



Thank you for being a part of World Bicycle Relief's [Pedal to Empower](#) event this June! We're thrilled to have your support for our all-ages global movement to *empower* women and girls with life-changing bicycles!

Please use the following resources to set up a community ride, invite others to join, and set up an optional team fundraising page.

Questions? Reach out to alexgee@worldbicyclerelief.org.

Event summary

Date: June 2nd - June 5th, 2023 (celebrating World Bicycle Day on June 3!)

Location: Worldwide. Available to anyone, any age, anywhere

Event website and registration: <http://www.pedaltoempower.com/>

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

Social media handles and hashtags

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

Hashtags: #pedaltoempower #powerofbicycles

Ride Mission

Women and girls in rural regions of the world play a critical role in helping their communities thrive. Yet they face obstacles to accessing education, paid work, reproductive and maternal healthcare, and safety from gender-based violence. Without reliable transportation, women walk long distances to reach vital services, get to work, or attend class, risking their personal safety and valuable time.



Enter the bicycle. Two wheels and a frame aren't groundbreaking (although our specially designed Buffalo Bicycle is pretty special). But when placed in the hands of women and girls, bicycles become vehicles of change that can uplift generations. On a bike, women and girls can take control of their futures.

In honor of World Bicycle Day, World Bicycle Relief's annual Pedal to Empower ride helps women and girls everywhere fulfill their ambitions and transform their communities.

**Join us this June in putting the changemakers of tomorrow on life-changing bicycles.
When you ride, she rides.**

Event details:

- Plan a local in-person ride on event weekend
- Celebrate and share your ride to inspire others
- Donate or fundraise to create Impact



How to Get Started



1. **Choose a date and time** for a Pedal to Empower community ride. Once confirmed, share this with World Bicycle Relief to help with [promotion](#) and next steps.

2. **Create a [Pedal to Empower](#) event 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, consider creating QR code or linking to www.pedaltoempower.com in your communications so participants can learn more about Pedal to Empower's mission.*

3. **Recruit.** Bike shops are at the heart of every community. Invite your loyal customers as well as community members to join the event and pedal for purpose together.

4. **Spread the word.** Check out our [promotional toolkit](#) for templates, posters, images, and more to help you get the word out via email, social or in person!

5. **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.

Ride-Day Logistics

Organize a ride and invite your community to join 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 in 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.

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

2. **Plan the 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.

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!

3. **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.

[See here for an example of ride-day communication](#)

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.

4. **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 #PedaltoEmpower.



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

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

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



WBR Quick Facts

Thanks to our incredible community of supporters, since 2005, **World Bicycle Relief has distributed more than 700,000 bicycles in 21 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%**
- **Healthcare workers increased monthly patient visits 88%**

Mission

World Bicycle Relief empowers communities in rural regions around the world to thrive with life-changing bicycles. We envision a world where distance is no longer a barrier to independence and livelihood.

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. 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.

Cost of a Bicycle

- \$25 keeps wheels rolling for people in need
- \$165 provides one life-changing Buffalo Bicycle
- \$250 amplifies sustainable programming for communities in need

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



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

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 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 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 fundraising campaign page. 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 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.



Thank you for being part of Pedal to Empower!



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 alexgee@worldbicyclerelief.org with any questions.

We're here to help!



Ride Day Communication Example

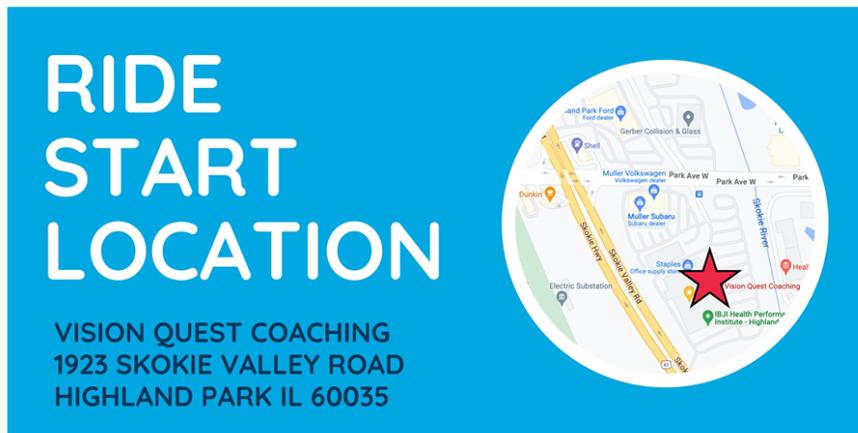
In this email you'll find the following info:

- Event day schedule
- Parking and Start Location
- Ride Check-in
- 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 (waves will leave in 3 minute increments)
- **10:30am:** Post-ride celebration with snacks (taco truck!) and beverages



Parking

Vision Quest has a large free parking lot for you to park your car. The parking lot is located on the east side of the building and you can park in any available spot in the lot!

Ride Check-In

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

- Select the route option you can complete in 2.5 hours
 - 35 miles
 - 24 miles (with a bail out option)
- 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. Please wear this on your left wrist.



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 for our ride. 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 and navigate the route on your phone.
- If you need instructions to upload the route file onto your bike computer, click on the button below.

Ride Support

We will have VQ Ride Leaders, including VQ Owners Robbie Ventura and Dave Noda, in each of our group ride options to help guide you during the ride.

For any mechanicals you may have on the road, we are very excited to have the SRAM NRS Team in SRAM vehicles to help us out with SAG Support!

To contact SAG Support, please use this phone number:
877.851.8787 ext 0 (we suggest putting this in your phone contacts)

Post-Ride

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

- Taco food truck with delicious eats
- Beverages to quench your post-ride thirst
- Socialize with your fellow riders
- Learn more about our new virtual platform, VQ Velocity

