Dear [FRIENDS & FAMILY/NAME],

On Sunday, July 28th, I will be among 3,000 bicyclists riding in the 32nd Annual The Ben to The Shore Bike Tour. This exciting 65-mile bike ride from Franklin Square in Philadelphia to the Showboat Hotel in Atlantic City is the Families Behind the Badge Children’s Foundation’s signature event.

The Families Behind the Badge Children’s Foundation (FBBCF) is a 501(c)(3) non-profit organization committed to improving the lives of children in the Philadelphia and South Jersey area. This is done in three ways: by supporting the families of first responders who are killed or severely injured in the line of duty, by improving relationships between law enforcement and the community they serve, and by encouraging children through education and recreation.

Throughout their history the Families Behind the Badge Children’s Foundation has raised over $8.3 million for various locally based children-centered charities. Last year The Ben to The Shore Bike Tour raised over $1,100,000 and has set an even bigger goal this year!

With your help, I can reach my personal goal of $[INSERT DOLLAR AMOUNT], and contribute to this worthy cause. Any donation, big or small, can make a difference in the lives of children in need. Please visit my personal fundraising page at [INSERT URL] to make a donation or visit www.fbbcf.org to learn more about the event. Checks can be mailed to: Families Behind the Badge Children’s Foundation, 2007 Walnut Street, Philadelphia, PA 19103, and be sure to write my name in the memo.

[Add a sentence about why you ride/support the FBBCF.] We hope to make this year our most successful ride yet and positively impact even more children in the Philadelphia and South Jersey area.

Thank you,

[Insert name here]