



2026 RIDER FUNDRAISING TOOLKIT



24th Annual
RIDE FOR THE FEAST
MAY 9, 2026

mfeast.org/rideforthe Feast

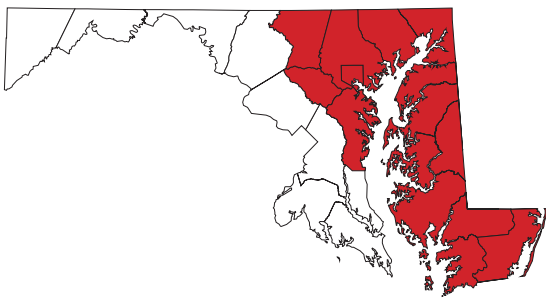




EVERY CLIENT EVERY VOLUNTEER EVERY MEAL EVERY MILE MATTERS

OUR MISSION

Moveable Feast serves Marylanders living at the intersection of chronic illness and food insecurity. Our program comes at no cost to our clients, who reside in Baltimore City, the five surrounding counties, and the entire Eastern Shore. **Our mission is to improve the health of Marylanders experiencing food insecurity and chronic illness by preparing and delivering medically tailored meals and providing nutrition education, thereby achieving racial, social, and health equity. We mobilize a community of volunteers and supporters to feed people, fortify health, and foster hope.**



OUR IMPACT



33% reduction in clients' healthcare cost when comparing 6 months before and 6 months after receiving services.



24% reduction in hospital visits when comparing 6 months before and 6 months after receiving services.



93% of clients surveyed agree that receiving services from Moveable Feast improved their health.

Programs & Services Offered:

- Home-Delivered Meals
- Medical Nutrition Therapy
- Medical Transportation
- Produce
- Supplements
- Dependent Meals



RIDE FOR THE FEAST

Moveable Feast's 24th Annual Ride for the Feast charity cycling event is our largest annual fundraiser, projected to raise **\$600,000 for our programs and services**. Over 200 riders & 100 volunteers raise funds for and promote our organization September through May, and conclude the event with a 25, 42, 66 or 102 mile bike ride in Easton, MD on May 9th.

GETTING STARTED

Start by customizing your fundraising page. Use a photo of yourself and include a personal message about why you support Moveable Feast's mission. Remember, your community wants to support you and your efforts in addition to a good cause - so get personal!



For best results, profiles images should be a square (800 x 800 for example). Under 400px is not recommended.



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SOCIAL MEDIA

Follow us to stay informed about rider fundraisers and other important information about Ride for the Feast.



Social media can be a great way to keep your fundraising campaign visible to friends and family in the months leading up to the event. To support your efforts, we have ready-to-post content available for you to use, as needed, and certainly encourage you to use any personal photos you have of past participation at events, volunteering, etc. Remember, always include a link to your RFTF fundraising page in case your friends and family would prefer to donate directly through the RFTF website.

 [Link to Photos & Content](#)

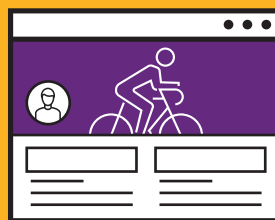
FACEBOOK FUNDRAISERS

Increase attention to your fundraiser by creating a Facebook Fundraiser. Facebook covers the processing fees & automatically reminds your friends to donate. Once created, you can invite your friends to donate, guaranteeing they will receive a notification of your efforts! Create even further incentive if you are celebrating a milestone ride anniversary, birthday, or a holiday!



Step 1

Go to facebook.com/fundraisers
Click “Select Nonprofit”
Choose **Moveable Feast**



Step 2

Personalize your fundraising page by sharing what you are doing and why you are doing it!



Step 3

Invite your friends to donate and make regular posts about your fundraising and training progress.

No matter what platform you choose, a direct ask with a genuine message about why you support Moveable Feast is always the most effective way to fundraise.

Consider the following when utilizing social media:
POST OFTEN • SHARE YOUR “WHY” • STATE OUR MISSION

FUNDRAISING EVENTS

Put the FUN in fundraising! Seriously – it helps. Hosting an event can expand your reach in the community and even support local businesses! Funds raised can come from tickets, raffle prizes, or a % of sales. Moveable Feast promotes all Ride for the Feast related fundraisers to help your event be a success.

FUNDRAISING EVENT IDEAS

- | | |
|--------------------|---------------------------|
| Roller Skate Party | Dinner Party |
| Chili/BBQ Cook Off | Movie Screening |
| Bowl-a-thon | Athletic Class |
| Dance Party | Restaurant Sales Donation |
| Bingo Night | Baking Competition |
| Sip & Paint | Crafting Competition |
| Trivia Night | Karaoke Night |
| Variety Show | Art Show |
| Cooking Class | Set a Challenge |



LIST OF VENUES FOR HOSTING FUNDRAISING EVENTS

- | | | |
|---------------------------|---------------------------------------|---------------------------------|
| • Peabody Heights Brewery | • Faddensonnen | • 2640 Space / St. John's UMC |
| • Guilford Hall Brewery | • Old Line | • Zion Church City of Baltimore |
| • Diamondback Brewing | • Blue Pit BBQ | • Whitehall Mill |
| • Mobtown Brewing | • Creative Alliance Marquee Lounge | • Baltimore Spirits Company |
| • Checkerspot Brewing | • Dutch Courage (Patio) | |
| • Ministry of Brewing | • Hotel Indigo 1st Floor Meeting Room | |



To have your fundraisers promoted across Moveable Feast platforms, please submit your fundraiser details via our online [2026 Event Submittal Form](#).



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SPONSORSHIPS & CORPORATE GIVING

Engage local businesses and even your business by asking them to sponsor or match your fundraiser. Sponsored or corporate matched funds can be used to quickly meet your individual or team fundraising goal!

SPONSORSHIPS

Sponsorships provide incentive for companies to donate in exchange for some level of marketing, such as a logo on a t-shirt. If you or your team solicits a sponsorship, you or team will receive full financial credit!

Please note, in order for a company to receive Moveable Feast sponsorships benefits, all completed paperwork must be submitted via email at development@mfeast.org. Payments must be made directly from the sponsor to Moveable Feast.

CORPORATE GIVING

Check with your employer to see if they match employee donations and then encourage your colleagues to donate!*

*Ask your Human Resources Department to explain how gifts are matched to coworkers who may want to support.

 [Search Employer](#)

Click to view the sponsorship packet



Companies who have matching programs



and more...

Have questions or need support?

Please contact Events Manger, Kevin Smith at ksmith2@mfeast.org or 410-888-3893.