

Every family deserves more time with the people they love

But every year Colorado families unexpectedly lose someone they love while walking, biking, crossing crosswalks, and traveling our roads.



145

People were killed while walking or riding a bike on Colorado Roads in 2025. Every number is a person and a family.



Families who received news they could never have prepared for. They were children, parents, spouses, siblings, friends and neighbors—people going to school, heading to work, crossing a street, riding a bike, or simply living their everyday lives. **And then, in a moment, everything changed.**

Ollie's Bike Parade creates support kits for families in memory of 10-year-old Oliver Stratton, who was killed by a texting driver. The love we have for Ollie didn't end when we lost him. We carry it forward by showing up for other families—with comfort, practical guidance, trusted resources and support for the days ahead. No family should have to walk this road alone.

Every purchase at our booth helps fund Ollie's Sudden Loss Family Care Boxes. We place kits with families at no cost. You can also directly sponsor a Care Box or volunteer to help us build them.



SPONSOR A KIT
Provide a complete
Care Box for a family



LEND A HAND
Help us make and
build Care Boxes.



MAKE A DONATION
Help us reach more
families.



VENMO

www.olliesbikeparade.org

What can you give a family when their world shatters?

You can't take away their loss, but you can make sure they don't have to navigate what comes next alone.



Comfort

A handmade weighted heart hug pillow, water & snacks. When there are no words that can make it better, something soft to hold can offer a small measure of comfort and grounding.



The first 72 hours

A gentle guide to what families may encounter in the first days. Knowing what may happen next can make the first overwhelming hours a little less frightening and unfamiliar.



Knowledge

Clear information about hospitals, autopsy, investigations, victim rights, court, media, privacy & more. Understanding unfamiliar systems, rights and choices helps families feel less lost and better able to protect themselves and make informed decisions.



Advocacy

A guide that helps a trusted person step in, stay organized and support the family. When grief makes it hard to carry everything yourself, a trusted person can help ask questions, remember details, manage practical needs and stand beside you.



Tools for what's ahead

A notebook, important contacts, resources and practical information to keep close.

Nothing can make these days easy

But they can be a little less confusing and lonely

WHEN A LIFE IS LOST, THE PEOPLE LEFT BEHIND INHERIT MORE THAN GRIEF.

GRIEF DOESN'T COME WITH TIME TO FIGURE EVERYTHING OUT.

THE WORST DAYS OF YOUR LIFE CAN ALSO BECOME SOME OF THE MOST COMPLICATED.

Sudden loss can place families inside unfamiliar medical and hospital systems, autopsies, police investigations, insurance complications, conflicting victim rights, overwhelming legal decisions, courtrooms, victim impact statements, media and community attention or backlash, privacy loss, work complications, school struggles, funeral arrangements, painful family interactions and communications.

They find themselves in investigative, legal and public systems almost overnight. They may be asked to make life impacting decisions, answer questions, preserve information, understand their rights and navigate processes they never imagined needing to understand.

All while grieving someone they love.

And sometimes, you don't know what you don't know.

**NO FAMILY
SHOULD EVER HAVE TO
WALK THIS ROAD ALONE**

We can't change what happened. But we can help make sure a family has information in their hands, a community caring about them, and support for the road ahead.

ALWAYS FREE TO FAMILIES

We are committed to placing this support directly into the hands of families at no cost to them. *They have already paid more than enough.*

Your donations make that promise possible. Sponsor a Care Box. Support a family. Make a Donation to help many. No family expects this to ever happen to them, please help us to ensure that they don't have to face what comes next without support.

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