



## 2018 Habitat 500 Wrap-up Fact Sheet

### Rider Demographics

- ✓ Average age—56
- ✓ Riders 25 years old and under—2.97%
- ✓ Riders 70 years old and over—13.86%
- ✓ Women—40.6%
- ✓ Men—59.4%
- ✓ Returning riders—72.3%
- ✓ First-year riders—27.7%

### Overall Fundraising (as of September 24, 2018)

- ✓ Total funds raised—\$287,984
- ✓ Total sponsorships—\$27,075
- ✓ Average raised per rider—\$3,388.05
- ✓ Average raised per rider (without top 6)—\$2,343.92
- ✓ Riders who raised over \$10,000—Lilah Aas, Donna Kummer, Ruth Lunde, Steve O'Malley, Paul Reasoner, Paul Shol
- ✓ Top fundraiser—Paul Reasoner raised \$33,940

### Online Fundraising (as of September 24)

- ✓ Total online fundraising—\$77,844
- ✓ Number of riders participating in online fundraising—87 (86%)
- ✓ Total number of online donations—1,002

### ***bike.home.* Fundraising (as of September 24)**

- ✓ The 2018 *bike.home.* is in Brandon, MN (Douglas County Habitat for Humanity's service area)
- ✓ Riders who raised funds for the *bike.home.*—19
- ✓ Percent of participants who raised funds for the *bike.home.*—21.8%