



PEDAL TO EMPOWER

A GLOBAL MOVEMENT



PEDALTOEMPOWER.COM



PEDAL TO EMPOWER

Welcome to Your Team Captain Handbook



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Thank You for Being a Pedal to Empower Team Captain!

Ride Mission

World Bicycle Relief's annual signature ride [Pedal to Empower](#) mobilizes women and girls around the world to break down barriers with bikes. We're on a mission to encourage everyone to get on a bike—any age, any ability, anywhere. This year, with more than 1 million Buffalo Bicycles on the road, there's no better time to join the movement that's mobilizing the next generation of women and girls. Because 1 million mobilized is just the beginning.

Together, through World Bicycle Relief's Pedal to Empower campaign and global cycling event, your movement fuels theirs.

Ride together, in your homes, or a world apart—your teammates can join you from wherever they are. The miles from all members will be totalled on your team profile page so you can track your team's overall progress.

Whether you ride around your neighborhood with your kids, up a mountain, or on your indoor trainer, thank you for joining us this May-June, in raising awareness and funds to give bicycles to the changemakers of tomorrow. **When you ride, she rides!**

Inspiration



Saida | Student

Saida, 14, smiles as she confidently declares that, one day, she wants to be a neurosurgeon. In Tanzania's strained healthcare system, Saida says she's seen too many people in her life suffer from a lack of quality care. With the help of her bicycle, which she received last year, she is well on her way. Saida's grades have improved significantly, and even her friends and family have noticed that she has changed. Plus, she no longer faces harassment from men on the road to school. "Now, I can take the highway and go straight home. They can't bother me anymore."



Yaritza | Businesswoman

"When I look at the bike, I have fond memories of Argelis," says Yaritza of her daughter, who died suddenly last year of a brain tumor. The Buffalo Bicycle she rides today to build her family's bakery business was originally given to Argelis in 2023 to reach school. As an immigrant who fled to La Guajira, Colombia, from Venezuela 8 years ago, daily life has been a challenge. "With all of this, despite my loss, I feel more grateful," she said. "To be able to start a business. And to be able to fight on, to continue."

More Inspiration: [Video Library](#) | [Our Latest Impact](#)

2025 Pedal to Empower Impact

PEDAL TO EMPOWER

MAY-JUNE, 2025

36,526

PARTICIPANTS
(ALL AGES AND
ABILITIES)

2,704,034

KILOMETERS
RIDDEN

82

TEAMS
WORLDWIDE

617

GLOBAL
FUNDRAISERS

\$1M+

RAISED FOR
WOMEN & GIRLS

6400

PEOPLE
EMPOWERED



TOP INDIVIDUAL FUNDRAISERS



- Stephanie Cera
Amenta
- Peter Galbavy
- Edward Benford



TOP TEAM FUNDRAISERS



- Hatch Cycling Club
- Velosmith
- Benford Capital
Partners



TOP COMPANY FUNDRAISERS



- Hatch
- Benford Capital
Partners & Portfolio
Companies
- Velosmith

53

PARTICIPATING COUNTRIES

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Comoros, Costa Rica, Croatia, Cyprus, Denmark, Ecuador, Finland, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Italy, Japan, Kenya, South Korea, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, Panama, Philippines, Poland, Portugal, Puerto Rico, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom, United States, Zambia, Zimbabwe

936K+

SOCIAL
IMPRESSIONS

37,800K

SOCIAL
ENGAGEMENT

800

NEW
FOLLOWERS

31,000

VIDEO
VIEWS

About World Bicycle Relief

Mission

World Bicycle Relief mobilizes communities in rural regions around the world to thrive with life-changing bicycles. We envision a world where bicycles improve healthcare and education outcomes and broaden economic opportunities so individuals and communities can thrive.

Why bicycles?

Bicycles are a simple mode of transportation that are essential to creating long-term sustainable change in low-income regions around the world.

What is a Buffalo Bicycle?

The Buffalo Bicycle isn't your typical bike. The Buffalo Bicycle was created specifically to withstand the rugged terrain and demanding conditions of the regions in which we work. The rear rack's capacity of 100 kgs allows the rider to carry heavy loads to market or even another rider to school.

Women and girls

With access to bicycles, women and girls have the opportunity to unlock their potential and focus on education, feel safer, obtain vital healthcare services and achieve greater earning potential. That's why World Bicycle Relief works with communities to direct at least 70% of bicycles to support women and girls.



Education

With a bicycle, girl students:

- **Reduced absenteeism by 28%**
- **Increased punctuality by 66%**
- **Decreased dropouts by 19%**
- **Reduced their commute time 33%—saving nearly 6 hours a week**
- **Reported feeling more in control of the decisions affecting their lives**



Healthcare

With reliable transportation, people can access health services, community health workers can deliver life-saving information, and medications can be transported quickly to those in need.

- **With a Buffalo Bicycle, health workers can serve 63% more households**



Economic Opportunity

The lack of efficient, reliable transportation adversely affects economic and social development in regions where distance is a barrier. With a bicycle, farmers and entrepreneurs can transport more goods to market and, in turn, generate more income and stability for their families.

- **Women with bicycles recorded 50% higher earnings from work than those without bicycles.**
- **Households saw 43% higher average monthly income**

Additional Tools: [Video Library](#) | [Our Latest Impact](#)

Ride-Day Logistics

Ride with your friends, family, cycling buddies, or colleagues and Pedal to Empower as a team!

1. **Choose your location.** Find a convenient location to start and end your ride. Search for a park, public space, or work with businesses in your community to see if they will allow you to use their facilities. Some events that use public space may require a permit. Depending on the size of your group and where you're hoping to meet, you may need special permission or to submit necessary permits and coordinate municipalities to lock down the details of the event. Keep a back-up location in mind if your first choice is denied. Ideal locations should include bathrooms, a shady area, and space to sit before and after the ride.

2. **Plan the route.** Consider the skill level and size of your group. Take advantage of bikeways and roads with bike lanes, or generally slower, more manageable traffic patterns. It's important to be aware of traffic patterns along the route for that specific day of the week and time of day.

For a road ride, determine a set of distance options for riders. Typically, options between 10-, 25- and 50-mile routes will satisfy most charity cyclists. If you're feeling adventurous, include a 75- or 100-mile route. Use the longest route as the "base" for all other distances; for shorter distances, determine turnaround points. Develop a turn-by-turn cue-sheet.

Establish rest areas every 10 miles for a road event and every 3 miles for a mountain bike event. Remind your team members to bring food and water with them—or arrange for volunteers to help with additional food and water at each rest stop. Tip: Make sure each rest stop has a bathroom available!

3. **Share Information.** Make sure participants know the skill level required for the ride, the meeting place, start times, the route, and any pertinent details about the ride's destination (ie. if a rest stop will be included with bathrooms, snacks provided or available for purchase, etc).
4. **Get Ready to Ride.** Consider assigning route leaders or breaking into smaller groups based on skill level. If you're providing snacks, think about possible sources of funds, and people and companies who may be able to donate products. Otherwise make sure to let your team members know that they should bring their own. Meet at the designated spot on ride day—and don't forget to share your adventure with us by tagging #PedaltoEmpower.
5. **Celebrate!** After the ride, regroup with your team at the start/stop location. This is a great opportunity to partner with other businesses in the community for a post ride snack or drink. Don't forget to take a team photo and post it on social media using the

hashtag #PedaltoEmpower. We even have some [Pedal to Empower tunes](#) for your gathering courtesy of World Bicycle Relief supporter and international DJ, DJ JaBig. Remember, the ride is about the mission, not the miles, so be proud of all that you've accomplished and the lives you're empowering through the Power of Bicycles.

6. **Say Thank You.** Sending thank-you letters, notes or emails to everyone who participated in or supported your ride shows your appreciation and reinforces their goodwill about supporting World Bicycle Relief. We hope you'll all be back to join us next year!

Please be sure to keep basic bike safety in mind and consider adding a waiver. Here are some additional resources to help:

[Customize Your Route with Strava](#) | [Rules of the Road](#)

Building Your Bike Squad



1. **Recruit.** After you create your team fundraising page* it's time to build your bike squad! Start by emailing the people you think might want to join. Then make a few requests through social media posts.
2. **Start with a thank you.** As people join your team, send a quick note to thank them for joining and helping to empower women and girls with life-changing bicycles!
3. **Create a goal.** After you've recruited your members, set a reasonable team fundraising goal. You can do this on your own or with help from your team. *Pro Tip: encourage all members to fundraise a minimum of one Buffalo Bicycle (\$165 USD / 147 EUR / 120 GBP).*
4. **Keep communicating.** Send an email to your members thanking them again and communicating the team goal. Periodic updates about your team's progress keep everyone committed! Encourage people to share ideas about their training, motivation and fundraising efforts.
5. **Make it personal.** Update your team and personal fundraising pages with photos and personal messages. The tools below will walk you through how to edit your pages.
6. **Be your team's #1 fan.** Be supportive! Send words of encouragement to your team as you work toward your collective goal.

Additional Tools: [Fundraising Toolkit](#)

Bike Safety



1. **Bikes are vehicles.** A bicycle is considered a vehicle, and you are expected to obey the same traffic laws, signs and signals that apply to cars and drivers.
2. **Be alert.** When crossing the street or turning, always look both ways and make eye contact with drivers to make sure they have seen you. Watch out for doors opening from parked cars.
3. **Be visible.** Wear bright colors, make sure you have both front and rear reflectors, and mount a bell or horn to be heard in traffic.
4. **Ride with the flow of traffic.** Always ride in the same direction as traffic, not against it, and ride in single file.
5. **Familiarize yourself with the rules of the road.** Rules of the road include such things as using arm signals, how to position your bike in the road when turning right or left, obeying traffic lights and signs, dismounting when crossing in crosswalks, letting pedestrians know when you're passing and slowing down at intersections and railroad crossings to ensure it's safe to cross.

Group Ride Safety – Be sure to keep a comfortable pace that acknowledges both the group size and skill level of the group members, as well as road and traffic conditions. Use hand signals and make sure you are vocal, sharing conditions and hazards with riders. Assign an established rider to bring up the rear and keep an eye out for any issues that may arise. Model safe behavior, good riding etiquette, and check that all equipment is in safe working condition before you begin.

Additional Tools: [Rules of the Road](#) | [Customize Your Route with Strava](#)

Fundraising 101

1. **Set a Fundraising Goal.** Set a fundraising goal on your profile page. Your friends will be more likely to sponsor you if they know you have a personal goal...and they'll want to help you achieve it. The higher your fundraising goal, the more support you'll receive from your friends, family and colleagues.
2. **Customize Your Profile Page.** Make it personal and customize your profile page to make it your own. Tell your story, upload your photo and keep your sponsors updated throughout your challenge to share your journey to empower women and girls with bicycles!
3. **Make the Ask.** Ask everyone you know to support your efforts to empower women and girls! You never know who will sponsor you, and donations can come from the most unlikely places. Share your personal story and the goal you hope to achieve, and then let people make their own decision to sponsor you. *If you never ask for support, how will people know to support you?*
4. **Send an Email.** Email your friends, family and work colleagues to tell them about your personal Pedal to Empower goal! *Not sure what to write?* We have [pre-written email text](#) for you to use—just add your personal details before sending it out.
5. **Get Social!** Social media is the perfect channel with which to communicate your goal, update your friends and ask for support. Check out our [Pedal to Empower promotional toolkit](#) for sample social posts, downloadable photos and videos, and more! Here are some simple ways to use social media for your fundraising efforts:
 - **Customize your profile.** Upload your very own personalized profile pic and timeline image to tell everyone about Pedal to Empower! Share the link to your fundraising page in your profile bio.
 - **Post regular status updates.** Post weekly updates to communicate your personal progress to your friends and family.
 - **Send a personal message.** Send a personal message to ask specific friends for their support—there's a good chance they would have already seen your status updates but it's nice to be personally asked!
6. **Put Up a Poster.** Download, print and post our [Pedal to Empower poster](#) at your school, workplace, cycling club or local coffee shop! Let everyone know about your goal to help empower women and girls with life-changing bicycles!

Additional Tools: [Promotional Toolkit](#) | [Fundraising Toolkit](#)

Brand Guidelines

World Bicycle Relief has set guidelines in place protecting our brand, logo and intellectual property.

We appreciate the full cooperation of our fundraisers to help enforce these guidelines.

Use of World Bicycle Relief Name

Grassroots Fundraisers and supporters are permitted to use the World Bicycle Relief name in promotional materials, signs, and websites. The World Bicycle Relief name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. If tickets, services or goods of any kind are being sold that will benefit World Bicycle Relief, fundraisers should clearly state the percentage of purchase price or the exact amount that will be donated. You may say that “XX% of the proceeds from this sale will benefit World Bicycle Relief, a non-profit organization providing access to independence and livelihood through The Power of Bicycles.” The World Bicycle Relief name should not be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Logo

The use of the official World Bicycle Relief logo is prohibited outside of official corporate partnerships. Grassroots Fundraisers and supporters are granted a non-exclusive right to use the [“To Benefit World Bicycle Relief logo”](#) in promotional materials directly related to their fundraising event. When used online, the “To Benefit World Bicycle Relief logo” should directly link to the front page of worldbicyclerelief.org or directly to the worldbicyclerelief.org URL of the fundraising campaign. The “To Benefit World Bicycle Relief logo” should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Images & Videos

World Bicycle Relief images are owned by World Bicycle Relief or our photographers. Fundraisers and supporters are granted a non-exclusive right to use these [photos](#), and [videos](#) on promotional materials and websites directly related to their fundraising campaign. No other World Bicycle Relief images may be used by Grassroots Fundraisers or supporters.

Appropriate use

World Bicycle Relief does not allow our name to be associated with any website, event, or promotion that is obscene, pornographic, violent, intolerant or tasteless. World Bicycle Relief reserves the right to refuse the use of the World Bicycle Relief name or marks at any time.



From all of us at World Bicycle Relief and those we serve, **thank you** for your support and your dedication to empowering women and girls to break down barriers with bicycles. Please reach out to info@worldbicyclerelief.org with any questions. We're here to help!