

BICYCLES FOR HUMANITY

FUNDRAISING



**BLOVE
BHOPE
BCHANGE
B4H**



Bicycles for Humanity



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BACKGROUND

Bicycles for Humanity from the very start was created as a pure grassroots movement, this model has a tremendous amount of value as we grow, especially as we begin to look for the funds to cover shipping to Africa and hopefully to the BEC's final destination in Africa or wherever in the developing world. The purpose of this document is to share ideas with the goal of helping all become better at fundraising and partnering. We will look at the differences between our model and others, talk about ideas that have worked in the past and ones some thoughts for the future. Recently, we have been seeing a new trend, groups coming forward who just want to fundraise to help us cover the shipping costs. We are beginning to encourage this and hopefully in time, every chapter will be able to see their container funded all the way to it's final destination.

MOVEMENT VERSUS CENTRALIZED NGO (NON GOVERNMENT ORGANIZATION)

Bicycles for Humanity, at its core, is a grassroots movement. We have no paid staff, no board and no overhead of any kind. Other than templating and some process that is distributed to chapters to help them, we are very efficient and so are the chapters. Every chapter create their own teams, are accountable for their own actions and they are also very efficient.

Many large NGO's start out the way B4H did, they saw a need, they worked to fill that need and they grew. As they grew, many registered as NGO's, they put in place boards, management, process and administration to ensure that all worked. This top down model in the past when business looked very similar might have worked, but in today's connected world of social media and the reach of the internet, the model is flawed. The burden of structure has taken over from the enthusiasm of creativity and the will to drive change and to be a part of change.

When talking to potential new chapters, the message they deliver is the same, they want to create change, they want to make a difference, they want to be accountable and they want to do good in their community and abroad. I'm sure this is why all of you have joined and I know it is the reason why Brenda and I still collect bikes in Whistler.

In short NGO's have a very difficult time attracting the incredible talent and energy a movement attracts. Every person within B4H is B4H and feels it is their own and it is. If all of you went to work for a large NGO, you would have a job, something would be assigned to you, there are rules and regulations and even after all of this, they might not be able to move as fast as you want to go.

The movement vs top down NGO model also greatly impacts the ability to raise funds and generate awareness and it is this gap, that is the opportunity that will help all of us with fundraising. I think key is understanding the shift and being able to implement it in our respective communities.

CORPORATE PARTNERING IN THE PAST

In the past many corporations partnered with large NGO's because it was good for them. The corporation would pick one charity and many companies even had payroll deductions for their people and their people were expected to support that charity. Association with a large non profit was at one time seen as something good. This model is coming apart in a hundred ways. As the internet grew, people now had access to information and choice. They could now find what interested them and support it directly, they could email and communicate with the NGO and review their financials online, plus visit social media sites to learn what others thought. With new media came the discussions of how much the CEO's of these groups were making, how much money really got to the cause, how effective the NGO's really were and could I find a role in them to meet my needs to give back to society.

As the internet expanded, so did the number of NGO's trying to good in a thousand ways, but the old structure still stayed with them and many new ones are caught in the same set of issue's. The internet also brought a whole new set of issue's for corporations to think about. Was partnering with this NGO good for their brand, did it present them in a positive light or would they get swept up in scandal and inefficiencies. As social media, Twitter, Facebook, LinkedIn began to explode and the rise of Apps, corporations at many levels and size's are forced to relook and rethink their strategies and their role in doing good in a connected world.

CORPORATE PARTNERING IN A CONNECTED WORLD

Corporations today are faced with many issues today related to partnering and cause. Is the cause good for the company, does it present the company in a positive light, can the cause reach across the internet to bridge that company to social media and the new App world. In the past it was about aligning to show the company cared, today, it is about so much more, brand, image, reach, community, stickiness, awareness. The right relationships, even ones where very little is donated, can have an incredible and very positive reaction from the public, the wrong ones can be disastrous. Bicycles for Humanity from the very start, was created to meet the times we live in today and to be a positive choice for many organizations looking to do good.

WHY BICYCLES FOR HUMANITY AS A CORPORATE PARTNER

I can think of a hundred reasons, we do good locally and we also do good in places a world away. At our core, we are about empowerment of others, locally teams come together to help collect and fundraise, in the developing world, teams come together to support their communities. Globally we are about the environment, we repurpose bikes and riding a bike is good for the environment. We support Women, entrepreneurialism, healthcare education and the dreams for a better life for all. As a movement, we might be the most efficient globally, having delivered over 45,000 bikes and still no staff or overhead, and we can honestly say that 100% of all funds donated, goes directly to supporting our work. In 6 short years, we have become the largest at sending bikes to the developing world, we fun it all the way and our partners in the developing world manage it on their own. I have always believed that one earns the right to do business at the next level and all of us who make up the B4H movement have earned that right. Any one of these benefits alone will attract corporate partner and sends the right type of message they would be proud to stand behind, but there is more.

Bicycles for Humanity is viral, it grows by taking time to find out about our movement and then deciding to join. It is very difficult for a corporation to tell the world they are in it to do good, this looks self serving, but by alligning with a global movement they can join that movement's story and vision. Association with B4H also pulls the organization into social media, apps and communities of interest in ways they could never get to in a million years. Today, we have literally hundreds of corporate partnering relationships throught our movement.

They tend to just come to us and we really have not known why, but as we move forward, I believe that it is important that we all understand the effects a connected world places on everyone an from this knowledge, hopefully we can develop new and exciting relationships with many partners.

ASKING FOR MONEY VERSUS DELIVERING VALUE

You read about it and see it every day, someone is emailing you, writing you or phoning asking for a donation for this or that cause. Collecting funds for NGO's is big business and for some organizations they will spend upwards of 50% with 3rd party fundraising groups to secure the funds they need. Add to this the overhead of staff, office facilities and paid workers in the developing world and it is easy to see how some NGO's can spend literally 80% of their money on overhead and administration.

When I founded B4H, 7 years ago, I was tired then of being hit on for money and then checking to see that I was funding a rich CEO and a telemarketing team. In business, I believe that the game goes to the high value, low cost provider in any industry and that an efficient model will always topple an inefficient model.

Being an efficient movement, there is no need for us to ask for funds and to pay high costs to collect funds. Efficient models are all about value and our movement on it's own delivers incredible value to any corporation. If we align our thinking with that of a corporation and focus on delivering that company value, together we will all be successful. This win/win model I believe is the future of fundraising and as we scale as a global grassroots movement, and we look to cover the high costs of shipping to many countries, it is imperative that we have a go forward strategy as a movement. With our foundation built on efficiencies, strong beliefs and benefits to many, community, society, empowerment and the environment, coupled with an efficient movement model and the believe that value must be derived by all, including our partners, we have the opportunity to do good on a scale

never imagined by anyone. Delivering value to our corporate partners, just like we deliver value to our community partners in the developing world is the next key to a better world for all and the impact a bicycle can make.

CONTACTS

Our chapters around the world

AUSTRALIA

St. Kilda, VIC
Sydney, NSW
Perth, WA

CANADA

Calgary, AB
Edmonton, AB
Kelowna, BC
Vancouver, BC
Victoria, BC
Whistler, BC
Huron County
Saskatoon, SK
North Bay, ON
Ottawa, ON
Sault Ste. Marie, ON
St. Bart's, Brampton, ON
Thunder Bay, ON
Toronto, ON
Montreal, QC
New Brunswick
Nova Scotia

GERMANY

Dresden

ITALY

Rome

JAPAN

Tokyo

MEXICO

Mexico City

NETHERLANDS

Amsterdam

SPAIN

Albarracín

UNITED STATES

Santa Rosa, CA
San Diego, CA
Colorado. CO
Aspen, CO
Clarkston, MI
Seattle, WA
Athens, GA
Alpharetta, GA
Indianapolis, IN
Helena, MT
Columbus, OH
Dallas Ft Worth, TX
Hartford, CT
Adirondack, NY

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