



PEDAL TO EMPOWER

2-5 JUNE, 2023

A GLOBAL MOVEMENT



[PEDALTOEMPOWER.COM](https://pedaltoempower.com)



PEDAL TO EMPOWER

Welcome to Your Team Captain Handbook



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Thank You for Being a Pedal to Empower Team Captain!

Ride Mission

World Bicycle Relief's annual signature ride [Pedal to Empower](#) mobilizes 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.

Ride together, in your homes, or a world apart—your teammates can join you from wherever they are. The miles from all members will be totalled on your team profile page so you can track your team's overall progress.

Whether you ride around your neighborhood with your kids, up a mountain, or on your indoor trainer, thank you for joining us on June 2-5, 2023, in raising awareness and funds to give bicycles to the changemakers of tomorrow. **When you ride, she rides!**

Inspiration



Sandry | Colombia

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.



Alinesi | Dairy farmer

“Timing is everything,” says Alinesi, a dairy farmer in Malawi and mother of five, who delivers milk twice daily with her bicycle. Alinesi used to carry a 40-liter metal milk jug on her head, walking at least one hour each way. She often missed deliveries and suffered extreme pain. Now, with her extra time between milkings, Alinesi uses her bike to harvest the fields, make feed for the cows and sell dairy products at the market. She also delivers milk to community members who are sick or in need. “I give it to them freely.”

More Inspiration: [Video Library](#) | [Our Latest Impact](#)

2022 Pedal to Empower Impact

PEDAL TO EMPOWER

305K+

PARTICIPANTS
ALL AGES &
ABILITIES

16M+

KILOMETERS
RIDDEN

196

TEAMS
WORLDWIDE

89

PARTICIPATING
COUNTRIES

\$270K+

RAISED TO EMPOWER
WOMEN AND
GIRLS

1700+

LIVES
IMPACTED

89

PARTICIPATING COUNTRIES



Albania, Argentina, Australia, Austria, Bangladesh, Belgium, Bolivia, Botswana, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Ecuador, Egypt, France, Germany, Ghana, Guatemala, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Jersey, Kenya, Kuwait, Latvia, Liberia, Lithuania, Macedonia, Malawi, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Namibia, Nepal, New Caledonia, New Zealand, Nigeria, Norway, Panama, Peru, Philippines, Pitcairn, Poland, Portugal, Qatar, Romania, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, The Netherlands, Togo, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Venezuela, Vietnam, Virgin Islands (British), Zambia, Zimbabwe

2M

SOCIAL REACH

750+

SOCIAL MENTIONS

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:

- **Reduced absenteeism by 28%**
- **Increased punctuality by 66%**
- **Decreased dropouts by 19%**
- **Reduced their commute time 33%—saving nearly 6 hours a week**
- **Reported feeling more in control of the decisions affecting their lives**
- **Reported having more bargaining power in their families**



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

Ride-Day Logistics

Ride with your friends, family, cycling buddies or colleagues and Pedal to Empower as a team!

****Note:** If your ride is open to the public, please let World Bicycle Relief know so that we can [help promote](#) your ride and encourage others to join!*

- 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 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. Ideal locations should include bathrooms, a shady area, and space to sit before and after the ride.
- 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 (ie. if a rest stop will be included with bathrooms, snacks provided or available for purchase, etc).
- 4. Get Ready to Ride.** Consider assigning route leaders or breaking into smaller groups based on skill level. If you're providing snacks, think about possible sources of funds, and people and companies who may be able to donate products. Otherwise make sure to let your team members know that they should bring their own. Meet at the designated spot on ride day—and don't forget to share your adventure with us by tagging #PedaltoEmpower.

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 empowering 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 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](#)

Building Your Bike Squad



- 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 (\$165 USD / 147 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 your ride is open to the public, please let World Bicycle Relief know so that we can [help promote](#) your ride and encourage others to join!

Additional Tools: [Fundraising Toolkit](#) | [6 Steps to Being a Successful Fundraiser](#)

Bike Safety



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 the 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: [Rules of the Road](#) | [Customize Your Route with STRAVA](#)

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 [Pedal to Empower promotional toolkit](#) 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 [Pedal to Empower 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!

Additional Tools: [Promotional Toolkit](#) | [Fundraising Toolkit](#) | [6 Steps to Being a Successful Fundraiser](#)

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 or directly to the 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 these [photos](#), 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.



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