

THE PROJECT



Fundraising Booklet

Who are we?



Founded in 2013, The Bike Project provides an innovative solution to one of the most pressing problems facing refugees in the UK: the cost of transport and the impact that the lack of mobility has on their daily lives.

Our mission is simple – to match up refugees and asylum seekers without the means or money to travel around with the thousands of abandoned or unwanted bikes in London and beyond.

Every year 13,500 asylum seekers arrive in London alone whilst 27,500 bikes are abandoned over the same period. By refurbishing these abandoned bikes, The Bike Project has created a model with financial, social, health and well being benefits for one of the UK's most isolated and economically deprived groups.



What have we achieved so far?



**6086
BIKES
DONATED**

We are very proud of how many bikes we have donated - over 6080 in the last 7 years. 2019 was a record year as we donated 1627 bikes, which is more than ever before. This works out at one bike for every 60 minutes that we are open - no wonder we're such a happy bunch!

**397
WOMEN
TAUGHT**



In 2019, we consolidated our 3 Pedal Power programmes at different sites, which resulted in 61 women graduating. We are also very excited that we have two beneficiary cycle instructors who had previously graduated!

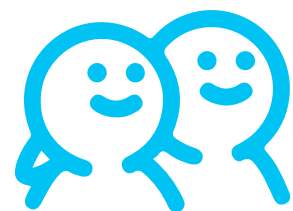


**5561
HOURS
VOLUNTEERED**

Volunteers contributed 3529 hours of hard work in 2019 and were a vital ingredient in our successes! Our Talent Development programme continued to grow and we are really excited that 43% of volunteer hours are from beneficiaries.




What is the impact of a bike?

REDUCING SOCIAL ISOLATION AND LONELINESS



“Here I have been received with open arms and friendly people and it just helped me open up a bit more than I used to be”

People make twice as many trips for social or leisure reasons after collecting a bike. Semi structured in-depth interviews conducted with our volunteers and published in The Lancet in 2018 also found that The Bike Project:

-  Provides opportunities to bring people together from different backgrounds to reduce prejudice and negative stereotyping
-  Increases trust between people and communities
-  Reduces social isolation, loneliness and increases social confidence.

58%

of refugees in London described loneliness and isolation as their biggest challenge.

BETTER ACCESS TO SERVICES, STUDY AND VOLUNTEERING



Access to re-qualification, English lessons in preparation for IELTS exams and enrolling in college has many barriers for refugees in the UK, but transport doesn't have to be one of them. We follow up with individuals 3-6 months after collecting their bike and 94% of people tell us that they are using it most days of the week and are twice as likely to be in education.

“Before I can't go to college because of finance issues, now I can use my bike to go to school everyday”

Beneficiaries report a general higher frequency of travel after collecting a bike, owing to the freedom and independence that cycling offers. In fact, 81% of beneficiaries are

accessing support services when they need them and beneficiaries are twice as likely to be working or volunteering after collecting a bike.

94%

of refugees are using their bike most days 3-6 months after donation

FINANCIAL BENEFIT



“Sometimes I don't have money. I need to go outside and I have no transport. It stops me going. So I just walk about my place. The bike means to me freedom”

Bus travel in London currently costs users at least £21.20 per week so The Bike Project estimate a minimum annual saving of £1,102 for every bike donated which is a total annual saving of £1,331,216 for beneficiaries in 2018. This estimate could be much

higher as living on such a limited income means many cannot afford the upfront cost of a weekly saver.

89% of beneficiaries tell us that the cost of transport regularly stops them from going out and doing things. After receiving a bike, 28% of our beneficiaries tell us that they are

no longer having to spend anything on transport (double the baseline figure). The ability to travel independently and for free relieves a huge amount of financial strain on refugees who are less restricted on what services and activities they can access.

£1.3m

money The Bike Project has saved refugees spending on bus fares in 2018

PHYSICAL AND MENTAL HEALTH BENEFITS



Increased physical activity is proven to result in improved physical and mental health, especially for people who have experienced severe trauma such as refugees. Our beneficiaries tell us that cycling gives a chance to reconnect with their bodies and get rid of the stresses of daily life.

“I use my bike for moving about, not sitting still, getting rid of stress, forgetting about what I saw in DRC”

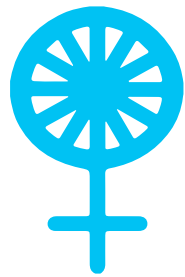
Beneficiaries report much higher levels of physical activity after collecting a bike and 77% are exercising for at least 180 minutes each week. This is supported by self-reports of modal shift: a decreased dependence on public transport and increased use of active modes (walking and cycling).

77%

of beneficiaries are exercising for at least 180 minutes per week or more



GENDER EQUALITY



We are very aware of the under representation of women in cycling. TfL report that just 27% of cycle trips are made by women and we estimate women make up just 28% of the UK's refugee population. To compound this issue, female refugees are much less likely to have learnt to ride than their male counterparts.

“I am proud to be one of the African women refugees who can now cycle freely in London city. This is a dream come true and thanks to The Bike Project I am now one of them.”

Through Pedal Power, we have been able to lower the gender divide of beneficiaries so that in the 4 years that the project has been running we have increased the proportion of female beneficiaries from 12% in 2015 to 28% in 2018.

28%
of our beneficiaries who receive a bike are female

TALENT DEVELOPMENT



“When you have the stress you gonna come here and then they give you a positivity of mind!”

This year we have increased the percentage of beneficiaries who return to volunteer with us, so that 1 in 3 of our 63 volunteers is a refugee who has previously received a bike from The Bike Project

A key finding of the qualitative study involving the well-being of our volunteers showed how volunteering at The Bike Project provides people with opportunities to develop meaningful and supportive relationships. Beneficiaries

repeatedly reported improvements to their mental health and well-being from spending their time spent volunteering with The Bike Project.

29%
of volunteers are beneficiaries who have previously received a bike

Clarence's Story



Clarence received her bike at our workshop and learnt to ride through Pedal Power in 2018. As an asylum seeker she is restricted from working, but with support from The Bike Project she has gone on to pass her National Standards Cycling Instructor training and now volunteers as a cycle trainer at our Pedal Power lessons.

Through our Talent Development stream, Clarence is continuing to develop her skills by now volunteering in our workshop and training as a mechanic.

She completed RideLondon 46 in 2019, and is now challenging herself to a 100-mile ride...



How can you help?

Here, Clarence tells her story of the impact The Bike Project has had on her life:

“I was already giving up on life because I felt lost and couldn’t hold on any more until I came into contact with The Bike Project. This was my first point of recovery and it has continued to help me cling on to life and made me to feel that I really belonged to a strong community.

Little did I know that it was the start of a journey to my full recovery. I was asked if I would like to volunteer as an assistant cycle trainer and I jumped at the chance. The Bike Project then enrolled me for a course to make me a fully qualified instructor. Now I have a reason to live a meaningful life. My life now has a purpose and I can proudly say I have become a useful person to the world at last.

What I have learnt so far is that you should never waste any opportunity that comes your way. Keep going, keep pushing, don’t stop pedalling whenever you are riding on the bicycle of life.

Thank you The Bike Project for helping me choose life!”



Clarence’s painting, currently on display at The Bike Project’s London office



Enough for one of the comprehensive cycling safety kits that we give to all our beneficiaries, including helmet, high-vis, lights and lock.



Means we can donate a kid’s bike to a young refugee for them to enjoy on family rides, plus all the gear that they need to stay safe.



Covers the full cost of providing one free bike to a refugee, including the kit that they need to cycle safely, plus a lesson with one of our instructors.



Fundraising ideas



Abseil,
Afternoon
Tea,
Aquathlon,
Auction:

get local businesses,
bars, restaurants and
shops to donate prizes
or experiences for you
to auction off. See if
a local bar,
restaurant or



BBQ, Beach
Party,
Blind Date,
Bag Packing,
Burns' Night,
Barn Dance,
Bike Ride.

Cocktail
Party, Car
Wash,
Ceilidh,
Collection,

Cake Sale:
whether it's at work,
school or university,
as part of a coffee
morning or at a local
event – people never
get bored of cake!



Dog Walking,
Dinner Party,
Darts Match.



Easter Egg Sale, Eurovision Party,
Enterprise Challenges: get creative at
school or with friends and see who can
raise the most money in a set amount
of time setting up a mini-business and
taking on your own Apprentice-style
challenge.



International
Evening,
It's a Knock-Out.



Jail Break,
Jumble Sale,
Jewellery
Making.



Karaoke
Night.



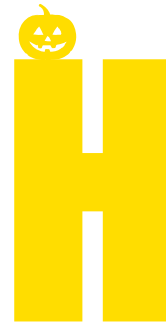
Lottery, **Lent
Challenge:**
ask people to
sponsor you



Plant Sale, Pancake
Party, **Panto:** ask if you
can sell food and drinks
or hold a collection
at the interval of your
community panto.



Marathon,
Man VS Food,
Movie Night,.



Halloween
Party, Head
Shave,
Holi Festival
Celebrations.



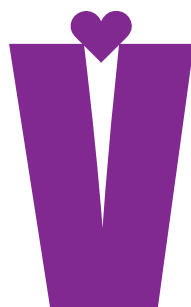
Rounders
Tournament,
Raid, Raffle, Run



Quiz



Wine and Cheese
Night, Waxing – legs,
chest, full body!



Valentine's Day
Match-Making.



UV Party



Netball Tournament,
Non-Uniform Day: ask your school
if they'll hold a non-uniform day to
help you fundraise. If everyone pays a
pound to dress in their own clothes
for a day then you can raise a great
amount!



Sponsored Silence,
Second-hand Book
Sale, Sweepstake,
Sponsored Swim.



X-Factor
Competition,
Xmas Raffle.



Open-Mic
Night, Odd
Jobs.



Treasure Hunt,
Take Me Out,
Talent show,
Tombola.



Yoga Workshop.



Zoo Party, Zumbathon.



Fundraising tips

Promote your selfie

Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.

Tell your personal story

Why do you care? Tell your story about why you are fundraising.

Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.

Don't be afraid to share

Sharing on Facebook, social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.

Don't forget about email

There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.

Be creative

Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress."

Let your charity know

By letting them know you have set up a fundraising page they may be able to share to their social pages and through email.

Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.

Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun!

It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

Paying in your donations

It's easy to start fundraising for The Bike Project. Just visit the Fundraising section of our website to find out how to set up a fundraising page.

When it comes to fundraising, the first donation is super important so make sure that you've got your biggest supporters lined up to make a generous donation as soon as the page is live and that'll encourage others to contribute too. Set the bar high and you'll be amazed how much you can raise!

Secondly, try and make a personal connection when you're reaching out to potential supporters. Tell them the human story behind why you're fundraising for The Bike Project.

Here are a few 'ways in' to telling your fundraising story:

- What inspired you to raise money for The Bike Project?
- What does seeking asylum or refuge mean to you?
- What does cycling and the freedom of the humble bicycle mean to you?
- Are you raising funds in memory of a loved one?

MATCH FUNDING

If your employer would like to match your fundraising efforts make sure you write this on your fundraising page to encourage more donations.

When making payments, please ask your employer to use your name as a reference so that we can attribute this to your total, and let us know about their donation via accounts@thebikeproject.co.uk

ALTERNATIVE PAYMENT METHODS

BANK TRANSFER

Bank Name:
Unity Trust Bank

Sort Code:
60-81-01

Account Number:
20305400

CHEQUE

Please make payable to 'The Bike Project' and send with your contact details to:

Accounts Team
The Bike Project
12 Crossthwaite Ave.
London, SE5 8ET

CARD

To make a card payment over the phone, call us with your card details ready on:

020 7733 8098



Reg Charity no. 1152354 | www.thebikeproject.co.uk | info@thebikeproject.co.uk