



**Thank you for being a part of World Bicycle Relief's [Pedal to Empower](#) campaign this May-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 help spread the word and reach our goal to raise \$1 million to provide bicycles for women and girls by June 30, 2024. **Questions? Reach out to [info@worldbicyclerelief.org](mailto:info@worldbicyclerelief.org).**

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## Campaign summary

**Date:** May- June, 2024 | **Location:** Worldwide. Available to anyone, any age, anywhere  
**Event website & registration:** <http://www.pedaltoempower.com/> | **Assets:** [Available here](#)  
**Custom QR code:** [Login to your P2E account](#) and click on "Get Support" to create a custom QR code for your fundraising page.

Do you believe girls can change the world? Then our global movement to empower women and girls with life-changing bicycles is for you!

Together, through World Bicycle Relief's Pedal to Empower campaign and worldwide cycling event, we can mobilize women and girls everywhere to fulfill their ambitions and transform their communities. Whether you ride with us, make a gift or spread the word, you can make a world of difference.

**Thank you for joining us in putting the changemakers of tomorrow on life-changing bicycles.**

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## Social media handles

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

**Hashtags:** #pedaltoempower #powerofbicycles





## Suggested social media posts

([downloadable assets, including videos and Instagram story images](#))

### Support my fundraising efforts!

I'm thrilled to join @World Bicycle Relief's annual #PedaltoEmpower movement to celebrate #WorldBicycleDay and help to mobilize women and girls in need with life-changing bicycles. Please consider supporting my efforts to raise [\$xxx] with a donation of any size at [\[insert fundraising link\]](#).

### Join the Ride!

I believe girls can change the world. That's why I'm joining @World Bicycle Relief's global #PedaltoEmpower ride this spring to empower women and girls in need with life-changing bicycles! You can make a difference too. Join us at [pedaltoempower.com](https://pedaltoempower.com)!

### Support The Cause!

I believe girls can change the world. That's why I'm supporting @World Bicycle Relief's annual #PedaltoEmpower movement to help to mobilize women and girls in need with life-changing bicycles. Please consider supporting this cause with a gift and make a world of difference: <https://bit.ly/4a5Ab9h>

### Stories

- Use any of the above messaging or complete this sentence: "I'm pedaling to empower \_\_\_\_\_" and post a story on Instagram or Facebook - tag @WorldBicycleRelief and #pedaltoempower

**Video** | Our Pedal to Empower video is available on [Vimeo](#) and in our [downloadable assets](#)





## Sample Email Copy | ([downloadable assets](#))

[Friends], This spring, I'm thrilled to be joining World Bicycle Relief in celebrating #WorldBicycleDay with its annual [Pedal to Empower](#) ride and campaign to help mobilize women and girls in need to change their lives with bikes.

World Bicycle Relief, a global nonprofit committed to helping individuals overcome the barrier of distance, supports those in need with bicycles. Two wheels and a frame aren't groundbreaking - but when placed in the hands of women and girls, bicycles become vehicles of change that can uplift generations.

Women and girls in rural regions of the world play a critical role in helping their communities thrive. But without reliable transportation, they walk long distances to reach vital services, risking their personal safety and valuable time.

### [FUNDRAISER]

Please consider supporting [me](#) as I ride to mobilize women and girls around the world. **Every donation makes a difference**, and a contribution of \$165 helps put a brand-new Buffalo Bicycle into the hands of a woman or girl in need: [\[Insert fundraising link\]](#)

### [SUPPORTER]

Please consider [making a gift](#) to help them hit their goal of raising \$1 million to provide bicycles to women and girls in need.

I hope you'll join us. Together, we can make a world of difference.

Thank you for your support,

[\[Your name\]](#)



## Bicycle recipient stories | ([downloadable assets](#))



### Lucila | Entrepreneur

Lucila, an entrepreneur in Colombia who used to travel an hour by foot to the market with her handmade goods, says the Buffalo Bicycle helps not only her but her entire family. The multiplier effect of a bicycle means that her husband and children use it to transport crops, collect water, gather firewood and save money on transportation. With the time saved, Lucila can dedicate more time to her family, take care of her health and rest. “Let’s take care of our bicycle and make good use of it,” she says.



### Sipiwe | Health worker

A widow who lives with her 10 grandchildren in Zambia, Sipiwe often has a need for transportation. In addition to caring for the children and farming, she’s also a health worker. “I’ve chosen to be a volunteer caregiver for more than 34 years, because the life of a person is most important,” says Sipiwe. “I could not bear to see my colleagues suffer.” Thanks to her bicycle, she can reach more patients and care for those around her.



### Jenny | Entrepreneur and mechanic

Jenny arrived in La Guajira, Colombia, seven years ago from Venezuela as a migrant looking for better economic opportunities. She seized the chance to train as an entrepreneur making traditional bags - and later, the opportunity to own and maintain a Buffalo Bicycle. Now, Jenny spends her day selling her handmade bags at the market, then rides home before dark to continue her craft - secure in her ability to thrive independently.



### Sandry | Student

Sandry, a strong young woman with a clear vision for her future and a passion for learning, dreams of becoming a social worker one day. “I want to keep working hard so that I can be the strongest woman that I can be,” says Sandry, a Colombian student who used to walk 4 kms to school before receiving a bicycle. Sandry’s dream for her community is to have more access to education. She says she wants all girls to have the chance to learn like she has had.