

BICYCLES FOR **HUMANITY**
COLORADO

Bike Drive Manual

www.b4hcolorado.org

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About Bicycles for Humanity

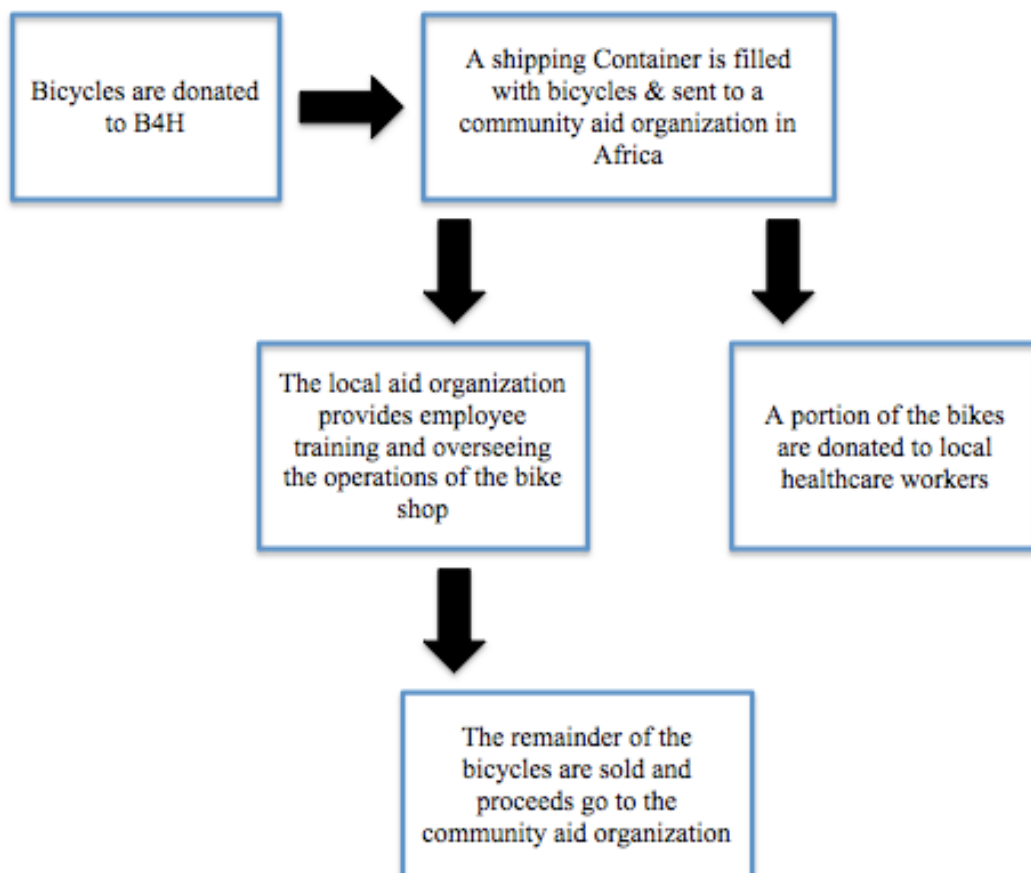
Bicycles for Humanity Colorado (B4H) was formed by Josh Pace, Rodd Granger, and Keenan Gates in September of 2007. Their goal was to create a link between the community in Colorado and healthcare workers and those in need in Africa. “We were inspired by the ability to marry personal interests and the desire to help those most marginalized in society.”

B4H is a 501 (c)(3) non-profit organization based in Colorado that uses donated bicycles to address a fundamental barrier to development-mobility. Poor transport systems mean poor access to healthcare, education and economic opportunities. Bicycles delivered through community-based bike shops provide sustainable mobility solutions for rural Africans. To date, B4H Colorado has delivered over 2,500 bikes to small communities in Namibia, Zambia and Kenya, helping to create jobs along the way.

Our mission is simple:

“To change the world two wheels at a time.”

How it works:



The Facts:

Bicycles Donated to B4H

B4H is dependent upon a steady flow of donated bikes from the community. B4H acquires these bike donations through local bike drives, voluntary donations, partner bike shops and university campus collections. In order to help the greatest number of people, B4H needs the greatest number of bikes possible. Donated bikes usually ship to Africa within 90 days or less.

Shipping Container

Money raised from fundraising is used to purchase the shipping container. Upon its arrival, this container is transformed into the “local bike shop”. The B4H team provides all the necessary tools for this shop to successfully operate in the community (bikes, bike parts inventory, tools, etc.).



The Bike Shop

Each bike shop is run by a partner organization already established in Africa. For example, in Zambia, B4H teamed with Seeds of Hope, an organization that helps to provide clean drinking water in Africa. Seeds of Hope choose local women to employ in the bike shop, and train these women to fix the bikes and operate the shop. The bikes are then sold to members of the local community. Profits from the bike sales cover the employees’ salaries and fund the local partner organization (e.g. Seeds of Hope).

Bikes Donated to Healthcare Workers

The first order of action when the bikes reach Africa is to donate a portion of the bicycles to the local healthcare workers. These health providers are now able to cover four times the ground than they would on foot. This translates into four times the number of patient visits and medication disbursements. B4H has established five bikes shops over the past four years. Each shop holds roughly 400 bikes. B4H, with your assistance, can help fulfill a basic need: providing a distribution vehicle for improved healthcare to persons far removed from formalized healthcare facilities.

How Can You Help?

A bicycle, one of the simplest transport technologies, is affordable and can be maintained anywhere in the world with minimal tools and spare parts. Yet for the world's poorest people, living on one dollar per day, even bicycles are beyond their reach. Meanwhile, in the western world, we discard thousands of bicycles each year. When you set up a bike drive, you help to turn one person's garbage into an empowering, life changing means for another. Each bike helps the local employee who now has a stable job along with the buyer who can now reach the neighboring village where more opportunities for work are available. Further, it helps the local partner who is helping to better the community as a whole.

Prior bike drives have risen from 50 to 100 bikes. How many bikes do you think you can collect in a single drive?



Getting Started

- Contact the Bicycles for Humanity team before you go any further. We want to help you understand our mission, and guide you to create your own for your respective drive. We want you to feel confident about all aspects of our model, the success of your bike drive, and meeting your own personal goals.
- Setting goals will help provide an end objective for your bike drive and help define success. Start by writing your own mission statement, or goal, for the drive to help see yourself through, and measure your success after the event.
- Use the provided materials. They are instrumental in setting you on the right track. If you have an idea about how to make your drive even better, go with it! Then let us know so we can help others be as successful as you!



Bicycle Condition Criteria

Given these bikes will travel over 10,000 miles to their African destination, it is important each bike is in basic working order. Although every donation is appreciated, B4H does not have the resources to repair donated bicycles, which are incomplete and not capable of being ridden. Therefore, each donated bike must be in basic working condition. This means the bicycle is able to move forward *and* stop (working brakes are very important to ensure safety). Bicycles with flat tires are acceptable. Because this is so important, we require each bike to be inspected by your team at collection by checking that the pedals work, and by testing the breaks. We accept adult and children's bikes. While we accept road bikes, generally we prefer bikes with wide tires (mountain bikes, cruisers, hybrids). The B4H team provides you with zip ties for the pedals and Allen wrenches to disassemble the handlebars for storage.

Contact Information

The Bicycles for Humanity team is extremely interested in helping to ensure the success of your bike drive. Please do not hesitate to contact any of the below individuals with all your questions and concerns.

Key B4H Contacts

Joshua Pace- Director/President

josh@b4hcolorado.org

303.962.9256

David Hewitt – Bike Drive Coordinator

chiefhosa13@gmail.com

303.319.1769

Mike Lover- Director/Fund Raising

mikejlover@gmail.com

Team Member's Contact Information

Each team member should have a specific role in the bike drive. Assign each member a title and define your responsibilities. We have provided some recommended tasks for each role. Along with these, it is beneficial to have a team leader, such as a B4H member, to help you along the way.

Project Team Leader -

Email -

Tel -

Role – This individual acts as a mentor to your team. This individual is available to answer any questions you may have, along with providing insight into your event. We recommend you meet with this individual twice throughout the process to gain valuable advice

Project Director -

Email-

Tel -

Role – This individual is the liaison between the team leader and the other teammates, providing progress to both groups along the way. We believe this individual should check to make sure the team is on track, organize team meetings, keep notes on what has been/needs to be completed, and secure location and materials.

Marketing/Social Media Officer -

Email -

Tel -

Role – This individual is responsible for setting up social media events, designing and distributing flyers using provided templates (see attached), and general advertisement. We recommend you contact our B4H Director of Marketing, Mark Piquette, for any questions or tips regarding social media or marketing.



Public Relations Officer:

Email-

Tel-

Role – This individual is responsible for contacting school newspapers, local newspapers or local TV stations by using the media packet provided (See attached). It would benefit the PR officer to keep in contact with Mark Piquette of B4H Colorado for any further questions on this.

Bike Expert Officer-

Email-

Tel-

Role - This individual is responsible for determining the fitness (rejection) of donated bicycles by examining and testing bikes, brakes, and pedals. This role may require the individual to visit a local bike shop to learn the basic workings of a bike. This individual is responsible for using the Allen wrenches and zip ties to secure the bicycles the day of the event. Look to page 9 for more information regarding the bicycle criteria.



What is a Bike Drive?

There are two types of bike drives: an individual bike drive, and a continual bike collection. Each type is described below. When deciding which type of drive you want to hold, keep in mind location available, time commitment, storage possibilities and materials you may need.

Individual Bike Drive: Your team will be responsible for hosting an individual bike drive event. This requires planning and marketing before the actual event, as well as hosting the event on your chosen day. In this manual, you will find a time-line, materials list, and checklist to aid you with the success of your bike drive. The B4H team is also willing and available to assist throughout the process.

-For Individual Bike Drives, please see page 10 for further instruction.

Continual Bike Collection: If your team chooses to take this route, you will be responsible for collecting bikes on a continuous basis. This alternative continuously enhances the current collection of bicycles. Instead of hosting one particular event, you are given the freedom to collect bikes over an extended period of time. This surrogate requires access to a storage facility to hold donated bicycles until the B4H collection (this may require a partnership with a local bike shop or other location willing to store collected bikes). For this option, marketing is an important tool to ensure your community knows about the continual collection. This manual includes helpful guidelines and tips for success. The B4H team is always able to help.

-For Continual Bike Collection, please see page 13 for further instruction.



Individual Bike Drive Event Checklist- A One-Month Timeline

Bike drive name: _____

Bike drive coordinators: _____

Date: _____ Time: _____

Location: _____

Goals: _____



One-Month Prior

- Watch the B4H videos at B4HColorado.org to gain a visual background of our cause and mission
- Assign roles for each bike drive coordinator
 - Who will be the contact person with Bicycles for Humanity? Who will secure the location? Etc.
- Secure a location, date and time
 - Be sure to choose a location with enough space to collect the bikes. Ask permission from a school or, perhaps a church, to use the parking lot.
- Contact Bicycles for Humanity to arrange for a bicycle collection pick up time.
- Secure volunteers for the day of the drive
- Contact organizations/companies to solicit donations, prizes, food for the event, etc.
- Compile media contact list.
 - This may include the local newspaper, local magazines, and local news sources. Remember that media are always interested in a new story, and the more coverage, the more potential bike donations there will be.
 - See given templates for press release, and B4H information brochures – please work with the Bicycles for Humanity team to ensure that all information about the organization is 100% accurate.
- Compile community and organization contact list
 - What community resources can you use to help promote the drive? Perhaps this will include fliers at local rec center, community center, church or school.
 - Make a list of friends, family, neighbors, coworkers, etc. who you will invite to participate
- Print flyers (see template included with this packet) and decide upon distribution and posting locations

Two/Three Weeks Prior

- Make copies of the B4H information card (provided with this packet) to give out as a “take-away” for the drive
- Make copies of the tax deduction receipt to give to the bike donors
- Follow up with any organizations/businesses that were solicited for donations
- Send the press materials announcing the drive to your compiled list of various media contacts
 - Keep a log of all media contacted
- Contact community organizations as well as friends and family and announce the event
- Distribute and post flyers throughout the community
- Send email blasts to promote the event
- Utilize social media (Facebook, Myspace, Twitter) to communicate the bike drive to a network of potential supporters and influencers.

One-week prior

- Create signs for the bike drive event
- Confirm plans with the location, the volunteers, etc.
 - What requirements must be met for this location?
 - If indoors, will a tarp be needed to protect the floor from bikes as they accumulate?
 - If outdoors, how will you handle any weather issues? (Tent, tarp, etc)
- Follow up with any previously contacted media
- Send reminder emails, announcements, etc.
- Repost flyers where necessary; hand out flyers around your community.
- Track and save any publicity received in the final days before the event
- Make sure that you have all materials needed AND know who is responsible for bringing them to the drive.

Day of Event:

- Arrive at least one hour early for set-up and to meet early donors
- Display signage and banners (B4H supplies) in a clearly visible location to direct donors to the drop-off location
- Designate roles for volunteers staffing bike drive throughout the day:
 - Assign a “PR” person who is knowledgeable about the Bicycles for Humanity mission to be the spokesperson
 - Assign someone to assist the donors with loading and unloading the bikes
 - Assign someone to greet donors and check-in their bike

Materials

Templates are included in the manual and other items may be provided by B4H:

- Flyers for car
- Full page flyers for around town
- Handouts for day of drive (info on B4H)
- Tax receipts
- Banners
- Letter for local news
- Bike check-in sheet
- Zip ties for pedals
- 5mm/ 6mm Allen wrench for handlebars

Recommended Additional Materials:

These products are the responsibility of the bike drive conductors. Although they are not mandatory for a successful drive, they are highly recommended.

- Tent
- Table
- Chairs (for you and for donors)
- Pens
- Music
- Access to bathrooms
- Trash Cans
- TV/computer to play videos of the B4H story
- Donation jar
- Bike tire pump
- Water
- Clipboard and paper
- Any other items



Continual Bike Collection

There are two options for successful, continuous bike collection.

Option One: Multi-day Bike Drives

Like previously discussed, this alternative gives you the liberty to collect bicycles on a continuous basis, rather than a scheduled day. You may choose to collect for a few days in a row, or once a week for a period of time. Because you will want a continuous stream of bikes, it's important that the bike drive idea never becomes exhausted in the eyes of the donor. This collection method gives the project team more freedom in how to conduct the drive. For some direction, we believe it will be extremely beneficial to follow the individual bike drive steps, along with following the tips below to ensure that your bike drive goes swimmingly.

- Choose a location with the room, and safety, to store bikes. If you are holding back-to-back bike drives, you may want to arrange a storage facility ahead of time (church or school storage room, storage unit, or the rental of a moving truck).
- Utilize the provided marketing materials! Your bike drives will only be successful if you make the effort to get the word out. If no one knows you are holding the drives, no one will be able to donate.
- Distribute flyers continuously. There are always new places and new people who are open to hearing about the drive! Hand out flyers on the street, or at your local coffee shop. You never know who may have a spare bike to donate! Utilize your friends and family to help get the word out.

Option Two: Local Bike Shop Partner

If you don't think a bike drive alone will be the most beneficial, try to find a local retailer willing to serve as a bicycle donation drop spot for a given period of time (does not have to be a bike shop, though they may be most interested). This will allow you to continuously collect bikes without the need for any events, or your supervision. For this option, it is important to be as flexible to the retailer as possible. You may be responsible for picking bikes up, and storing them in an off-site location, depending on the retailer's storage capacity. Similar to the multi-day drives, this option requires you to use engaging marketing skills.

Frequently Asked Questions

Is B4H nation wide?

Bicycles for Humanity is focused on sourcing bikes locally here in Colorado

Is it necessary to fulfill each team member role?

It is not necessary to fulfill each team member role, although we recommend that other members collaborate to carry out the responsibilities of the unfulfilled role. This will help to keep your team organized and focused.

Who do I contact to pick up the donated bikes?

You can contact any member of the B4H team to schedule a bike pick-up time. We have provided you with a list of the B4H team members and their respective contact information.

Is it possible to run an individual and continuous bike drive simultaneously?

This is very possible! Taking this route will make things more complicated, but as long as your team stays organized, this option should not be a problem!

How do you recommend using social media to enhance our bike drive?

Since social media is an instrumental tool in marketing. We recommend creating awareness through Facebook and Twitter. The goal is to make the largest amount of people aware of your event.

How do I attract the media to cover my bike drive?

Included in this handbook is a “media package” that can be used to contact local media. Most media outlets’ websites will provide you with an individual to contact. Reach out to this individual with our provided media package and a little exurb about what you and your team are trying to do.

How many bikes should we aim to collect?

You should try to collect as many acceptable bikes as possible. The amount of bikes you collect will depend on the size of your community and the awareness of your event. Just remember, every bike helps!

