

# 6<sup>th</sup> Annual Molly-Dharma Run



**held Sunday June 10, 2012 to benefit MaxFund**



**What a perfect day for a ride and a Block Party!  
Thank you Riders, Sponsors, Supporters, Media,  
Volunteers and Friends of MaxFund for your  
support of this special event!**

(The following is a review of the 2012 MDR that I wrote for Paw Prints, the MaxFund newsletter, with expanded comments.)

The weather might have been even better than last year, and the weather was great last year! This weather was fantastic and everyone seemed ready for another MDR. We are very grateful for all of the support we have received from our riders, sponsors, supporters, media and volunteers. To everyone, a very sincere Thank You.



We (Kirk and I) started planning this event 7 or 8 months ago so we wanted this to be another big success, the same as last year, or better. We were not disappointed!

So a few words of appreciation to our sponsors ... and a hope that you will stop by and support them this year, as you have in the past:



To The Platte River Bar & Grill, 5995 So. Santa Fe Drive, Littleton: You guys have been with us from the beginning and I cannot begin to tell you how much we appreciate your continued support and the hard work of you and your staff. Super! Thanks Pancho. Thanks Frankie. Thanks Annie. And a special thanks to your staff who worked so hard to help us pull this off ... and who kept saying they love our event and MaxFund. Thanks guys! If you haven't been there in a while, stop by and check out their new expanded deck(s). Great food, great location, always a fun place to spend some time.



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To Thunderbird Motorcycles, 9709 W. 44th Ave., Wheat Ridge, Co. 80033 (303) 463-9399: Marty has been great and very supportive for the last four years and totally behind our event. (Kirk considers Marty to be his mentor – Marty's guidance has been key to the success of this event). This spring, Marty and his crew opened the T-Bird Roadhouse bar, right next to Thunderbird Motorcycles on W. 44th ... be sure to stop by and check'em out. Thanks again Marty. Thanks Curtis.



To Rock Bottom Brewery – Denver, 16th & Curtis, on the mall: To the amazing Rock Bottom Brewery – Denver organization, our very sincere and grateful Thank You for agreeing to provide our food and beer again, for our 6th Annual MDR for MaxFund! We cannot begin to tell you how much we appreciate your support and the way you do it all for our event! Thank you! Thanks Stephanie. Thanks Helen. And your great crew! Don't forget to thank'em when you stop by!



To the Kicked To The Curb band 303-838-7761: Thanks for doing our event again! You guys rock! We always enjoy seeing Kicked To The Curb and you always do such a great job and a wonderful crowd pleaser ☺ They have been very supportive of our event ever since we met them performing at a Freedom Harley-Davidson event. Thanks Roger.

Thanks Pat. Stage and sound provided by Skinny W. of SSS Productions.

To the rest of our sponsors: We had a great list of sponsors this year! Because of our sponsors we had a great selection of prizes for our raffle drawing and for our Grand Prize drawings. We're always so impressed at the amount of support we receive from our group of businesses, and individuals, that help our event. The Annual MDR has a reputation of giving out some of the best prizes around of any event. This clearly helps us increase our ridership year after year.

A portion of our 2012 sponsor list include: Argonaut Wine & Liquor, Canine Fitness and Fun Center, CJ's Leather, Escapar Massage, Forest Oil Corporation, Hogley Custom Cycles, Linda Shanks, Purina Petcare, Rocky Mountain Harley-Davidson, UNiQ Cycle Sounds, Wrigley's Chicago Bar & Grill; as well as Belcaro Animal Hospital, Belcaro Paint Decorating Center, Inc., Coyote Motorsports, The Crypt, Hotel Monaco Denver, Jane Koch - Dog Leash Plaques, Mary Ellen Weiland, Author: 'M.E. & My Shadow', Murdoch's Ranch & Home Supply, Quaker Steak and Lube, Savage Design Studio, SewJustSew, Sherlock Hound Pet Deli, SSS Productions, and Zoom Room Denver. For a list of all sponsors please refer to the attached 2012 Sponsor List. Thank you. We also want to extend our thanks and sincere gratitude for individual donations that were made to our event, thank you so much for your generosity! Thank you all very, very much!

Again, thank you sponsors for your support. Everyone, please be sure to open the attached file, with a complete list of all of our wonderful sponsors! And support them if you can ... we couldn't do this event without them!

To all of our supporters: Thank you. Thanks for allowing us to put our flyers and brochures in your businesses and / or just emailing your friends and helping us to spread the word about this event. Thanks for talking it up on FaceBook and even Twittering it ... still don't know how to use that but it's growing all the time. It's all very important as we try to build this annual event into something special for MaxFund and the Denver community!



**Registration:** We heard great things about how well the registration was organized and how smoothly things ran. There were expanded tables and signs to help direct people along the way. Great job everyone! We had about 400 people that registered this year, about 280 bikes and about 120 Passengers (plus a few people that just donated online, thank you!) for a total of about 400 participants this year! Very impressive picture as they rode out in one continuous stream of bikers ... on and on and on and on .. for a 2 ½ hour ride in the foothills. Special thanks to Mike F. and his great group of Road Captains! Thanks guys, we needed you (again) this year!



Super year! Thanks riders! And thanks for returning year after year and for bringing your friends and for spreading the word about our event and our little shelter. We've heard some great comments about the ride, very positive feedback. I know the bikers (and others) were anxious to see the photos from this year, and I apologize for the late date in putting them online. Be sure to check them out ... they're very, very good! Thanks again riders ... you are what

keeps us going!

**To our volunteers:** Thanks to all of our hardworking volunteers for this event. We had a great set of volunteers this year, as always, from our extremely productive and dedicated Core Committee Members (Thanks Alexa K., Anne C. Barbara S., Barbara W., Dennis K., Elizabeth S., Karen A., Kathy S., Lisa L., Pat B., Stuart Z., Tami T., Teresa P. and Wendy L. – thanks guys, you were awesome!) ... to all of our wonderful volunteers that helped us throughout the year and especially on Event Day! We couldn't do it without you! And of course, I want to mention my co-chair Kirk Z. who started this whole madness with me in 2006 when he adopted Molly-Dharma ... thanks Kirk! I don't think we realized what we would be getting into when you suggested a motorcycle ride for MaxFund. Again, thanks everyone for working so hard on another Molly-Dharma Run, this year benefitting MaxFund ... we're looking forward to great weather and a great turnout next year!

The Block Party set up was a challenge and a lot of work for our volunteer crew. The set up crew of volunteers at MaxFund did a super job of organizing the block party layout and fitting everyone in. It's always a big job and a challenge, and we had vendor booths again this year. Really well done and well organized, especially since we expanded the area this year with more tables and chairs, vendor booths and even had Dave & Edie's Nitro Trike on display, courtesy of David and Edie Cox. Great job everyone!

The Block Party went off well with Rock Bottom setting up and ready to serve beer and burgers by 12:30. Thanks RB ... sure hope you keep coming back J Stage and sound provided by SSS Productions. The Kicked To The Curb band was a real crowd pleaser (as always) ... thanks guys! Our MC, Shannon VanDzura., did a great job. Thanks Shannon! We had a different system of drawing prizes this year, quicker pace drawing for prizes every fifteen minutes ... kept things moving and very popular with the crowd.



The bake sale was popular this year. We had a surprising number of donated cakes, cookies and sweets for our bake sale table. Thanks everyone for donating the items and thanks everyone for purchasing some of those delicious treats for yourself and your family. We had MDR t-shirts for sale again this year! The shirts were/are black of course, and very popular, especially with the MDR logo on the back of the shirt. We do have just a few left, with limited sizes. If anyone is interested, please contact Kirk or Ken ASAP. Thanks.



On the stage, we had the annual appearance of the one and only Ms. Molly-Dharma. She is such a special girl and well deserving of this event named in her honor. She's come such a long way from when she was in the shelter and deserves all the love and affection she gets at this (her) annual event. A huge change in her attitude and acceptance of people around her from her days at the shelter and when Kirk (and others) were first learning to bond with her. Ms. Molly will be nine in September!

This year Kirk Zimmerman (Ride Founder and Co-chair of this event) and Ken Mann (Co-Founder and MaxFund Co-chair of this event) were able to present to MaxFund, a check for a little over **\$10,000.00!** Our event, to date, has raised over **\$35,000.00** for MaxFund!

We are very grateful for any and all of the media support we have received. Thanks Kim Christiansen and Ann King of Ch 9; Michael Clapp of Motorcycle Rider News; Clear Channel radio promo spots; Peter Boyles at TalkRadio 630 KHOW, Tim Anderson of Scooter News, Carol Harris of the Aurora Examiner, our Facebook fans that help us spread the word; [www.Lets-Ride.com](http://www.Lets-Ride.com) and other websites too numerous to mention (thanks for posting our event on your website and helping us to get the word out!). We appreciate you all!

And of course, our thanks to Jim Medford, our official photographer this year for his coverage and wonderful photos of our event. Please contact him at 303.570.4272 or email him at [jmedford@aol.com](mailto:jmedford@aol.com), if you have any questions about his photos ... they can be viewed and downloaded at the link below. Check out his photos, you may see yourself or your friends. Great photos. Thanks Jim.

Link to 2012 MDR photos: <http://photobucket.com/2012MDR>

If you have not seen this, please check out this YouTube retrospective of our first 3 MDR's, about 3 minutes long.

Thanks Jen S. <http://www.youtube.com/watch?v=yJ4XkU5WKXw>

The following is a YouTube PSA for the 2010 MDR ... please enjoy and share it with friends etc.

Thanks Kim G. 60 sec <http://www.youtube.com/watch?v=A15VYQFK-YI>



**SPECIAL NOTE:** Regarding the future of the Molly-Dharma Run (the MDR), we have grown to the point where we need to incorporate into a 501c charitable organization in our own right.

During our six years of putting on the Molly-Dharma Run at MaxFund, the MDR has provided MF with additional funds, but more importantly, it has spread the word to a new target audience (the motorcycle community) about the wonderful work the MaxFund does, and the need to adopt shelter and rescue animals.

It is our philosophy that we should always strive to make sure that ALL shelter animals find loving homes. With that goal in mind, the MDR would like to extend our service to other shelters in the Denver area and Colorado in the future. This would mean holding the event at a different shelter each year, potentially returning to the MaxFund periodically too.

The Annual Molly-Dharma Run will always be held on the 2nd Sunday in June! The date for next year's 7th Annual Molly-Dharma Run will be held June 9, 2013 – shelter and location to be determined. We look forward to working again with our wonderful sponsors, media organizations, volunteers and supporters of the Molly-Dharma Run next year ... and of course, to have the biker community supporting us again as we move in a new direction. We'll be in touch. Please contact us with any questions you may have or if you want to become involved in this new direction of the MDR.

Please look for an announcement soon as to how we will do this, in your email and on Facebook – we are still working out the details. As always, thank you for your support in the past, this year and in the years to come!

**Thank you all very, very much for supporting MaxFund ... and this year's event ... the 6th Annual Molly-Dharma Run, held at, and held for MaxFund!**

**Kirk and I thank you, Molly-Dharma thanks you, MaxFund thanks you, and I know the animals at MaxFund would thank you if they could!**

**See you next year – on the 2nd Sunday in June: Sunday June 9, 2013!**

Ken and Kirk

Kirk Zimmerman  
Ride Founder and Co-chair of this event  
303.548.5123

Ken Mann  
Co-Founder and MaxFund Co-chair of this event  
303.871.8290

[www.MaxFund.org](http://www.MaxFund.org) [www.ThunderbirdMC.com](http://www.ThunderbirdMC.com) [www.ThePlatte.com](http://www.ThePlatte.com) [Rock Bottom Brewery – Denver](#)

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