

WORLD BICYCLE RELIEF

Ride in a Box Toolkit

WORLD BICYCLE RELIEF®

Thank you for your interest in hosting a ride to benefit World Bicycle Relief!

We're thrilled to have your support to empower individuals with life-changing bicycles. This guide will help you structure a successful ride 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** and thank you, again!

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Tools & Resources

Logos

Photos

Videos

Website

Events Toolkit

Fundraising Toolkit

Handles & Hashtags

Facebook: World Bicycle Relief
Instagram: @worldbicyclerelief
X: @powerofbicycles
Linked In: World Bicycle Relief

#WorldBicycleRelief
#PowerOfBicycles
#PedalToEmpower

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How to Get Started

- **Choose a date and time for your ride.** Once confirmed, share this with World Bicycle Relief to help with next steps.
- **Create an event fundraising page.** Use this link to share event details and invite your community to join. World Bicycle Relief will be available to support creating a custom URL.

  **If you choose not to set up an event page through WBR, consider creating a QR code or linking to www.worldbicyclerelief.org in your communications so participants can learn more about WBR's mission.*
- **Recruit**. Invite your staff, loyal customers, and community members to join the event and pedal for purpose together.
- **Spread the word.** Check out our **fundraising** and **events** toolkits for templates, posters, images, and more to help you get the word out via email, social or in person!
- **Plan for event day!** Create and share a route and plan a post-ride celebration.

Pro tip: *Partner with local businesses to host the post-ride party and offer food and drinks.*

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Ride Day Logistics

Organize your ride and invite your community to join!

- **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 in public spaces 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.

  Ideal locations include bathrooms, a shady area, and space to sit before/after the ride.

- **Plan your route.** Use your go-to routes; consider offering a shorter one for new riders and a longer one for an extra challenge.

  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.

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Ride Day Logistics

Organize your ride and invite your community to join!

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. 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!

- **Share Information.** We have assets to help you get the word out and will make it simple to communicate the ride in email, social, or flyers.

Ride-day communications example

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 (i.e. if a rest stop will have bathrooms, snacks provided or available for purchase, etc). Share this information on your team fundraising page and send out mass communications to your team members through the fundraising portal.

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Ride Day Logistics

Organize your ride and invite your community to join!

- **Get ready to ride.** Assign route leaders or break into smaller groups based on skill level. Meet at the designated spot on ride day—and don't forget to share your adventure with us by tagging #WorldBicycleRelief.

- **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 #WorldBicycleRelief. We even have some tunes for your gathering courtesy of World Bicycle Relief supporter and international 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 mobilizing through the Power of Bicycles.

- **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 WBR. We hope you'll all be back to join us next year!

Pro tip: *create a custom QR code for your team's donation page, then print and post them around your event location!*

Please keep basic bike safety and road rules in mind and consider adding a waiver.

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World Bicycle Relief Facts

Thanks to our incredible community of supporters, since 2005, **World Bicycle Relief has distributed more than 1,000,000 bicycles in 28 countries around the world** to students, healthcare workers, entrepreneurs and farmers.

With a bicycle:

- **Girl students boosted their school attendance by 28%**
- **Dairy farmers increased milk deliveries and incomes by 23%**
- **Health workers increased monthly patient visits 88%**

Our Mission

World Bicycle Relief mobilizes individuals and communities around the world to thrive with life-changing bicycles.

Our Vision

We envision a world where bicycles improve healthcare and education outcomes and broaden economic opportunities so individuals and communities can thrive.

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World Bicycle Relief Facts

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 another rider to school.

Common giving amounts

- **$35 USD** equips 10 riders with toolkits to power their rides
- **$50 USD** upgrades a rider's ride with our patented Dualboost
- **$185 USD** mobilizes a rider with a purpose-built Buffalo Bicycle
- **$555 USD** mobilizes 3 individuals and their families

Women and girls

Throughout rural regions of the world, 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 works with communities to direct at least 70% of programming and bicycles to support women and girls.

Click here to learn more about World Bicycle Relief

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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 in adhering to these guidelines.

Use of World Bicycle Relief Name

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 the purchase price or the exact amount that will be donated. You may say “XX% of the proceeds from this sale will benefit World Bicycle Relief, a non-profit organization providing access to independence and livelihood through life-changing 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. Fundraisers and supporters are granted a non-exclusive right to use the **”To Benefit” and “Proud Supporter” World Bicycle Relief logos** in promotional materials directly related to their fundraising event. When used online, the “To Benefit” and “Proud Supporter” logos should directly link to the front page of worldbicyclerelief.org or directly to the fundraising campaign page. The “To Benefit” and “Proud Supporter” logos 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 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** and **videos** on promotional materials and websites directly related to their fundraising campaign. Other World Bicycle Relief images may not be used by fundraisers or supporters without written permission.

Appropriate use

World Bicycle Relief does not allow our name to be associated with any website, event, or promotion that is obscene, 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.

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Thank you for your support!

From all of us at World Bicycle Relief and those we serve, **thank you** for your dedication to empowering individuals and communities to thrive with life-changing bicycles.

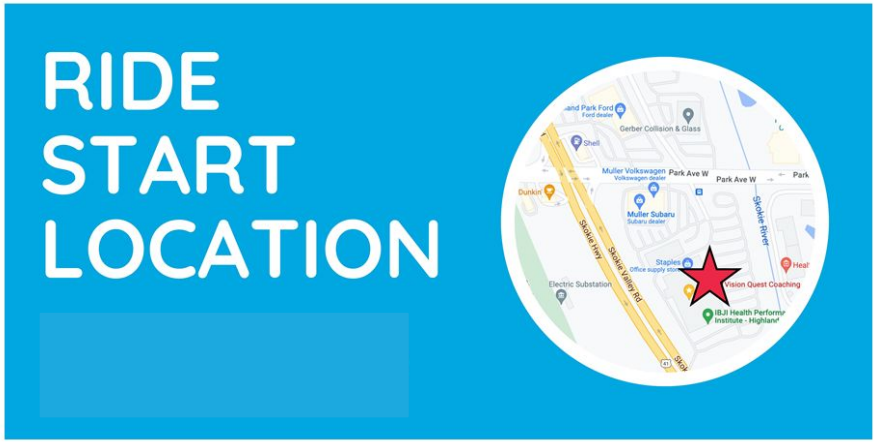
Please reach out to **info@worldbicyclerelief.org** with any questions. We're here to help!

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Ride Day Email Example

In this email you'll find the following info:

- Event day schedule
- Parking and start location
- Pre-ride
- Ride & course routes
- Ride support
- Post-ride events



Event Day Schedule

Here is a quick overview of the day;

- 7:30am: Check-in starts
- 7:50am: Safety brief
- 8:00am: Ride start
- 10:30am: Post-ride celebration with snacks and beverages

Parking

A free parking lot is located on the east side of the building. You can park in any available spot in this lot!

Ride Check- In

Upon arrival, please head to the check-in tent. Check-in will include:

- Select the route option you would like to participate in
- You will receive a wave number and a corresponding start time
- Receive your wristband so our SAG support team knows you are part of our ride!

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Ride Day Email Example [continued]

Pre-Ride

After check-in, we will have the following to help you get ride ready:

- Bike racks will be available for you to use while you are getting ready.
- We will have bike pumps for you to pump up your tires.
- Our facility will be open for you to access our locker rooms with restrooms, cubbies and showers.
- We will have a table set up with hydration and nutrition products to use during the ride.

The Ride & Route

We will be using a “ride duration” format. Everyone will have up to 2.5 hours to ride and we ask that everyone complete their ride within that timeframe and choose their route distance accordingly.

Our route options are:

- Long option: 35 miles
- Short option: 24 miles

Route navigation:

- We have set up our routes using Ride with GPS. This will provide you with the option to download the route file and upload it to your bike computer or use the free RWGPS app.

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Ride Day Email Example [continued]

Ride Support

We will have ride leaders in each of our group options to help guide you during the ride.

For any mechanicals you may have on the road, we will have a SAG support vehicle available. To contact SAG support, please use this number: [xxx-xxx-xxxx]

Post-Ride

After the ride, we will have a post-ride celebration with:

- Food options
- Beverages
- Socializing with your fellow riders!

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