Eleventh annual Mustard Seed Spin
Sunday, September 27, 2015

The mission of the Mustard Seed Spin is to promote total wellness for youth through safe cycling while creating opportunities for kids to help their less fortunate peers.

Kids Ride for Kids!

As we move into our second decade helping kids learn to love cycling and practice giving at the same time, we are very grateful to the loyal sponsors and businesses that have helped us reach a total donation of over $250,000 to the Mustard Seed School for homeless children.

Our annual event which brings 500 cyclists out on the American River bike trail for an organized family ride happens on the last Sunday in September. We also have a robust scholarship program which allows 50 cyclists to ride for free.

We would like to ask you to consider being a sponsor of our ride at whichever level best fits your budget:
- **Carbon Fiber** – $10,000 +
- **Titanium** – $2500 +
- **Platinum** – $1000 – 2499
- **Gold** – $500 – 999
- **Silver** – $250 – 499

Brand sponsor (terms negotiable) and all items below
Premium exposition spot, name on all printed materials, logo on special edition jersey and items below
Banner placed along course, and items below
Four free registrations to ride, name on T-shirt, and items below
Website post with link to your website

**Bike donor** (for the raffle): website posting, bike will be tagged with donor’s name and you will be personally thanked during the bike raffle

**Silent auction donor:** website posting

**Scholarship donor:** website posting

The Mustard Seed Spin is a joyful and unique community event and we would love to have you join in the fun. We have no paid employees and 100% of your donation will be applied to the event or given to the school. Please let us know your intentions by May 1st.

Please visit our website (above) or call Victoria Akins at 916-955-5065 for more information or to schedule a presentation.

**MSS Board of Directors**
Executive Director: **Victoria Akins**, Ph.D., M.D., Pediatrician, Kaiser Permanente Medical Group
President: **Melissa Meng**, North Natomas TMA, school outreach coordinator
Vice-President: **Kathy Martinez**, lecturer, CSUS, Department of Recreation, Parks and Tourism Administration
Treasurer: **Gene Webb**, retired Coast Guard, retired Sheriff’s Department
Karen Longenecker, respiratory therapist, Kaiser Permanente
Lurline Hodnett, CEO of PedalDiva
Mary Maroon, professional racer
Christina Keele, Russo Insurance Agency
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Information for potential donors

The Mustard Seed Spin envisions more kids on bikes, staying fit, enjoying the freedom and well-being that is part of safely and confidently riding. We hope to create more cyclists by introducing kids and their families to this fun, life-long sport.

At the same time as creating and educating cyclists, our annual cycling event creates a gift for the Mustard Seed School to help with their general operating costs. Associated with Loaves and Fishes services to the homeless, the Mustard Seed School strives to help at-risk youth stay current with their curriculum so they can eventually re-enter the mainstream school system. It provides a safe and nurturing environment for children who have lost their bearings. Since our first year, the Mustard Seed Spin has donated more than $250,000 to the Mustard Seed School. We are currently the biggest fundraiser for the school, which relies solely on private funding. The school will remain a primary beneficiary of the Spin for the foreseeable future.

Since we attained non-profit status in 2010, we have expanded to create bike safety outreach programs. We are committed to teaching safe cycling and promoting helmet use, particularly for underprivileged children. We hold bicycle rodeos at low-income schools and community centers. These rodeos are funded specifically through grant monies, or specially designated corporate gifts. The Mustard Seed Spin hopes to use the rodeos to expand ridership at our fall event, promote cycling for kids, and spread good will to Sacramento cyclists.
Overall, the Mustard Seed Spin has seen an increase in ridership since 2005 and our goal has been to carefully grow the event. Despite variations in our ridership due to the recession and new parkway restrictions, our gift to the Mustard Seed has continued to grow.

In 2013, the Sacramento County Parks regulated that open-trail events have under 500 participants. The fee for closing the trail is prohibitive for us so we will continue to work with the restriction. We continue to anticipate registering many families with kids as well as children over 8 riding solo. We would like our ride to become such a popular and sought-after event that we can close registration within a week or two each year and fill the trail with our maximum number of riders every year.

We remain committed to giving 100% of all registration fees to the Mustard Seed School.
From inception, the Mustard Seed Spin has been accountable and transparent. Our commitment is that ALL rider fees will be donated to the Mustard Seed School. However, because we are an all-volunteer group, and we have such a generous community, we have been able to give many more dollars to the school than are raised by event registrations.

Fixed expenses for our event include rider numbers, T-shirts, banners, decorations, rider gifts, and set-up costs for the event. These expenses have risen with the increasing complexity of the ride. Corporate and individual donations (as distinct from rider fees) help pay these costs with any additional money going to the school.

We are fortunate to partner with groups such as Cycles4Hope and CCTLA in Sacramento that help us create a scholarship program for underprivileged kids. This program continues to evolve and in 2014, approximately 50 riders in family groups received free registrations, refurbished bicycles and new helmets without any additional cost to the Mustard Seed Spin.
Levels of Commitment

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Brand sponsor (terms negotiable) and all items below

**Titanium** – $2500 +
Premium exposition spot, name on all printed materials, logo on special edition jersey and items below

**Platinum** – $1000 – 2499
Banner placed along course, and items below

**Gold** – $500 – 999
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2014 Sponsors

Premier titanium sponsor
  John Whelan
  REI
  Martha Field Fite
  Pride Industries
  Roxy Restaurant

Titanium sponsors
  Kaiser Permanente
  Blue Diamond Growers

Platinum sponsors
  Devine Intermodal
  Hagen’s Freeze
  Dos Coyotes
  Dr. Jeffrey Dubois
  Karen and Rob Longenecker
  One Printing

Dahl–Buxton Family
  Sacramento Bike Hikers
  Capitol City Trial Lawyers Association
  Dr. Thomas Curran
  Sacramento River Cats

Gold sponsors
  Nugget Market
  Niello.com
  Gene and Linda Webb
  Andrew Huang and family
  Mary Ellen Carroll
  Kai Chang Birthday Fund
  Carole B. Jennings
  Giggle and Riot Funbooths

Sacramento Foods Co–Op
  Granite
  CPRS District 2

Silver sponsors

Bicycle donors
  City Bike Works  REI  Chris and Jim Lennon  Natomas Bike Shop  Jim Elridge  Karen Woo
  Ernesto Rivera  Susan Graybill DuBois  East Sac Bikes  Ignacio Family  Pamela Emmert

Thank you to all our wonderful sponsors!
More pictures from all ten previous Spins are online at
http://www.mustardseedspin.org/photoarchive.shtml
We are also on FB at www.facebook.com/mustardseedspin