

THE PROJECT



Fundraising Pack

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For further fundraising resources visit:
thebikeproject.co.uk/fundraising



Who are we?



Capital FM Radio Presenter, Roman Kemp visits The Bike Project following their win in the 2018 National Lottery Awards

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?



**4263
BIKES
DONATED**

We are very proud of how many bikes we have donated - over 4260 in the last 6 years. 2018 was a record year as we donated 1208 bikes, which is more than ever before. This works out at one bike for every 90 minutes that we are open - no wonder we're such a happy bunch!

**253
WOMEN
TAUGHT**



In 2018, we expanded our Pedal Power lessons to 3 sites and made improvements to delivery which have increased the graduation rate so that 51% of all refugee women who register an interest in cycling then go on to participate in lessons and take a bike home.



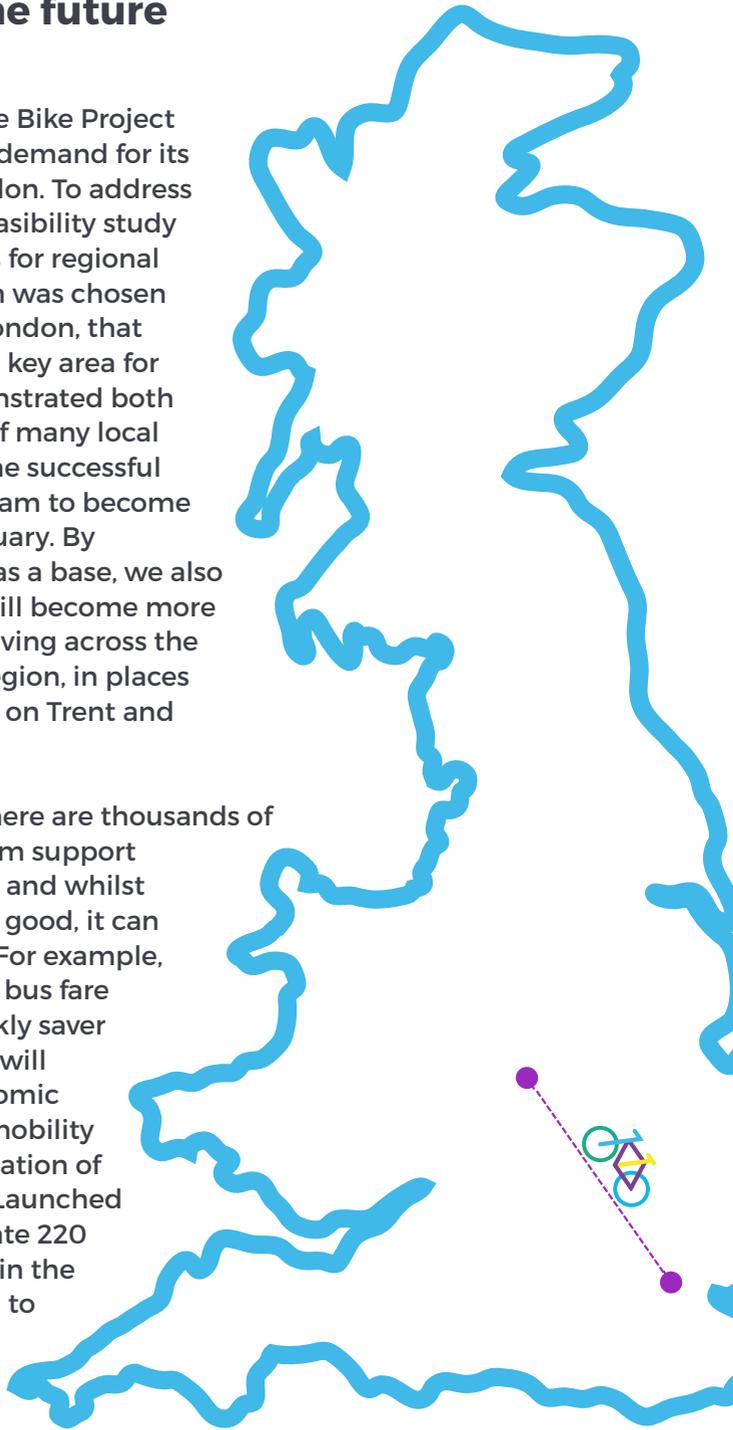
**2553
HOURS
VOLUNTEERED**

Our new programme of Talent Development got off to a flying start in 2018. This workshop volunteering programme incorporates structured learning elements to train and develop our volunteers' skills. This provides a higher quality volunteering experience and has helped support a higher proportion of beneficiaries return to volunteer with us than ever before.

Our plans for the future

In the last few years, The Bike Project has received increased demand for its services outside of London. To address this, we conducted a feasibility study in 2018 to identify cities for regional expansion. Birmingham was chosen given its proximity to London, that it is a Cycling City and a key area for refugee support, demonstrated both through the presence of many local refugee charities and the successful campaign for Birmingham to become an official City of Sanctuary. By choosing Birmingham as a base, we also hope that our service will become more accessible to refugees living across the entire West Midlands region, in places such as Coventry, Stoke on Trent and Wolverhampton.

In the West Midlands there are thousands of refugees living on asylum support or very limited incomes and whilst public transport can be good, it can also be very expensive. For example, in Birmingham a single bus fare can cost £2.40 or a weekly saver from £16. Having a bike will help relieve some economic pressure and improve mobility to reduce the social isolation of refugees in the region. Launched in June, we aim to donate 220 bikes to refugees living in the local area in 2019, rising to 700 donations a year by 2021.



What is the impact of a bike?

REDUCING SOCIAL ISOLATION AND LONELINESS



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:

“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”



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



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

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.

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



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

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

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



How can you help?

£20



=



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

£50



=



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.

£100



=



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

Football
Tournament,
Fashion Show,
Fun Run,
Fancy Dress,



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.

UV Party



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

Garden Party,
Gig.



Marathon,
Man VS Food,
Movie Night,.

Quiz



Rounders
Tournament,
Raid, Raffle, Run



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!



Halloween Party, Head Shave,
Holi Festival Celebrations.



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



Valentine's Day
Match-Making.





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.



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!



Open-Mic Night, Odd Jobs.



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

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



X-Factor Competition,
Xmas Raffle.



Yoga Workshop.

Zoo Party, Zumbathon.



Training Tips

OUR TOP 5 TIPS FOR BEGINNERS



If you haven't got a bike, get one, if you've got a bike, ride it.

Sounds stupid, and very much is. But if you're not using your bike on the regular, then you'll never build up that crucial bikeability. Wherever you're going, you've got the chance for some free training miles.



Ride with Friends! You don't have to join a Lycra fetish club, but riding with other people is a sure-fire way to make training more fun. You'll also probably learn race skills from more experienced cyclists. Plot a fun route using online tools like Sustrans or RideWithGPS and go!



Look after your bike. With all this cycling, your bike is inevitably going to suffer. Don't worry - it's not broken. Almost everything on a bike can be tuned up and returned to box-fresh condition - our bike shop is proof of that!



Learn what works for you. Some people love wearing Lycra. Some people swear by energy gels. Try them by all means, but don't feel like you have to do exactly what Chris Froome does. What's important is that you feel comfortable on your bike and that your body is in the best possible shape to ride really far, as fast as possible. If that means jam sandwiches stuffed down your shorts, so be it.



Enjoy the ride! What you're doing is wonderful and we'd hate for you to suffer through it from start to finish. By all means suffer a little bit - pain is weakness leaving the body, after all. But remember to appreciate the fundamental fact that, as well as getting super fit, you're also raising loads of money to help refugees get cycling. And that is absolutely brilliant.

PRE-RACE CHECKLIST



Check your bike at least a week before race day. If you're not sure, take it to your local bike shop for a check-up.



Make sure you have a set of Allen keys, a puncture repair kit, tyre levers, a spare inner tube and a pump in case of emergencies.



Check the weather forecast and pack suitable race clothes. Don't forget sunglasses if there's the slightest hint of the yellow stuff in the sky!

TAKING IT TO THE NEXT LEVEL



Get the right bike. Different rides call for different bike setups. Is the route off-road through the mountains, or is it 250 laps of a velodrome? Find out and choose your bike wisely. Trim any excess weight from your bike: lose the mudguards, your pannier rack, and perhaps consider carefully how many gears you need to get the job done.



Get the right kit. If you don't already, consider using clipless pedals that will increase your pedalling efficiency by allowing you to pull up as well as push down. And, yes, perhaps now is the time to invest in some padded Lycra. PRO!



Set yourself a training regime. The preparation you do on the bike will very much depend on your starting level of fitness and on the type of ride that you've entered. There are some great training plans for all levels on the British Cycling website. Don't forget to include stretches - particularly for the chest which can take a battering when hunched over the handlebars for hours.



Test ride the route. Take a spin around the course. Where are the danger points? Where can you let loose on the flats? Where should you conserve your energy? Where are the water stations? If you can, find someone who rode the event last year and ask them what they found most difficult.



Enjoy yourself. If you are going for a crazy fast time or taking on some sort of ridiculous superhuman feat of endurance, then do still remember to smell the roses. Sometimes the fates will conspire against you - punctures, hailstones, a crash up ahead - so don't lose sight of the main reason you're doing this: to raise big dollar for The Bike Project!



Make sure you have enough food and drink to last the course - and for refuelling afterwards. Don't depend on feed stations: you might miss them, or they might only offer gross stuff that doesn't agree with you.



Remember to pack whatever you need for the race: bib number, registration details. Double check any emails you've received from the organisers.

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 - simply set up a donation page for us on JustGiving.

JustGiving will ask for a few details about what sort of fundraising event you've got planned. Fill those in and then that's it - done!

Set up your page at www.justgiving.com/thebikeproject

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 Just Giving page to encourage more donations.

When making payment 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:
60-83-01

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
Avenue
London
SE5 8ET

CARD

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

020 7733 8098

THE PROJECT

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