



PEDAL TO EMPOWER

SATURDAY, 5 JUNE 2021

A WORLDWIDE EVENT







Welcome to Your Team Captain Handbook



- 1. About Pedal to Empower
- 2. About World Bicycle Relief
- 3. How to build your team
- 4. How to create your own route
- 5. Safety & Rules of the Road
- 6. Fundraising 101
- 7. Social Toolkit



Thank You for Being a Pedal to Empower Team Captain!

Ride Mission

World Bicycle Relief's annual signature ride empowers 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. Together, as we celebrate World Bicycle Day we aim to help girls overcome challenges with life-changing bicycles.

Whether you ride around your neighborhood with your kids, up a mountain, or on your indoor trainer, thank you for joining us on June 5, 2021, and helping make a world of difference!

Inspiration



Dilshani | Sri Lanka

World Bicycle Relief was born in 2005 in response to the tragic Indian Ocean Tsunami, which left families displaced and unable to access schools, health clinics and jobs. Dilshani received one of the first Buffalo Bicycles, which allowed her to return to school and, eventually, become a nurse. Ten years later, that same bicycle carried her younger sister to school. "The bicycle allows me to continue my education and follow my passion to help pregnant women," Dilshani says.



Royce | Zambia

Royce is a Community Health Volunteer in rural Zambia, caring for sick adults and children in nearby villages. "I became a caregiver because I have a passion for helping people," Royce said. Though Royce worked tirelessly, she could visit only up to four patients in a single day because she had to travel for miles by foot to see them. When she received a Buffalo Bicycle, everything changed. Royce can now reach up to 18 patients each day, providing treatment for HIV/AIDS patients, the elderly, and orphans and vulnerable children in the surrounding villages. Now when Royce rides by, people in her village say, "There goes our caregiver on her bike!"



2020 Impact

PEDAL TO EMPOWER

787

RIDERS
(ALL AGES & ABILITIES)

119
TEAMS
WORLDWIDE

31
PARTICIPATING
COUNTRIES

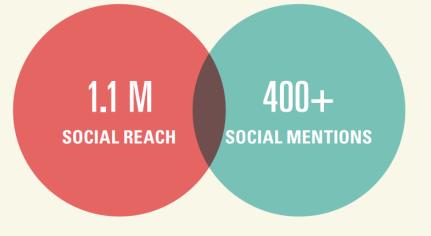
45
PARTICIPATING
STATES

\$294,442

RAISED TO EMPOWER WOMEN AND GIRLS

31 PARTICIPATING COUNTRIES

Australia, Austria, Canada, China, Colombia, Denmark, France, Germany, Ireland, Italy, Kenya, Lesotho, Malaysia, Mexico, Nederland, New Zealand, Norway, Poland, Scotland, Serbia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, UAE, United Kingdom, United States





About World Bicycle Relief

Mission

World Bicycle Relief mobilizes people through The Power of Bicycles. Our mission is to create access to education, healthcare, and economic opportunities in developing regions of the world where distance is a challenge.

Why bicycles?

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

What is a Buffalo Bicycle?

The Buffalo Bicycle isn't your typical bike. While most of the world's bicycles are lightweight, complex and made for recreation, the Buffalo Bicycle was created specifically to withstand the rugged terrain and harsh climate 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

Throughout developing regions, women and girls face cultural obstacles that limit their access to quality education, well-paid employment, quality reproductive healthcare, and property rights. That's why **World Bicycle Relief aims to direct 70% of program bicycles to women and girls.** With access to bicycles, they can unlock their potential.



Education

With a bicycle, girl students in World Bicycle Relief's programs:

- Decreased the number of days they missed by 28%
- Reduced their commute time, on average, by 35 minutes each way—a decrease of 33%—and saved nearly 6 hours a week
- Reported feeling more in control of the decisions affecting their lives and having more bargaining power in their families
- Reported a 22% decrease in harassment on the way to school.





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. As the coronavirus pandemic began to spread, our supporters helped to provide 2,500 bicycles to frontline health workers at several organizations, Including the Kenya Red Cross and Save the Children in Malawi.

With a Buffalo Bicycle, health workers can visit 88% more patients each month



Economic Development

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.

- Dairy farmers delivered 25% more milk to dairy cooperatives on bike than on foot
- Farmers spent 60% less time traveling to market

Additional Tools: Our Latest Impact



Building Your Bike Squad

Please follow your local regulations and restrictions regarding social distancing, travel, and stay-at-home orders.

If you are unsure, please complete this ride at home!







- 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 (\$147 USD / 134 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.

*Note: If you need to create a team fundraising page after already creating an individual page, please reach out to <u>fundraise@worldbicyclerelief.org</u>.

DO NOT repeat the process and create a team page as this will create a duplicate individual fundraising page.

Additional Tools: 6 Steps to Being a Successful Fundraiser



Creating Your Own Route

Please follow your local regulations and restrictions regarding social distancing, travel, and stay-at-home orders.

If you are unsure, please complete this ride at home!

- 1. Choose your location. Find a convenient location for your event. 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 to get permissions or 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.
- 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.

As Pedal to Empower's premiere route-planning partner, Komoot is offering a FREE subscription to their app to help build your ride and share it with your group. Enjoy free access to Komoot's 3 regional bundle(s) for life, as part of your Pedal to Empower event ToolKit. Komoot has all the best routes in your area, every single must-see, the world's best planning tech, GPS, offline maps & more! Build your own route or discover pre-created routes in your area based on your preferred difficulty, destination, or terrain.

Start planning your Pedal to Empower route today with Komoot! Registrants receive a custom code to access their free subscription.

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 additional food and water at each rest stop. Tip: Make sure each rest stop has a bathroom available!

3. Share Information. Make sure that 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.

Additional Tools: Plan your perfect route with Komoot!



Bike Safety

Please follow your local regulations and restrictions regarding social distancing, travel, and stay-at-home orders.

If you are unsure, please complete this ride at home!



- 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 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: COVID-19 Cycling Safety | Rules of the Road | Rider Guide (in app asset) | Customize Your Route with Komoot



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 <u>Pedal to Empower promotional toolkit</u> 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 <u>Pedal to Empower poster</u> 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 | 6 Steps to Being a Successful Fundraiser





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 fundraise@worldbicyclerelief.org with any questions. We're here to help!

