

Ride For A.L.I.C.E.

2025

Since 1957, United Way of North Idaho has connected individuals, businesses, and organizations to create a stronger, more resilient community. Now in its seventh year, Ride for A.L.I.C.E. returns this August as a virtual fundraising event for the whole family—encouraging participants to ride anything with wheels, from bikes and scooters to skateboards and rollerblades, in support of working families across North Idaho.

Funds raised will directly support children in A.L.I.C.E. (Asset-Limited, Income-Constrained, Employed) households by increasing access to essentials like health care, education, and basic needs. According to the latest A.L.I.C.E. Report, many families earn above the poverty line but still struggle to afford necessities—especially child care, which remains one of the most expensive items in a family’s budget.

*By joining the ride, sharing your story, and spreading awareness with #RideforALICE, you help ensure every child has a chance to thrive—regardless of their zip code or their parents’ income. **Show the community your company cares about improving lives of our friends and neighbors in need.***

Ride for ALICE opportunities

	Ride Sponsor \$500	Support Sponsor \$250	Prize Contributor
Ride Day Recognition	Luncheon Rally “podium” time for CEO or rep.	Announcements thanking your company	PA recognition of contributors
Recognition	Logo on posters, cards and Flyers (if confirmed by June 1)	Name printed on posters, cards and flyers (if confirmed by June 1)	
Ride Entries	Two entries in the ride	One entry in the ride	
Listed on website event page	With large logo	With small logo	Listed
Social Media	3 with logo	2 with logo	Mentions

To secure your sponsorship or for more information, contact Jen Reynolds at 208-667-8112 ext 104 or email Jen@UWnorthidaho.org. Thank you for your consideration.