late afternoon to ensure that everyone finishes in time for dinner.

Crew

The CA Ride would not be possible without the crew. Our crew staffs rest stops, cheers our riders, moves luggage and prepares the end of the route to welcome the riders. Some crew will be driving the route for most of the day, some will be spending time at rest stops and others will be working to get the end of the ride ready. Our Avodah ("working") crew will be out for large parts of the day at rest stops or on the road and will have plenty of cheering opportunities as well. Our Ruach ("cheering") crew is made up of families, who will cheer on the riders at key places on the route.

The Shabbat Retreat

Shabbat on the Ride is a time to learn, celebrate and relax. Throughout the retreat, we offer various optional sessions which focus on environmental issues and the work of Hazon and our partners. We also offer hikes, swimming and yoga. While we encourage you to attend many sessions, be sure to leave yourself time to relax at the camp.

On Friday night we come together from our day of riding to welcome Shabbat with candle lighting and dinner.

On Shabbat we offer many prayer and non-prayer options, including musical services, traditional services, hiking and yoga. Group meals in the dining hall are

festive, often with lots of singing and are arranged to facilitate people meeting each other. There will be family-friendly services and kid programs as well. Shabbat ends with a Havdalah service, where we transition from the Day of Rest to another day of riding.

A Welcoming Community for All Types of People



Families are encouraged as riders and crew. Many teens choose to do Hazon Rides as their Bar Mitzvah project.



The Rides attract all types of people, from serious riders to serious foodies.



The Rides have many teams you can join to help build community and train together.



A bike mechanic is on hand to make adjustments and check bikes the night before the Rides start.

Our mission is to create healthy and sustainable communities in the Jewish world and beyond.

How We Started

In 2000, we cycled more than 3,000 miles across the U.S. to raise awareness about environmental degradation and climate change.

People asked “Why should Jewish people care about the environment?” Today, increasingly, they ask “Why aren’t we doing more?”

The common denominators of Hazon’s projects are that:

- We are framing Jewish life in radical new ways.
- We are strongly committed to an inclusive and multi-generational community.

- All of our programs involve strong elements of volunteer engagement and leadership development.
- We enable people to move forward in their lives with a renewed commitment to Jewish life.

Hazon’s Programs

Transformative Experiences

Encouraging Jewish people to make a difference in the world, and enabling them in the process to renew and reframe their own Jewish journeys



The Hazon CSA network. We launched the first Jewish Community-Supported Agriculture (CSA) program in North America in 2004. We’re now the largest faith-based CSA program in the country. In a CSA, members purchase a share of food from a local, sustainable farmer and pick it up at their Jewish institution each week. Newsletters and programming at pick-ups explore connections between Jewish tradition and contemporary food issues.

Hazon’s **New York Ride** is held over 4 days during Labor Day weekend in the New York area, and draws over 300 participants from across the country.

The **Hazon Food Conference** brings together foodies, educators, rabbis, farmers, nutritionists, chefs, food writers, and families who share a passion for learning about and celebrating food. The 2012 conference is being held at Isabella Freedman, in CT, in December 2012.

The **Arava Institute Hazon Israel Ride** is held annually over 7 days in the fall. The Israel Ride is a 200–300 mile journey that provides participants the opportunity to experience the beauty and challenges of the Israeli landscape in a whole new way, and introduces them to some of the most inspirational young environmentalists – Israeli, Palestinian and Jordanian – in the region.

Hazon’s **California Ride** is held in the spring in northern California. The Ride features Hazon programming at the Shabbat retreat, followed by a beautiful ride in Sonoma and Marin Counties, and ending in San Francisco.

The **Cross-USA Ride** will launch in the summer of 2012. This ten-week trip, from Seattle, WA to Washington DC, is the centerpiece of our work to renew Jewish life in the American Jewish community. Riders can join us for the full ten weeks, or choose a 1-, 3- or 5-week segment.

Thought Leadership

Catalyzing and inspiring the new Jewish Food Movement; building intellectual bridges between Jewish tradition and key contemporary issues. Our ethos: "the Torah is a commentary on the world, and the world is a commentary on the Torah."

The **Jewish Food Education Network (JFEN)** offers resources, curricula, and training about food and Jewish tradition, to help you navigate questions on topics such as nutrition, industrial farming, obesity, and family food traditions in a Jewish context. JFEN enables educators to tap into the passion about food and the environment in their communities and use food as a platform for innovative Jewish education.

Hazon's **Rabbinical Advisory Board** (relaunched in 2012) enables rabbis to support Hazon in multiple ways, and enables Hazon to support the work of a growing number of rabbis around the country. At its heart we want to spark a genuine conversation: how can what we do be most valuable to rabbis in the field? What feedback can they offer as our work evolves? And how together can we play a distinct role in renewing the Jewish community and creating a better world for all?



Our blog, **The Jew and the Carrot** (www.jcarrot.org), a partnership between Hazon and the Forward, serves as a public front page for the new Jewish Food Movement.

Capacity Building

Supporting and networking great people and great projects in North America and Israel

Hazon is one of the largest American funders of the Israeli environmental movement. Our outdoor events support some of the most vital work happening on environmental issues in Israel.

The Israel Ride has raised over \$1.5 million for the Arava Institute for Environmental Studies. It also enables participants to learn first hand about some of the key issues Israel faces, and some of the ways that environmentalists are helping to create peace.

We support a range of Jewish environmental organizations and projects with grants from our bike rides, as well as through other granting processes in Colorado and Portland, OR. Since inception we've raised over \$2m for other organizations in Israel and the US (including over \$200,000 in 2011 alone.) These have included:

- The down payment on the Adamah house and continuing support of the program
- Funding for a garden at Camp Na'aleh, which now provides produce to the camp kitchen
- The Israel Bike Association, which promotes active transportation in Israel
- Roof gardens, solar panels, and other green upgrades to Jewish institutional buildings



Hazon offers fiscal sponsorship to a small number of first-stage organizations. Graduates include Challah for Hunger and Urban Adamah; current members are Jewish Farm School and Wilderness Torah.

Hazon launched Makom Hadash, a shared office space for second-tier Jewish non-profits. Makom Hadash currently houses Hazon, Storahtelling, the Jewish Greening Fellowship, LImmudNY, Nehirim and Moving Traditions; we're also fiscal sponsors to Storahtelling.



FUNDRAISING GUIDE

■ How to Reach Your Fundraising Goal



Through eleven Hazon Rides, more than 2000 participants have raised over \$1,750,000 for Jewish environmental initiatives in the United States and Israel.

You are fundraising to make environmental sustainability a key priority in the Jewish community, both in the United States and in Israel. Roughly 75% of the fundraising supports Hazon's work and 10% goes to support the work of our partners. The balance helps us provide Fundraising is easier than you think — and this guide makes it even easier. There is no rule as to who to ask, it's all about who you feel comfortable asking. The key though, is *asking*. If you don't ask, you won't receive. Many people are concerned about the environment and will want to support you in achieving your personal goal — they just need to be given the opportunity — so let them know.

Who Should I Ask?

Although fundraising may seem intimidating at first, you probably know more people than you realize. Most people know at least 400 people on a personal level. Some people even have networks that extend into the thousands. Consider this list:

Family and Friends

The people closest to you are the most likely to support your efforts. Be sure to include aunts, uncles, cousins and family friends. Don't forget about your college friends, sorority sisters, youth group connections and old camp friends.

Your Employer

Many employers are eager to encourage their employees to participate in charitable events. In fact, many corporations offer matching funds for the donations you receive from colleagues at work, or even your total donations. Contact your human resources director to see how he or she can help you.

Colleagues at Work, School, etc

The workplace is a great venue for fundraising. If you work in a large organization you have plenty of options. Get permission from your employer and spread the word to all the departments in your workplace. And remember to include your fundraising goal and a link in your email signature.

Business Contacts and Suppliers

If you are in business, you can approach colleagues, clients, suppliers and even competitors to sponsor you. People of all backgrounds care about creating a sustainable world for all.



Sarai Shapiro, 2011 California Ride participant

Your Synagogue

Ask your rabbi, synagogue president and committees where you can most successfully fundraise within the synagogue. Many shuls have a "Rabbi's Discretionary Fund," so ask your Rabbi to sponsor you. And check the synagogue directory for names of people you can contact.

Clubs, Committees, Alumni Groups and Associations

Bring information with you when you go to sports, recreation clubs or other volunteer work. People admire those who fundraise, especially since you have to Ride for it.

Major Donors

Review this list and highlight the names of the people whom you believe are potential major donors (someone who might be able to make a donation of \$500 or more). Take him or her out to lunch or dinner to catch up and share why this challenge means so much to you.

FUNDRAISING CHECKLIST

Family

- Family & Relatives

Friends

- Alumni Groups
- Sports Clubs/Teams
- Hobby/Interest Groups
- Meetup Groups
- Social Networks
- Facebook, MySpace, LinkedIn
- Children's Playgroups

Religious

- Rabbi/Clergy
- Members of Your Synagogue

Business

- Employer
- Colleagues
- Customers or Clients
- Vendors or Suppliers
- Partners or Affiliates
- Professional Associations
- Social Networks
- Nonprofit Board Members

Professionals You Work With

- Lawyer
- Accountant & Bookkeeper
- Insurance Agent
- Real Estate Broker/Agent
- Banker
- Doctors
- Coaches or Consultants

People You See on a Regular Basis

- Doorman/Super
- Yoga Instructor
- Baby Sitter
- Carpooler
- Dry Cleaner
- Supermarket/Favorite Store
- Hairdresser

Students

- Clubs, Teams
- Events
- Teachers, Advisors /Admin
- Hillel/Other Religious Groups

Using the Kintera Website

Hazon uses an online database system called Kintera which allows each rider to set up a personal webpage to collect donations online. You can set your fundraising goal, send out emails and view donation reports. It is easy to use, and we highly recommend you use it.



Rider, Debra Massey supported by her husband, Oren and children.

Accessing Kintera

To access your Kintera page, go to www.hazon.org/CAride and click Register/Log In from top menu. If you have forgotten your password, e-mail David at david@hazon.org and we will send you a reset email.

Build/Edit Your Web Page

- Set your goal (see sidebar on the next page).
- Upload your photo. If you need help, email your photo to david@hazon.org.
- Update the text on your webpage. Personalizing your webpage is an easy thing to do and can lead to increased donations to your webpage. Share your personal reasons for participating in the ride, they might inspire your donors to give you more.

People use the Participant List on the CA Ride website to see who is participating in the ride. Your picture and personal story on your web page will inspire others to join us on the CA Ride.

Send Out E-mails

The Kintera system allows you to write and send emails as well as track donations and see the progress toward your goal. As you create successful fundraising and thank-you letters, save them and reuse them as templates. This step will save you a lot of time and allow you to distribute your thank you letters in a timely manner. We have developed two sample fundraising e-mails for you to send to your friends and family. You can customize them and add your contact information.

For help with Kintera contact David at 212 644 2332 x302 or david@hazon.org

Collecting Donations Online

Donors can make a contribution by credit card online or send a check. When you register for the Ride you are given the opportunity to set up a personal URL address that you can give to your friends and family when you ask for their support. Donors can also reach you through the Participant List and click on your name to get to your personal secure donation page. Kintera accepts Visa, Master Card, AMEX and Discover. Donors who contribute online will receive an e-mail receipt of their donation. Printed letters are mailed for donations \$180 or higher.

Collecting Donations by Check

Your supporters can also contribute by check, which can be mailed directly to the Hazon office in New York. Encourage your donors to print out a copy of the off-line donation form to ensure that you receive credit for the contribution. Ask your donors to fill out the form and mail it with their check to:

■ **Hazon, 125 Maiden Lane Suite 8B,
New York, NY 10038**

OR If you prefer, you can collect the checks. Once you receive the form and the check from your sponsor, go to your homepage and enter the amount of the donation: click on Enter Offline Donation. You can then mail the check, the Offline Donation form and your confirmation printout to the Hazon office. You can wait until you have a few checks and send them all at once if you like. Please send them in a secure way, such as FedEx or registered mail.

Reports

All participants can view reports showing donations they have received. Returning riders can also view reports from previous years to see who has given and the amounts. View the Reports section of your webpage. Take advantage of this tool when contacting these donors again for this year's Ride.

What to Say

Different people are attracted to Hazon for different reasons — to get in shape, to challenge themselves, for the sustainable food issues, to channel their Judaism toward environmental consciousness. In writing your fundraising letters, the important thing is to connect with your sponsors. Tell them why you are doing the Ride and ask them to support you. Here are some tips:

Be Personal

Make your letter personal and specific to you. Tell your potential funders what the Ride is all about, and tell them why you're so excited to do it. Consider writing personalized letters to different donors to address their specific needs.

Convey Your Enthusiasm

People are inspired by enthusiasm. Talk about the Ride. Talk about your training and why you have decided to take on this challenge. Your enthusiasm is contagious — it will encourage your sponsors to be generous in their support.

Share Your Goals

Another way to involve your sponsors is to let them know about your goals, for example, riding further than you have before. In your fundraising letters, share your training goals and report on the progress that you're making during your training. People feel motivated to give when you are working toward a goal. Consider including pictures of you training or on previous Hazon Rides as a way of demonstrating your commitment to the cause.

Be Specific

Include your fundraising goal and make it ambitious. Put it in bold! The more you ask for, the more people will give. Share what your personal financial commitment will be. People are often inspired to see your personal financial commitment and might even be willing to match it. "In addition to training, I am pledging \$500 towards my fundraising goal."



Emma Wendt soaking up some sun at a rest stop.

Ask for a specific amount and aim high. Say "Please consider a gift of \$180"—they can choose to do so, or choose to give you more/less.

Make It Easy for Them to Donate

Give simple and specific instructions about how they can sponsor you. Include the link to your personal page and provide instructions for paying by check (see page 10). If you are sending a letter, enclose a self-addressed stamped envelope for people to send you a check.

Thank Your Sponsors

Acknowledge the people who have donated to you. Send out emails thanking people by name, which encourages those who have not yet given. If your sponsor writes a company check, acknowledge their business as well.

FUNDRAISING MINIMUMS

The California Bike Ride is a fundraising initiative for Hazon. Toward that end, riders are required to meet the following fundraising minimums:

Adult Rider (30+)	\$1,000
Young Adult Rider	\$900
Second Family Member	\$900
Youth Rider (12-17)	\$800
Bar Mitzvah Rider	\$600

SETTING YOUR GOAL

You have no idea how high you can reach until you ask! You would be surprised at how capable a fundraiser you really are. You will reach your first goal... and when you do, set another one! People make larger donations in response to larger goals. We strongly suggest that you set a target of \$1,500 or above. If we have just one piece of advice that will have the greatest positive impact on your fundraising, it is simply this—pick a higher target, and let everyone know what it is.

HOW TO ASK

So, you know what you want to say but how do you go about doing it? There is no one right way. Find the method that works for you:

- Using Hazon's website.
- Sending out e-mails on your own.
- Mailing printed letters to people you know.
- Asking in person.
- Organizing events.
- Including a link on your Facebook or Linked-In page.
- Writing about the Ride and your training progress on your blog.
- Including a link to your fundraising web page in your e-mail signature.

Sample Letters to Friends and Family

Hi Adam and Rachel

Personalized!

In May 2012, I'll be participating in Hazon's second California Bike Ride. This Ride will raise funds in support of environmental projects and organizations within the Bay Area Jewish community, across the United States and Israel.

If they have supported you before — for this or for something else — remind them, and thank them.

Hazon, the largest Jewish environmental organization in the United States, has been running similar Jewish environmental bike rides in New York since 2001, and I am excited to participate in the second West Coast ride. Celebrating its 10th Anniversary in 2010, Hazon is a recognized leader in the New Jewish Food Movement.

Make sure you add a little something personal so the recipient knows you thought about them. If this is someone you don't communicate with often, give a little update on your life to date. This adds time, but it's totally worth it - if each one takes 5 minutes, and you get \$36 each - that's a pretty good hourly rate!

Money raised from the California Ride will help support Hazon's work, including a multi-day Food Conference held in Monterey, CA and over 30 CSAs (Community-Supported Agriculture programs which work as farm co-ops). Hazon has also developed educational tools around the intersection of modern food issues and Jewish tradition. A portion of the money raised will also help small-scale environmental projects in Jewish communities, including green roofs at synagogues, gardens at day schools, and other local initiatives.

Include specific information about where the money goes, and why it makes a difference!

I am really excited to take on this physical challenge to cycle 100 miles over two-days. I would be incredibly grateful if you would support me in this project. I'm hoping to raise \$1800. Would you consider making a donation of \$180? Or, if you like, join me as a rider or crew member for the Ride itself (you can register for the ride and read more about the projects it supports at www.hazon.org). To make a donation, please go to my personal page listed below.

Include a photo to make the projects real.

When you tell people your goal, they will have a better sense of how much they should give (and the bigger your goal, the more they will want to give to help you reach it!). In general, people who give can give more.

If you prefer to donate offline, please make your check out to Hazon and mail it to Hazon (125 Maiden Lane, Suite 8B, New York, NY 10038). Please be sure to write my name in the memo section of the check and let me know when you send it so I can keep an eye out! You will get an acknowledgment letter from Hazon for tax purposes.

Ask for a specific amount (the amount needs to be different for each person you're asking). The word "consider" gives them choice — you can say, "would you consider giving me \$250?" and someone can choose to give you \$100.

Thank you so much!

Make it as easy as possible for people to sponsor you. Use your personal link in an e-mail, or include self addressed stamped envelopes if you are sending a letter. (If you stamp your letters, people will feel bad about wasting the stamp and they'll send you a check!)

All the best,
- David

Include your address and provide specific instructions for sending the check.

Howard's Bike Ride Update 1

40 Miles on Sunday - and \$1,132 to raise

A quick update on my fundraising bike ride (the ride is only 4 weeks away, so I will only be sending a few updates).

I've been training hard to get in shape for the 100-mile Hazon California Bike Ride on Mother's Day Weekend. On Sunday, I rode 40 miles - the second half was in the rain - I need windshield wipers on my glasses!

I didn't know much about cycling when I signed up for the ride (I thought it would just be fun), but I'm learning and I appreciate the support I am getting as I train. The ride is to raise money for environmental efforts here and in Israel. My fundraising goal for the ride is \$3,000. So far, I have raised \$1,868 so I have a ways to go. I want to thank those who have given and made pledges up to this point:

- Greg Barber, Greg Barber Company, Environmental Printing
- Victoria Foulke, Victoria Real Estate of Westchester
- Jason Gardner, Jason Gardner Photography
- Debora Kane, LMSW
- Linda & Buddy Levy
- Greg Miller, MarketcomPR
- Jacqueline Ottman, J. Ottman Consulting
- Robert Goldstein, Resnick Druckman Group, Accountants
- Geri Stengel, Stengel Solutions

I still have \$1,132 to raise to reach my fundraising goal for the ride. Will you consider making a donation to Hazon? Any amount will be appreciated by me and by Hazon. You will be supporting a great cause, helping me reach my goal, and getting a tax deduction. (If you usually wait to the end of the year to make your donations, consider contributing now).

You can find out more information and make a donation online at hazon.org and click on Sponsor a Rider in the top center of the homepage.

If you prefer to send a check, please make it out to Hazon, and mail to Hazon at:
Hazon / California Ride
125 Maiden Lane, Suite 8B
New York, NY 10038

You will get an acknowledgement letter from Hazon for tax purposes.

Thank you so much! I appreciate your support.

Howard Levy
Principal, Red Rooster Group
www.redroostergroup.com

SUBJECT LINE: If you're sending several e-mails, identify which one in the sequence this is since people don't always read their mail right away.

SUBHEADER: Kintera allows for a subheader. This is a good place to provide the details such as progress on your training and fundraising goals.

OPENING: Quickly tell them what the email is about. Show that you respect their time and that you won't be inundating them with lots of emails.

UPDATE: Provide an update on your training, gives some details so they can picture it, and make it personal. Use humor to make them smile and feel good.

ACCOMPLISHMENTS: Indicate what you've achieved so far.

THE CAUSE: Describe the cause and whatever it amount of detail you feel comfortable with.

YOUR GOAL: Tell how you are doing with your goal.

THANK PEOPLE: People appreciate being acknowledged and love seeing their names. Consider including your sponsors' business names to help promote them.

ASK FOR THE MONEY: Don't be shy — ask for the money. Provides several different reasons.

METHOD: Make it easy for them and tell them exactly how they should make the donation.

TAX DEDUCTION: Mention that their donation is tax-deductible.

PAYMENT OPTIONS: Provide several options for them including mailing in a check. 20 to 40% of donations are usually made to Hazon this way, so don't lose out. Tell them to make the check out to Hazon and provide your address, so you can record it online.

THANK THEM AGAIN

SIGN OFF: Indicate your affiliation (so they remember who you are if you are writing to business contacts) and provide a means for them to contact you directly.

Sample Thank You Letter



Howard Levy

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Thanks for your support!

I want to thank you again for sponsoring me on the Hazon New York Jewish Environmental Bike Ride and give you an update on how the ride went. Thanks to you and an outpouring of support from about 60 people, I raised a total of \$4,000 for Hazon (more than double the \$1,500 minimum) and ranked one of the top 10 fundraisers for the Ride (out of 270 participants).

The Ride was a fantastic experience. It took place over the 4-day Labor Day Weekend at a camp in upstate New York. Friday and Saturday were filled with keynote speakers, team-building activities and sessions connecting Jewish values with sustainable food issues. It also provided the chance to build relationships with friends that I served with on the Executive Committee and met on the training rides over the summer.



with Suleiman

On the Ride weekend, I met Suleiman, a Jordanian who was studying at the Arava Institute in Israel, which receives Hazon funding. Arava brings together Jews, Arabs and others to address agriculture and environmental issues affecting the desert life. By living and studying together students learn to understand each others' cultures. Suleiman is now forming a solar energy company to address the needs of the people across the Israel/Jordan border.



The Century Riders



As a Marshall riding over the Bear Mountain Bridge on Day 2.



With new friend, Charlie Paradise, at the closing ceremony.

Hazon also funds 32 CSAs (Community-Supported Agriculture) in the United States in which people pay a set amount to a local farmer for a share of the season's produce delivered each week. The local farmer gets a market for his output and the people get fresh food from a farmer they get to know personally. This creates a direct link between people and their food producers and supports local economies. Hazon has also written a food curriculum exploring where our food comes from, produces an annual food conference to engage people in those issues, as well as funding many other environmental projects.

And of course, they get people in shape through the Ride. Before I participated in the Ride last year, I hadn't cycled much since I was a kid. This summer I trained hard and completed my first Century (100 miles in day) on hilly terrain. From the training, I was in good shape, and while it was challenging, I did well and felt fine after. In fact, the next day, we rode another 50 miles back to Manhattan, pedalling over Bear Mountain. After the closing ceremonies, I felt good enough to ride another 15 miles back home to Brooklyn bringing my total to 165 for the 2 days — the distance from Vermont to New York City!

In addition to making more informed food choices, I am now an avid cyclist and advocate for cycling in New York. And I feel more connected to my peers who have found an outlet that connects our Jewish values with our concern for the environment — so you can see that Hazon has a lasting effect on its participants! I want to thank you again for your support. We could not do it without your help.

If you are interested in finding out more, please visit Hazon.org.

Howard

This Thank You Letter explains the meaning of the Ride to this participant in the 2008 New York Ride. Photos with captions bring the Ride to life.



Riding through NJ (above) and crossing the finish line at 122nd Street in Manhattan.



With other members of the Executive Committee, Alyssa Finn and Elissa Meth Kestlin, Ride Co-Chair.

Fundraising Ideas

The ways to fundraise are limited only by your imagination. Consider these ideas and see more at hazon.org/CAride.



SPINNING CLASS Ask your fitness club or JCC to donate space and a teacher to host a class. Play Israeli music and show a slideshow of the route or other Hazon Rides during the class.

RIDE TO WORK Ask co-workers to donate a dollar for every day you ride to work. If you get 10 co-workers to donate for 30 days, that's \$300! Fundraise and train at the same time.

BAKE SALE The old fashion bake sale works every time. Set up a stand at work, school, or on your street corner with goodies of your choice.

HOLIDAY OR BIRTHDAY Connect the Ride to the holidays and your birthday and ask your guest to sponsor you for the Ride instead of getting you a present.

DINNER PARTY Host a themed dinner party and cook for all your friends. Ask a local grocery store for a discount on ingredients and charge \$5 per guest.

FLIERS Place fliers or posters around the office — in the bathroom, in the company lounge, by the water cooler and at your desk.

HOST A POKER GAME OR GAME NIGHT Call your serious (or not so serious) card-playing friends and invite them over for poker night and ask for a donation to play.

BOWLING NIGHT Plan a fun night of bowling at the local alley. Ask the owner to waive the fees and you can collect that money and apply it to your campaign.

INFO SESSIONS Hold information sessions at work, at your synagogue.

SKILL SHARE EVENT Invite friends over for a skill share event. Are you a yogi or a master crocheter? Charge \$5 admission or have a suggested donation.

PLAY A GAME Gather friends for a soccer, softball, or kickball game in honor of your participation on the Ride. Ask for donations and don't forget snacks.

RIDE ALONG Ask a potential donor to ride along on one of your training rides. They may be more willing to donate once they fully understand what you have committed to doing!

USED BOOK SALE Sell your old books. Wear your Hazon t-shirt or bike shirt and put up some signs so people will know where the money is going.

LOCAL SPORT STORES Ask a local store manager if they are willing to sponsor you on the ride. Tell them you will put a link to their webpage on your personal Kintera page.

SYNAGOGUE BULLETIN Place an advertisement in your synagogue bulletin letting the congregation know what you're up to!

OTHER PARENTS If your kids play in play groups, sports leagues or other activities, distribute your fundraising letter to the parents at the event.

HAIR SALON Ask your hairdresser to donate \$2 from every haircut they complete during the weekend.



Get more fundraising ideas at www.hazon.org/CAride

Fundraising Dollars Are Working for Change

We're excited to share with you how a selection of grant recipients from the 2011 California Ride have been making progress towards fulfilling their proposals. Below is a brief reminder of who the organizations are and what they've been up to...

7SEEDS Project's goal is to relearn the practice of Shmita as a universal guiding principle & healing offering for all peoples. The 7Seeds Project is working to create a contemporary set of tools to celebrate and engage this timeless wisdom as we collectively cultivate an integrative design system that empowers local community, sustainable agriculture & financial equality.

- 7Seeds Project has been asking the question: How would we collectively thrive if we designed our agricultural, economic and communal systems inspired by values of the 7-year Shmita cycle.
- 7Seeds has traveled through California, Oregon & Washington, documenting emerging grassroots designs of neighbors, families and friends coming together, reweaving the cultural fabric of holistic, resilient multi-generational communities.

EcoJews of the Bay works to inspire environmental action through Jewish values. EcoJews received a mini-grant to work on a community-based greening initiative that would guide Jewish institutions to incorporate concepts such as resource conservation and reduction of toxins into their institutions and practices.

- Project is now called The EcoJews TREES Initiative (Torah Repairing the Environment and Educating Stewards)
- The TREES task force includes environmental experts such as Eric Corey Freed, architect and author of Green Building for Dummies, and Jewish organizational representatives who are excited to share their greening experiences with their peers.

Milken Community High School received a mini-grant to start and sustain a recycling program at their school as well as implement an education program so that Milken's students and faculty are aware of the new system and understand why it is essential.

- Milken students have implemented a school wide recycling program with identifiable trash cans for bottles, cans and paper.

- Milken students report that they have started MCHS Urban Farm Cooperative and are building pallet gardens all over campus patios. This is just the first phase of a five phase project for their school, with the end result having their own CSA on campus and a farm on the roofs of the school. The farm is intended to give context and relevance to Jewish Harvest Holidays and many Jewish values.

Jewish Community High School of the Bay (JCHS) established its first organic school garden in 2010. They have connected the garden to secular academic curricula and to all areas of Jewish life. JCHS strives to engage students, teachers and families in thinking about their food choices and strengthen their connections with nature.

- The "Garden Tefillah" group of sixteen students from different grades meets every morning in the school garden to tend to the plants and also connect to issues of environmental care, food justice and community through a Jewish lens. So far, they have planted winter veggies, harvested and cooked potatoes and shared a variety of berries.

- The "Environmental & Gardening Va'ad" (environmental club) is planning several work days in the garden. They hope to grow food that can be donated to the local food bank. They will be volunteering at Urban Adamah and taking principles & skills they learn there back to the JCHS garden.

Urban Adamah Urban Adamah is a three-month residential leadership-training program for young adults that integrates urban organic farming, social justice work, and progressive Jewish living and learning. Fellows operate an organic farm and educational center in Berkeley, CA.

- From June to September 2011, the inaugural summer cohort of fellows experienced our first season of farming and teaching and learning. The fellows have had workshops on everything from Worm Composting and Urban Bee Keeping to Leadership and Pedagogy.
- In September, Urban Adamah started 2 Hebrew School on the Farm programs, bringing Jewish life, culture, and farming to fifty 2nd thru 4th graders!
- To date, we have donated over 1000 pounds of freshly harvested vegetables to local clinics and community meals.

Allocating the 2012 Funds:

Each year, a portion of the money raised through Hazon Rides has been granted to various organizations and programs that share our values.

To qualify for a grant from Hazon, the grant applicant must be a not-for-profit and connected to Hazon's mission to create healthy and sustainable Jewish communities and beyond.

Projects may focus on any of the following areas:

- the connection between Judaism and the environment
- transportation alternatives to driving
- climate change
- food justice
- sustainable food
- farming and gardening

Examples of projects that have received funding in the past include...

- Food justice learning and programming
- Recycling and composting programs
- Renewable energy projects such as solar panels for a mikvah and ner tamid
- Cooking classes at Jewish schools or synagogues with nutrition guidance or sustainable products
- Eliminating disposables from a school cafeteria
- Installing gardens at a camp and JCC
- Bike racks at schools and synagogues

The California Ride & Retreat funds projects west of the Mississippi River, with particular emphasis on projects in California. 2012 grantees will be agreed upon by an allocations committee and announced in early March.

Fundraising Incentives

We hope that you will continue to fundraise once you have reached your minimum.

We are proud to offer the following incentives for those who exceed their minimum.

Please note: if you have not reached an incentive level by the start of the Ride, you can still receive your gift at the Ride by committing to continue to raise to that level in the months following the Ride.

Front



Back



\$1500

(\$1300 for Youth and Full-time Student Riders)

2011 California Ride
Cycling Jersey

(2011 jersey shown.
2012 design coming soon.)

\$1900

(\$1600 for Youth and Full-time Student Riders)

Hazon Windbreaker

(old design shown.
2012 design coming soon.)



\$2500

(\$2300 for Youth and Full-time Student Riders)

Hazon Bike Shorts

(Old design shown,
2012 design coming soon)



TRAINING GUIDE

■ What it Takes to Get in Shape



Whether this is your first long distance ride or you are a veteran Century rider, you need to train! Your body can do anything you put your mind to if you train consistently. We recommend that you develop a regular training routine and push yourself a little further each week. With proper training, you can enjoy whatever distance you choose to do at the CA Ride. This section includes tips and a training schedule tailored to each of the three distances you can choose to do on the first day. You will also find a schedule of Hazon's own Training Rides and a worksheet to track your training progress. We're here to help, so call us if you have questions.

Planning Your Training Program

In preparing for the California Ride, it is critical that you train at the appropriate level for YOU. It should be challenging and geared toward improvement, but not overwhelming, considering your current fitness level and your personal cycling history. Often, cyclists preparing for a tour will try to cram in too much training, at too high an intensity. Regardless of how many weeks you have before the Ride, it is best to spend the time training at a level that is appropriate for you and improve from that starting point.

Tune Up Your Bike

Before hopping on your bike for the season, make sure it is in good working order. It's a good idea to take it to a bike shop and get it tuned up. Plan for another tune-up about 1 to 2 weeks before the Ride

Dress Appropriately

Early in the season, it can be cold, so it's important to dress appropriately for riding. Because weather changes, it helps to dress in layers or wear detachable arm and leg warmers which can be removed more easily than a jacket and pants (and take less storage room).

Warm Up and Stretching

To avoid injury, it is important to let your body get warmed up as you start your ride. Do an easy lap first, or a slow jog for at least 3 minutes before a ride. Then stretch. This will enhance your circulation and prepare your body for physical exertion. Stretch before, during and after each ride. If you keep your muscles warmed-up and flexible, you are much less likely to feel sore the next day. While riding, every 30 minutes stand on the pedals, arch your back and stretch your legs. You can also vary your riding position by moving your hands from on top of the handlebar to the brake lever hoods or drops to prevent muscle fatigue.

Keep a Training Journal

Cycling training is intended to prepare you for a particular ride or series of rides by building up your endurance, cycling muscles, cycling intuition (e.g. how to ride safely on the road) and the joy of riding your bike. Keeping a training journal enables you to track your progress throughout your personal training program. Such a program can last for as little as 8 weeks to almost half of a year depending on what your goals are. The training schedules we have suggested are 14 to 16 weeks long, and there is a sample chart on page 20.



Setting Your Goals

Planning your goals, training objectives, training program and particular rides and routes takes very little time and is extremely valuable as your ride approaches. Set aside an hour this week

Setting Your Training Goal

On the first day of the California Ride, you can choose to do routes varying from 45 to 90 miles (exact distances will be posted on the website in the late winter). Day 2 has 30 and 50 mile route options. Set your goal early for what you hope to accomplish for your longest ride. **You should aim to ride 75% of that distance at a comfortable pace at least once before the Ride.**

to think about your goals for the CA Ride. Think about when you can make time to ride, where you can ride, who you might ride with, etc. Make sure the goals are achievable and monitor them weekly. It can be helpful to break larger goals into smaller, more specific objectives that have a time goal attached to them (e.g. "Ride 40 miles by March 15 without getting off the bike before 20 miles). These goals can change, but it helps to commit them to paper.

Develop Your Routine

Take it slowly and build up your ability over time. Ride or exercise at least two or three times a week, and gradually increase length and intensity. Try to do one long ride every week. That one long ride should be 40% to 50% of your weekly total, and should increase by about 10% each week. This rate will ensure that you build your muscle strength and cardiovascular endurance gradually.

By 6 to 8 weeks before the event, you should be riding four times a week, even if it is for only 30 minutes at a time. Riding 45 minutes a few times a week is much better than two to three hours all at once. If you can't get out on your bike, try indoor spinning classes, a great simulation of cycling. Use your bicycle to commute, if you can. Try to get a short, but intense ride in before or after work. Consistency is paramount for training.

Vary Your Rides

You will be better off if you have trained to tackle both distance and hills. Alternate between shorter rides with more hill climbing and longer rides on flatter terrain, and some that combine both hills and distance.

Maintain an Even Pace

The CA Ride is not a race, but by the time of the Ride, you should be able to ride comfortably at an average of 10 mph (faster if you are planning on doing the longer routes). You will go slightly faster on flats, and slower on hills. On the Ride itself, if riders are going too slowly late in the day, we will sweep them to the nearest rest stop to ensure that they finish on time. You can complete the 55-mile route at an average of 10 mph but will need to average at least 12 mph to complete the 75 mile route.

Time in the Saddle

Cross training is great, but don't short-change yourself on time in the saddle. It's important to get used to sitting on your bike seat for hours at a time. You will be on the bicycle for at least 5 hours on Ride Day. The only way to get used to the saddle is to spend time on it. You will be much happier on Ride Day if you don't have a sore tush!



Get Other Exercise

Riding your bike is the best conditioning for the California Ride, however, demanding schedules and weather are not always conducive to riding outside. Remember: the goal is to gradually gain strength and build endurance, and there are many ways to do this. In addition to riding, you can walk, hike, swim, run, ski, snowboard, dance, lift weights, or take a class like aerobics, cardio kickboxing, step, spinning or yoga. No matter what combination of training you choose to do, it is imperative that you train, as it will help prevent injury, and it will make your long ride much more enjoyable.

Rest

Don't overdo your workout! Giving your body sufficient time to rest is as important as building strength and endurance. If you are exhausted after a long hard ride, do not try to do another long ride the next day. Let your body rest.

Free Training Rides

To help you get in shape and meet other riders, Hazon will offer free rides over the next few months in the Bay Area. By participating in the training rides, you will not only get in shape for the Ride, but you will get comfortable riding longer distances and learn group riding skills.

We plan to offer a variety of rides, which cover a range of distances and cycling abilities. If you are a beginning rider, we hope that over the course of the next few months you will improve your skills and move to more challenging rides.

More information at www.hazon.org/catraining:

- Training ride schedule
- RSVP form
- Training ride listserv

TRAINING LOG Use this chart to track your weekly progress.

Week	80 Mile Goal				50 Mile Goal			
	LONG RIDE MILEAGE GOALS	RECORD YOUR DAILY MILEAGE HERE	WEEKLY TOTAL MILEAGE	YOUR TOTAL MILEAGE	LONG RIDE MILEAGE GOALS	RECORD YOUR DAILY MILEAGE HERE	WEEKLY TOTAL MILEAGE	YOUR TOTAL MILEAGE
Feb 15	23		50		14		30	
Feb 22	25		55		16		34	
Feb 29	28		63		18		40	
Mar 8	31		70		20		45	
Mar 15	34		78		22		50	
Mar 22	37		85		25		56	
Mar 29	41		95		28		65	
Apr 5	45		105		30		70	
Apr 12	50		115		33		75	
Apr 19	55		127		36		85	
Apr 26	60		140		40		90	
May 3	25		40		20		35	
May 10	HAZON'S CALIFORNIA BIKE RIDE							

Cycling Tips

Anticipate Hazards

Cycling is a fun activity that can help you get and stay in shape, have more energy and feel great. It can also be hazardous, so it pays to be alert. Obey all traffic regulations, stop at all red lights and stop signs and be extra cautious at intersections.

In a city, ride on the right hand side of the road roughly 3 feet away from parked cars and watch for drivers opening their doors. On one-way, busy streets with buses, ride on the left.

Braking

A cardinal rule of bicycling is to brake before you must, especially on curves and down hills. Brake just before going into a curve; then, if you need to slow down more, brake gently with the rear brake while in the curve. Always apply brakes gradually so you do not skid and so that you do not surprise anyone behind you. Either squeeze both breaks at the same time or “feather” your brakes by applying alternating pressure on the left and right brakes to prevent flipping over your handle bars.

Emergency Braking

Practice emergency braking, which involves three simultaneous motions: 1) Shifting your weight toward the rear of the saddle, while 2) moving your hands onto the brake handles, and 3) applying firm, even pressure to both handles. If you do not shift your weight or only use one brake, you risk flipping over your bike when you stop.

Hills

When riding on rolling hills, be sure to attack the hills. To do this, don't coast on downhills – use that time to pedal hard and build energy and momentum that can carry you up the hill. Tough climbs will be less challenging, and you will find that smaller hills disappear.

Use special caution on downhills.

You can accelerate rapidly, and obstacles can appear quickly when you're moving at 30 to 40 miles per hour. Feather the brakes: rhythmically squeeze the brake handles on and off.

Avoid abrupt steering movements, especially when riding down hills or on slippery surfaces, or your tires may lose traction.

Challenging Conditions

Be aware that when you are heading directly into the sun, motorists behind you are doing the same and may have difficulty seeing you. Try to avoid night riding, but if you must, use lights and wear reflective clothing.

Cadence and Gearing

The system of gears on multi-speed bicycles lets you choose different pedaling rates (cadences). Your cadence is the pedal revolutions per minute, and ideally your cadence should not fluctuate too much when you ride. Skillful cyclists use a brisk, steady cadence of 80 to 100 pedal revolutions per minute, using the various gears to maintain a constant cadence over varying terrain (you will eventually drop on tough hills, but generally try to maintain a constant cadence).

To keep your cadence steady, change gears frequently when you ride. Spinning in a gear that is too low (making it “easier” to pedal) is tiring and makes for a choppy ride; pushing a gear that is too high (making it “harder” to pedal) is a primary cause of knee problems and the major reason people must stop cycling on a ride. At first, a cadence of 90 may seem that you are moving your legs much faster than your comfort level, but if you train to adapt to that pedal speed, you will find it less tiring on a long ride.

Practice Your Riding Skills

Find a painted straight line in a parking lot or a cycle path and follow it as closely as you can. Practice looking back until you can do so without veering to either side. Though not required, a rearview mirror attached to your helmet or handlebars will make checking behind you easier and safer.



Cycling Nutrition

A healthy diet is essential for riding. This section offers tips on how to eat appropriately to maximize your riding performance and pleasure.

Before a Ride

Don't get on your bike immediately after eating, because the body shifts fluid away from muscles and into the gastrointestinal tract during digestion. You want that energy in your muscles to give you the power to ride. The ideal time for riding after eating is about:

- Half hour after a light snack
- 1 hour after a light meal, heavy snack, or meal replacement drink
- 2 hours after a regular meal

By eating early enough before riding, you will allow enough time for the energy to move from your stomach to your muscles, where you want it.

Aim for a pre-ride meal that is:

- High in carbohydrates – whole grains
- Small – according to the amount of food that you feel comfortable eating
- Eaten with fluids.

Sample Pre-Ride Breakfasts

- ½ cup orange juice
- 1 cup dry whole grain cereal or ½ cup dry oatmeal
- 1 medium banana
- 1 cup milk or ½ - ¾ yogurt (fat keeps you feeling full longer, but lowfat or nonfat dairy is also an option)

OR

- whole grain pancakes, topped with fresh fruit, maple syrup or honey
- ½ - ¾ cup yogurt
- ½ cup juice

Try to drink 2 to 3 cups of cool plain water one hour before, and 1 to 2 cups about 15 minutes before starting (you should be urinating frequently, and your urine should be clear).

During a Ride

Once you get going on the bike, you will need to continue to provide fuel for your body. Experiment with easy-to-eat items during your training rides. But remember not to try anything new on the day of the BIG ride. Find out what you enjoy most and stick with it. In order to avoid a drag in energy, plan to eat about 30 – 60 g of carbohydrates for every hour you are on the bike. What does this mean?

- 1 – 2 bananas (depending on size)
- 1 – 2 energy bars (depending on quantity of carbohydrates)

Other good snacks: energy bars, pretzels, fresh and dried fruit, nuts, and trail mix. Don't skimp on the carbohydrates—complex carbs will provide a sustained energy source and simple carbs will give you instant energy, which is essential on a long distance ride. Some simple carbs are: juice, white bread, cookies and many granola bars that have sugar as a primary ingredient.

Everyone is different, but you will probably find that you will need to consume a lot more calories during long rides. Stop and snack frequently while riding to make sure that your body gets a consistent supply of fuel. On a long distance ride, you typically burn 300 calories every 10 miles, and it is very important to replace these burned calories. From before you get on your bike until the end of your ride, the food that you eat will affect your performance. Before you check your tires for air, check your stomach for hunger. If you are hungry, EAT!

Do not rely on salads, low calorie food and diet food while on a ride — your body has turned into a calorie burning machine, and you need to feed it!



After a Ride

When you get off the bike for the day, don't consume a heavy meal in the first hour after your ride. Enjoy a snack or light meal about 30 minutes after riding. This is the time when your muscles are craving nutrients to help repair them for the next ride (or the next day!). Make sure to choose a nutritious snack that contains a good source of lean protein to rebuild muscle and complex carbohydrates for brain energy. Here are a few examples:

- 1 hard boiled egg
- 1 cup of 1 percent milk, or nonfat/ lowfat yogurt.
- 1 apple with 1-inch cube of low-fat cheese (or 1 tablespoon peanut or almond butter)
- 2 slices of whole wheat bread with 2 thin slices of turkey (optional mustard)
- 2 slices whole wheat bread with banana and peanut butter or almond butter or hummus

Hydration

Even if you don't feel like you are sweating, you're always losing fluids while riding. If you don't drink fluids, you risk dehydration, which can lead

to very serious medical problems. If you wait until you are thirsty to drink, you have waited too long. Adequate hydration is essential for a healthy ride. Exercise performance suffers with as little as 2 percent loss of body weight due to dehydration.

Drink at least 2 cups of water about 2 hours before you get on your bike.

Whether you feel thirsty or not, you should be drinking about 1 bottle per hour. Alternate servings of water with servings of electrolyte replacement drink during strenuous exercise; drink not for what you need immediately, but what your body needs in reserve. You may want to have both a bottle of energy drink and water on your bicycle.

Nutritional Tips



- Weigh yourself before you ride and when you get home. If there is a difference in weight, it is due to water loss (sorry but you can't lose fat that quickly!). Ideally, you should have drunk enough fluids during the ride so that your body weight remained relatively unchanged. If you did lose weight, consume 2 cups (16 fluid ounces) of water for every pound of body weight you lost during the ride (e.g. if you lost 3 lbs. consume 6 cups or 48 fl. oz). Note how much you did drink on the ride, and on your next ride increase this amount by the number of cups you need.
- Make sure you are getting enough vitamins and minerals to keep your immune system strong. Eating fresh fruits, vegetables, and whole grains are the best ways to get your nutrients, but you may want to take a multi-vitamin/mineral supplement to ensure you are getting adequate amounts.
- Try different energy bars and sports drinks prior to the ride itself. This is a personal choice. Make sure whatever bar/drink you consume is easily digested and tolerated by your body.
- Make sure you monitor further fluid intake since there is also the risk of over-hydration — hyponatremia, and this can cause fainting too, because you dilute your system too much of its ions and electrolytes. Try adding an electrolyte supplement to your water
- Check the color of your urine! Urine should be very light yellow to clear, and it should be odorless. If it is dark and smelly, you have not been drinking enough. If your urine is copious and has no color, you are adequately hydrated. Think C2P2: Clear and Copious.
- Sports drinks are for sports. Beverages such as Gatorade, Powerade, and Cytomax have sufficient electrolytes to replace those that are lost in your sweat. They also contain carbohydrates to maintain your energy level. Experiment with different drinks to find the one you like the most. The more you enjoy it the more likely you will drink enough. Look for drinks that have sodium (Na) and potassium (K). Do not choose zero-calorie drinks, as adequate energy is essential for long rides.
- Get a full night's rest so you can get up and do it all again tomorrow morning!

NUTRITION CHECKLIST

Before a Ride

- Eat enough for cycling the distance you want to ride.
- Allow enough time to digest food (1 hour to 15 minutes before riding)
- Drink 2 to 3 cups of water 1 to 2 hours before riding.
- Drink 1 to 2 cups of water about 15 minutes before riding.
- Remember to stretch.

During a Ride

- Drink and eat sufficiently while riding. Bring enough water and energy bars.

After a Ride

- Eat a snack or light meal 30 minutes after you ride.

BASIC FOOD INTAKE

- 65 – 70% of your calories from carbohydrates, such as whole grain pastas, potatoes, bread, cereal, fruits, and vegetables.
- 15 – 20% from fats. No more than 10% of your fat should be saturated. Look for foods with healthy fats, such as avocado, coconuts, olive and canola oil, almonds and flax seeds.
- 10 – 15% from lean proteins, such as fish, poultry without skin, tofu, tempeh, seitan, lowfat or nonfat cheese or yogurt.

Vegetarian and even vegan diets are great alternatives, as long as you combine your legumes and whole grains to make complete proteins.

What to Wear

Helmet It is mandatory to wear a helmet when riding with Hazon as they are the most effective way to prevent a life threatening accident. Find a helmet that fits snugly, comfortably, and allows maximum visibility. Your local bicycle store should be able to properly fit a helmet for you and sell you a good quality product.

Camelbacks
We highly recommend having two water sources while cycling, so you can alternate between energy drink and water on the rode. Camelbacks are a great way to drink while riding. Remember to drink before you are thirsty!

Biking Jersey It is highly recommended to invest in a biking jersey or two to maximize your riding comfort. Biking jerseys come in all styles, from sleeveless to long sleeved and are made of special fabrics, like thin lycra which wick the sweat and are extremely breathable. Most come with pockets on the back for you to put lightweight items in, like snacks or your phone. You should invest in a riding jacket or lightweight rain coat in case of weather.

NO cotton shirts or sweatshirts which absorb moisture and become extremely uncomfortable.

Cycling Shorts Choose shorts made of Lycra Spandex. The padded liner is essential to a comfortable riding experience and you wear bike shorts without underwear (to prevent chaffing). Riding shorts come in many different styles, including baggy shorts, capri length, and even skirts. Make sure to find what fits best and makes you feel the most comfortable.

NO jeans, sweatpants or pants made of cotton as they hold moisture and cannot breath like modern fabrics.

Biking Gloves

To protect your hands from blisters and slipping on the handle bars, invest in biking gloves as part of your gear. Look for gloves with padded palms for added protection. They also come in handy for wiping sweat from your brow.

Water Bottles Cages can easily be attached to the frame of your bicycle in order for you to carry 1-2 water bottles on your bike.

Sneakers or Biking Shoes

It is essential to wear comfortable and supportive closed toed shoes while cycling. For advanced cyclists, try biking shoes or cleats which literally snap into a receptacle on the pedal. You will have greater riding efficiency with clipless pedals and cleats. Another great option for beginner and intermediate cyclists is to wear sneakers or running shoes.

NO sandals, boots, flip flops or open toed shoes while cycling.

Biking Socks Feet are sweaty so it's important to have breathable socks. Choose technical fabric socks made for cycling that will wick the sweat away.



WHAT ELSE?

- 2 water bottles on bicycle
- Saddle bag under your seat
- Your Favorite Snacks / Energy Bars
- Bar map for a cue sheet
- Sunscreen!

More prepared equals more fun!

Because of Hazon Rides...

...\$530,000 has been distributed to 77 environmental projects in the US.

...\$115,000 has been distributed to 12 projects in Israel.

...the ADAMAH farming fellowship was able to purchase a house for the fellows to live, build a greenhouse, and build a pickling kitchen.

...the Jewish Farm School was started, now a growing national environmental education network.

...Leket Israel has been able to collect over **100 tons of food** a week from restaurants to distribute to those in need.

...Camp Na'aleh has a garden that provides all the vegetables for the camp's second summer session.

...the Tel Aviv Bike Association was able to stay open (and pay the rent) and grow into the Israel Bike Association, a national advocacy force that has just won approval for bicycles on Israel's train system.

...the Greater Washington Interfaith Power and Light created a greening guide for Jewish lifecycle events that is used in the DC area and is being replicated nationally.

...there are 58 Community Supported Agriculture sites in synagogues and JCCs across the country, comprising the largest faith-based CSA community.

...there are over **4,900 families** receiving local produce.

...there is over \$1 million going to small local farms.

...a concept for a CSA leadership training retreat developed into the annual Hazon Food Conferences, with over **2300 participants in six years.**

...a family who was a founding member of a Hazon CSA spurred Hazon to create Min Ha'Aretz, our food curriculum for middle school children and their families.

...Hazon was approached by the Arava Institute to partner with them in founding the Arava Institute Hazon Israel Ride.

...750 participants have cycled through Israel (70 visiting for the first time), have met Arava Institute alumni, and have **raised over \$1.7 million** for the Arava Institute and an additional \$650,000 for Hazon.

...Hazon has grown in 10 years into one of the largest Jewish environmental groups.

...in 2006 a Beit Midrash study session was held on Jews, Food, and Contemporary Life. This later developed into Food For Thought, Hazon's food source book, which has been distributed nationally and printed over **5000 times.**

...an annual Tu B'Shvat Seder was started in New York, with online resources that were viewed by over **1500 people in 2010.**



**Thank you to the 2010 and 2011 ride photographers
David Gartner, Alex Tafla, Julia Gazdag, Michael Brochstein**

