



**RIDE,
BAKE,
RUN, OR
SWIM...**

FUNDRAISING TOOLKIT

www.re-cycle.org/fundraising

Improving lives through
bicycle re-use



ABOUT RE-CYCLE

Re~Cycle is the largest UK charity sending bikes to Africa. We collect unwanted bicycles and ship them to Africa where they are repaired and sold at affordable prices to local communities, families and farmers, helping to sustain social enterprises and getting whole communities moving.

Since 1997 we've taken the benefits of pedal power to over 450,000 people. Last year alone we sent over 12,000 bikes to Africa. Each bike is used by six people on average and really does change lives.

Bikes are donated to us from all around the UK and taken to our warehouse near Colchester. There they are sorted and loaded onto lorries to take to our partners in Africa. Alongside the bikes we send spare parts and useful equipment.

All of our African partners run bicycle social enterprises. The money they make is invested back in to the community and to expand the bike project. Every project employs bike mechanics ensuring that bikes can be maintained.

WHY BIKES?

20km

It's not uncommon for children to face a 12 mile (20km) round-trip to school - without bikes children have to walk which often leaves them exhausted.



Time spent walking for water and firewood can be spent earning income instead. It is estimated that a household income can raise by 35% when using a bike.



Reuse is the best form of recycling and prevents bike ending in landfill. 165 tonnes of bike are reused each year.

A community based nurse in Ghana can make 8 times more visits with a bike compared to walking.

8 x

Improving lives through
bicycle re-use

www.re-cycle.org/fundraising



FUNDRAISING BASICS

THINK OF AN IDEA

You may know exactly what you want to do or not have any idea. Think of things which you enjoy doing and that your good at. Do you love running? Then perhaps a sponsored run is for you. Good at making cakes? Could you organise a cake sale. Do you have some crafty friends? Could you organise a craft sale. Can you maintain bikes? Could you have a doctor bike day?



PLAN YOUR ACTIVITY

Every activity needs a bit of planning. Where will you have it? When will it take place? What preparations do you need to do? Do you need to ask others for their help? Have a think about what's relevant to your fundraising and make sure all the basics are in place.



TELL PEOPLE

Whatever you are doing you need to tell other people. Do you need to advertise an event? Ask people for sponsorship? Ask people to pass it on as well. The more people that know what your up to the more successful and fun your fundraising will be.



YOUR FUNDRAISING

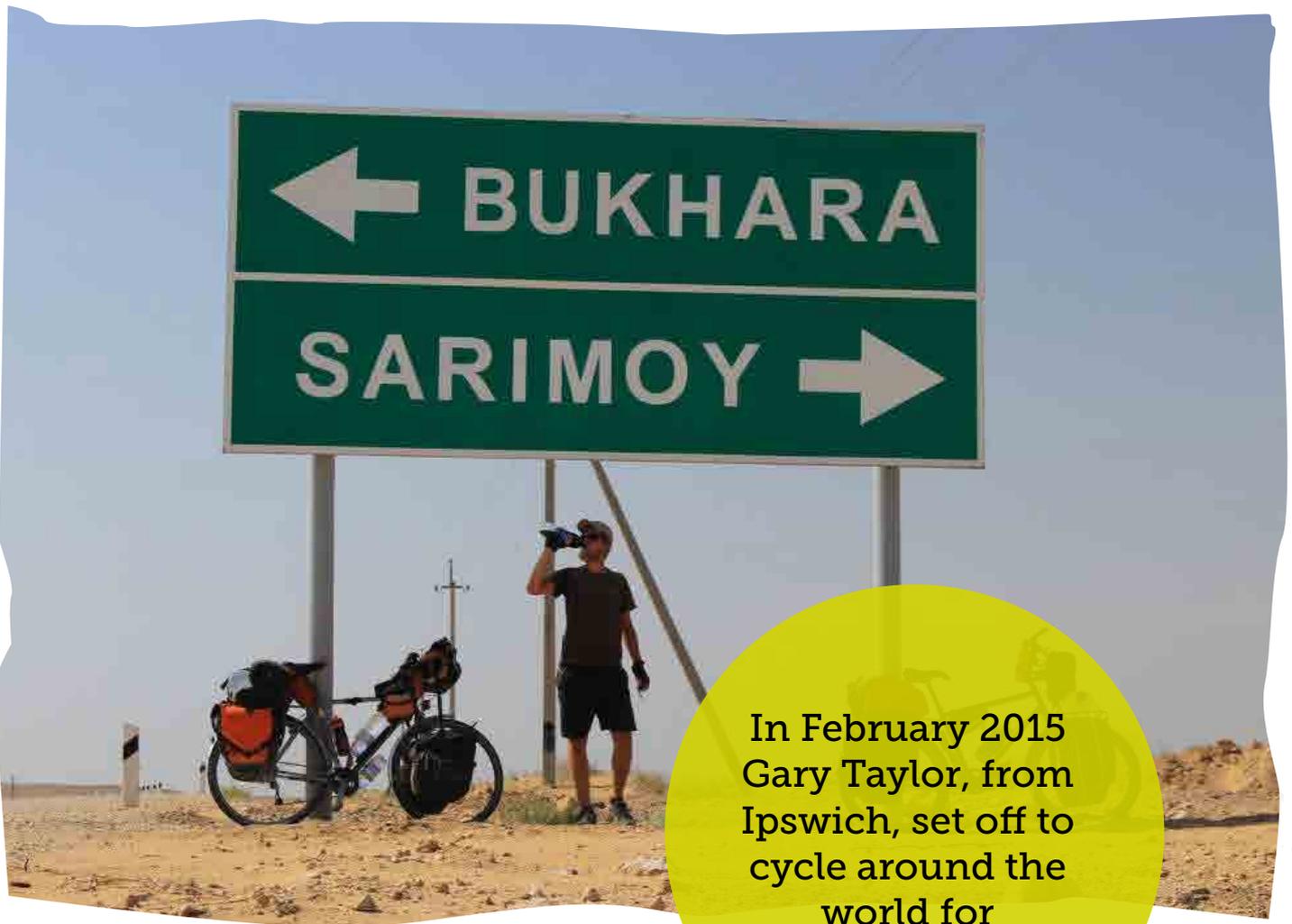
When your all set up and ready its time to do your fundraising. All your hard work will have paid off and its time to enjoy your self and inspire others. Make sure you know what needs to be done on the day and that your organised in the run up.



PAY IN YOUR MONEY

When your finished and your money is counted and collected you will need to get it to Re~Cycle so we can put the money straight to good use. There are several ways to get the money to us, by post on the phone or online.

THANK YOU FOR ALL YOUR HARD WORK, IT REALLY HAS MADE A DIFFERENCE.



In February 2015 Gary Taylor, from Ipswich, set off to cycle around the world for Re~Cycle.

I hope that people reading about my trip will be inspired by what I'm doing, maybe not to take on a trip like this, but just to remove themselves from their comfort zone and do something different...



A-Z OF FUNDRAISING

- | | |
|--|--|
| A Auction, abseil, art exhibition | N Non-uniform day, |
| B Bowling, balloon race, book sale | O Open house, obstacle course |
| C Cake sale, coffee morning, car wash | P Pancake toss, plant sale |
| D Dog show, dinner party, dance event | Q Quiz night |
| E Egg race, easter egg hunt | R Ride, raffles, run |
| F Fancy dress, film night, face painting | S Swim, salsa, swing night |
| G Golf day, garden party | T Teddy bears picnic, treasure hunt, tombolla |
| H Hair cut, hook a duck | U University challenge |
| I Indoor market, it's a knockout | V Variety show |
| J Jazz event, jumble sale, jailbreak | W Walking, waxing, wine tasting |
| K Karaoke, knitting party | X X-factor competition |
| L Line dancing | Y Yogathon, yoyo competition |
| M Music event, murder mystery, miniolympics | Z Zumbathon, zombie walk |

ORGANISING YOUR EVENT

WHAT?

What are you interested in? Do you have any skills, hobbies or interests that you can base some fundraising on. Who do you know that could help? Ask friends, family and colleagues what they think of your ideas.

Try and keep it simple – its easy for a more complicated idea to run away from you. Don't spend too much money – the idea is to make money and spending too much makes it very high risk.



WHEN?

What time of year will suit your activity best? Avoid large local or national events that might clash with your event. What day of the week and time of the day would work best? When can you get the location and people you need.



WHO?

Who is your activity targeted at? Do you need more people to get involved? You could ask friends and family or even advertise?

Social media is a great free way to get people involved.



WHY?

Your activity does not need to be directly related to Re~Cycle.

It is good to tell people why the money is needed and how their support can help.

We can provide leaflets or information if it would be useful.



WHERE?

Do you need to book a venue or plan route? Have you got access to somewhere suitable which could be used free? Choose somewhere suitable for your activity. Does it need to be inside or outside? Think about transport and parking if relevant.



GET SPONSORED

ONLINE

Collecting your sponsorship money online is the quickest and easiest way for both you and Re~Cycle. Your friends and family pay the websites, their gift aid is calculated and the money comes straight to us. It saves you having to collect lots of pennies and getting them to us. It also means no one can give you the excuse that they don't have money on them.

Re~Cycle has accounts at Just Giving and Virgin Money Giving. They are generally fairly easy to use please let us know if you would like us to guide you through it.

Once you have an account set up it's a great idea to share it on social media (facebook / twitter etc) to encourage people to sponsor you. Some updates on training or further information on your challenge can go a long way too.

PAPER

We also have paper sponsorship forms which you are more than welcome to use.

You can get people to fill these in and then send it back to us with the monies collected. They are great if you and / or your family and friends aren't used to using computers.

If you have a notice board / communal area at work/ college etc they can be very useful for attracting people on the spur of the moment.

TIPS FOR INCREASING SPONSORSHIP

Tell everyone you know and meet what you are doing and where the money is going. If you would like some small information leaflets to pass on just let us know.

Remind people – don't be shy about reminding people.

Tell people about the challenge and how your training is going.

Use social media to tell people what you are doing and keep them updated

Ask companies to sponsors you – or match your sponsorship.

Tell people about Re~Cycle and why the money is needed.



WAYS TO DONATE TO RE-CYCLE

Whether you wish to make a donation or pay in some money raised there is several ways to do it. However you give us the money please don't forget to let us know who its from and how it was raised (by filling in the attached form?).



BY POST

You can send us a cheque written to Re~Cycle:

Re~Cycle
Unit 8 The Grove Estate
Colchester Road
Wormingford
Colchester
Essex CO6 3AJ



BY PHONE

You can call us on:

01206 617 865

between 8.30am and 4.30 pm
Monday to Friday to make a donation.



BY TEXT

You can donate directly from your mobile phone by texting BIKE01 followed by your amount in GBP to 70070.

For example, to donate £10 text:

BIKE01 £10



PAYPAL

We also have a paypal account which can be used to send money:

paypal@re-cycle.org

Please ensure you tick 'gift' so that neither party pays tax.