



# World Bicycle Relief

Fundraising Events Toolkit





**Thank you for your interest in holding a special event to benefit World Bicycle Relief!**

We're thrilled to have your support to mobilize communities and individuals with life-changing bicycles. This guide will help you structure a successful fundraiser in compliance with World Bicycle Relief brand guidelines and requirements. Please review the following information carefully.

If you have any questions, please reach out to [info@worldbicyclerelief.org](mailto:info@worldbicyclerelief.org) and thank you, again!

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## World Bicycle Relief Resources



- [Fundraising Toolkit](#)
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- [Website](#)

### Social Media Handles

- Facebook: [World Bicycle Relief](#)
- Instagram: [@worldbicyclerelief](#)
- Twitter: [@powerofbicycles](#)
- LinkedIn: [World Bicycle Relief](#)

### Hashtags

#PowerofBicycles #WorldBicycleRelief #BuffaloBicycles



## Event Ideas

World Bicycle Relief supporters host a wide range of fundraising events. The most successful experiences are intentional, mission-aligned, and focused on connection and impact. Below are examples to inspire your planning.



### Private Dinner or Cocktail Reception

Host an intimate evening at your home, club, or restaurant. Include a short program featuring impact stories, a World Bicycle Relief video, and brief guest remarks to connect attendees to the mission.

### “Ride for Impact” Invitational

Lead a local ride with peers, teammates, or colleagues, followed by brunch, post-ride refreshments, and/or a fireside discussion. Invite participants to make a gift or participate as matched donors. Learn more about planning a community ride in the section below.

### “Bikes Change Lives” Speaking Event

Curate a conversation or presentation around mobility, access to education, healthcare, or economic opportunity. This may be paired with a wine tasting, coffee gathering, or small-venue talk and supported with approved WBR materials.

### Custom Celebration or Milestone Event

Celebrate a birthday, business anniversary, race season wrap-up, or personal milestone by inviting guests to give in lieu of gifts, tickets, or registration fees.





## How To Build Your Own Community Ride



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 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.
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.

**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](#)

## Event Support - Helping you Help us

We appreciate the time, care, and effort that go into organizing a fundraising event and understand that you may require guidance or resources from World Bicycle Relief to help make your event a success.

### What World Bicycle Relief can do to support your fundraiser

World Bicycle Relief may provide the following support for approved external fundraising events:

- Assist with expert fundraising advice and access to a customizable fundraising page.\*
- Provide you with branded materials: fact sheets, banners, video assets, images, stories, and logos to share and promote our mission.
- Provide you with a letter of support to endorse your solicitations of donated items and event spaces.
- List fundraising events on our calendar of events on the website.\*
- Provide assistance and guidance including sample run-of-show, sample invitations, and talking points.
- Provide tax receipts for donations made payable directly to WBR.

*When appropriate, World Bicycle Relief may recognize select fundraising efforts through social media, digital features, or donor communications. Recognition is discretionary and based on alignment, impact, and capacity.*

### What we cannot do

To ensure clarity and consistency, World Bicycle Relief is unable to:

- Guarantee event attendance of World Bicycle Relief staff or ambassadors (subject to availability).
- Secure volunteers for your event.
- Pay or reimburse event-related expenses. Because your fundraiser is not organized by World Bicycle Relief, we are unable to cover event costs. We recommend keeping expenses at 30% or less of total proceeds, with at least 70% of all funds raised benefiting World Bicycle Relief.
- Provide contact lists of donors, vendors, board members or other affiliated constituencies
- Accept coins or cash. For accounting and security purposes, World Bicycle Relief must receive a check or direct funds to an online fundraising page.

*\*Event listings and fundraising support are dependent on the size and scope of the fundraiser.*



## Logistics



### Organizer Responsibilities

You, the event organizer, will be responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to World Bicycle Relief. It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects. Please note we are **unable to provide Buffalo Bicycles** for any external special event.

### Fundraising Goal

We appreciate the hard work that goes into your fundraising efforts, and we strive to provide the support and resources needed to make your event a success. To maximize your impact and effort, we recommend each external event aim to raise \$1,000 or more. We are happy to discuss and assist with fundraising efforts at any donation level. Establishing levels enables our staff to set priorities for fundraising efforts and allocate resources to those parties who are willing to undertake the time and commitment required to organize, manage and execute a successful fundraiser.



## **Sponsorships**

If you are planning to solicit companies or organizations for donations or sponsors for your event, please provide us with a list of those you plan to approach prior to doing so as we may already have an established relationship. It is not our desire to limit your plans, but to protect relationships with those who give directly to the organization on a regular basis. As there are companies who already provide great support to our organization, we must be careful about duplicating efforts and avoid having many people ask the same groups for donations on our behalf.

## **Planning a larger fundraiser? Consider the following tips:**

1. Form a planning committee. Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.
2. Brainstorm. Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people that participate now, the more committed they'll be later.
3. Choose the “right” event. The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
4. Identify your target audience. Consider who is most likely to attend and support the type of event you have selected.
5. Develop a budget. Try to identify all the expenses involved with your event (invitations, venue, signage, food and catering, promotional materials, website, advertising, etc.). Then think about possible sources of funds, and people and companies who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs. We encourage you to maintain fundraising costs at 30% of your budget.
6. Develop an event timeline. A timeline is important in planning a publicity strategy for your event.
7. Schedule the event. Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.
8. Collect all funds. We ask that all event proceeds designated for World Bicycle Relief be forwarded to the WBR within 30 days following the conclusion of your event.
9. Say thank you! Sending thank-you letters, notes or emails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting World Bicycle Relief.

# 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! 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 fundraising 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. Here are some simple ways to use social media for your fundraising efforts:

- a. Customize your profile. Upload your very own personalized profile pic and timeline image to tell everyone about World Bicycle Relief! Share the link to your fundraising page in your profile bio.
- b. Post regular status updates. Post weekly updates to communicate your personal progress to your friends and family.
- c. 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.**

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!

# 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](http://worldbicyclerelief.org) or directly to the [worldbicyclerelief.org](http://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 only these [photos](#), [images](#) 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.



# World Bicycle Relief Messaging

## What is World Bicycle Relief?

World Bicycle Relief believes that two wheels can open a new world of possibilities - especially in places where access to reliable transportation is a luxury. That's why we support people and communities in low-income regions to go after their dreams with life-changing bicycles. With our purpose-designed Buffalo Bicycles, riders are a force for change, unlocking pathways to new opportunities for themselves, their families and entire communities.

## Mission

World Bicycle Relief mobilizes people through The Power of Bicycles. We work globally in underserved markets with millions of people who lack reliable transportation, creating access to affordable purpose-designed bicycles, mechanics and spare parts so that individuals and communities have independence, access to health care, education, and economic opportunities.

## Why bicycles?

The lack of efficient, reliable transportation adversely affects economic and social development in regions where distance is a barrier. Bicycles are a simple mode of transportation that are essential to creating long-term sustainable change in developing regions around the world. When compared to walking, bicycle riders can carry five times as much cargo in just a quarter of the time. A high-quality bicycle in a developing rural area is a powerful, cross-cutting intervention that immediately improves livelihoods and educational and healthcare outcomes.

## 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 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

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 programming and bicycles to support women and girls.

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

