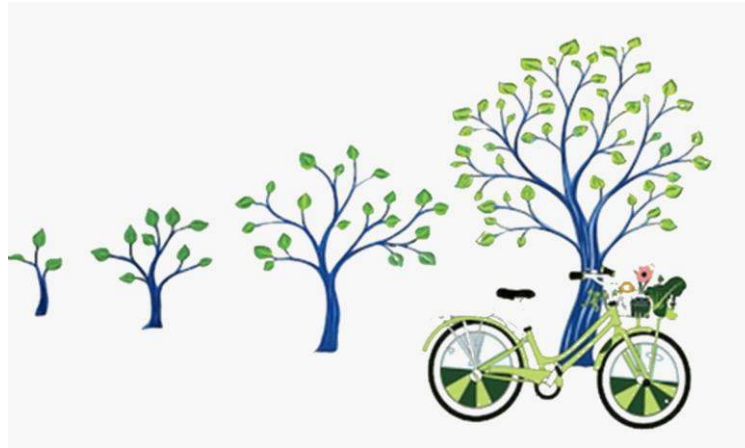




## A fund-raising opportunity for small and medium sized non-profits



Reap The Karmic Cycle of doing good.



Cycle for Good



Event Conceptualised and Promoted by

Lead Charity Partner



CENTRE FOR  
SOCIAL AND BEHAVIOUR  
CHANGE COMMUNICATION



## YouTooCanCycle

is an initiative of YouTooCanRun to promote cycling as an alternate form of mass participation sports activity.



India's full-suite endurance sports management entity, that provides integrated race management solutions to event organisers, corporates and non-profit organisations, across India

- ❖ Managed Over 1044 Running Events
- ❖ Over 975000 registrations
- ❖ Over Rs. 39 Crores worth Collections
- ❖ A Large database of more than 450000 unique runners across India
- ❖ 10 completely customisable, full suite products catering to all modern day racing requirements.
- ❖ Mr. Venkatraman, a Chartered Accountant by qualification, has a record of running more than 159 Half marathons even after going through a, open heart surgery



- ❖ Value Statement: At You Too Can Run we are Fuelled By Passion, the force that comes from within to relentlessly give it our all until we meet our goals. We are guided by values of Excellence in every aspect of the business, Exceptional Service to our stakeholders, that will help us grow and nurture good health & wellness, not only in physical fitness but in a holistic context. By this we will strive to spread happiness along the way amongst our clients, our partners and thousands of participants.
- ❖ Mission Statement: Fuelled by Passion to promote Running for Good Health



- ❖ SBC<sup>3</sup> (Centre for Social and Behaviour Change Communication) is a Sec 8 , nonprofit Public Company.
- ❖ SBC<sup>3</sup> has been setup to provide Social and Behaviour Change Communication (SBCC) solutions to development sector organisations, multilateral agencies, governments and government agencies/departments and for corporate CSR teams.
- ❖ SBC<sup>3</sup> is a UNICEF partner agency and has developed SBCC strategy to eliminate Child Marriages in Maharashtra.
- ❖ SBC<sup>3</sup> has partnered with 22 Community Radio Stations (CRS) of Maharashtra and is currently producing and broadcasting 40 programs for UNICEF on these CRS.
- ❖ SBC<sup>3</sup> own programs focus on Adolescent Mental Health and Child Sexual Abuse.
- ❖ More information on : [www.centreforsbcc.org](http://www.centreforsbcc.org)

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# Cycle For Good

## About



**A nation-wide Cycling Event, which will enable Nonprofits to raise funds for their respective organisation as well as network and engage their audience during these unprecedented times.**



- ❖ Riding your bicycle regularly is one of the best ways to reduce your risk of health problems associated with a sedentary lifestyle
- ❖ It is a healthy, low-impact exercise (for the joints)
- ❖ It can be enjoyed by people of all ages
- ❖ It is an inexpensive way to have fun
- ❖ It is good for the environment
- ❖ It boosts stamina, strength & aerobic fitness
- ❖ Riding to work or the shops is one of the most time-efficient ways to combine regular exercise with your everyday routine.
- ❖ An estimated one billion people ride bicycles every day – for transport, recreation and sport







### **The Karmic Cycle is that you reap good if you do good.**

The event Cycle for Good, brings together two good aspects of life. *Doing good* and *Cycling*.

The broad scope and design of the event is as under

- ❖ The cycling event will be a virtual event where participants will cycle in the route of their own choice
- ❖ The event will raise funds for the designated non profits
- ❖ Estimated at more 5000 cyclists participating in the first edition
- ❖ The scope of the event will be pan India and globally
- ❖ The event will be launch in the mid-week of December, the first Cycle event will take place mid February 2021
- ❖ The cumulative mileage will be aggregated as per the distance category chosen over the period of 4 days



## What is Cycle for Good?

- ❖ An ongoing annual Cycling event.
- ❖ Anyone wanting to Cycle and be recognised can register to cycle.
- ❖ Can pick own route and distance – whether close to home or far. So we call it a Virtual event.
- ❖ Upon registration they will be guided on how to upload GPS details for their route and how to login for start and logout. Technology will track their performance.
- ❖ Distance can be varied and so can their goal of time in which to complete. So a Cyclist could choose to cycle say 50 kms over 2 days or 500 kms over 10 days.
- ❖ Each registered participant pays a fee to join.
- ❖ Of this fee , minimum of Rs 100 is marked to the Charity of his/her choice- from the list of 21 Charities on boarded for the event.

Each Participant may also raise pledge money, from friends , relatives and colleagues, for the chosen charity.

Highest fundraisers will get a special reward.

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# Cycle For Good Design

Type	Distance	Event Deliverables	Fees	Charity
Annual Cycle 365 Days	Cycle for 160 days & Minimum 2000 km	  	Rs. 2000/- +GST	Rs. 200/- Per Participant
A Full Quarter 90 Days	Cycle for 50 days & Minimum 750 km	  	Rs. 1250/- +GST	Rs. 200/- Per Participant
Pedal for 30 30 Days	Cycle for 15 days & Minimum 200 km	 	Rs. 750/- +GST	Rs. 150/- Per Participant
Weekly Habit 7 Days	Cycle for 5 days & Minimum 75 km		Rs. 400/- +GST	Rs. 125/- Per Participant
Getting Started 7 Days	Cycle for 4 hours & Minimum 60 km		Rs. 400/- +GST	Rs. 125/- Per Participant
Family Day 1 Day	Cycle for 1 hours & Minimum 15 km		Rs. 350/- +GST	Rs. 100/- Per Participant



- ❖ All age groups
- ❖ Both genders
- ❖ Casual Cyclists
- ❖ Serious regular cyclists

from

### ❖ In 15 Major cities :

- Mumbai – Maharashtra
- Delhi – Delhi
- Jaipur – Rajasthan
- Ahmedabad – Gujarat
- Bengaluru – Karnataka
- Trivandrum - Kerala
- Chennai - Tamil Nadu
- Hyderabad – Telangana
- Bhubaneswar – Odisha
- Kolkata - West Bengal
- Patna – Bihar
- Lucknow - Uttar Pradesh
- Guwahati - Assam
- Chandigarh - Haryana / Punjab
- Bhopal - Madhya Pradesh



# Marketing & Brand Activations

- The Brand and cause activations around the event will include
- ❖ A dedicated digital channel with international experts on the subject of cycling and its multiple benefits
  - ❖ Leaderboard
  - ❖ Activations on ground, such as promo events, engagement with cycling groups in all cities as a pre-build to the event
  - ❖ Brand Ambassadors of health and fitness in every city
  - ❖ Radio and Print partners to further strengthen the brand exposure
  - ❖ Digital engagement with participants throughout the year with weekly, monthly, quarterly digital gratifications on social media
  - ❖ Continuous Engagement with the cyclists during the event and post



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# CYCLE FOR GOOD AND NONPROFITS





# Issues that every non-profit faces



**Fundraising is always a challenge**



**Our own fundraising event doesn't get desired outcomes in terms of-donation, visibility & reach out**



**Organising a nationwide event need dedicated team, time, expertise, networks, legal permissions and lot more**

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# What this partnership brings you?



**WELL AND STRATEGICALLY  
DESIGNED EVENT.**



**DEDICATED EXPERTISE TEAM  
WORKING FOR YOU.**



**UNLIMITED AND SUSTAINABLE  
FUNDRAISING OPPORTUNITY**



**MASS AWARENESS AND  
PROMOTION OF YOUR CAUSE**





# Selection of Non-profits

- ❖ Cycle for Good is dedicated to Non-profits whose programs target adolescents and teenagers.
- ❖ 5 Categories, 5 non-profits per category\*
  - Girl Child Education,
  - Gender Equity,
  - Digital literacy,
  - Adolescent Nutrition
  - Adolescent Mental Health\*

\*Adolescent mental health category is reserved for SBC<sup>3</sup>



## How will non-profits benefit?

- ❖ Participants can choose a non-profit during registration to which a minimum of Rs. 100/- is earmarked.
- ❖ Participant can also raise pledges for your non-profit.
- ❖ Every non-profit can approach corporates for Sponsorship, Pledges & CSR
- ❖ Participate in a high visibility activity and build a sustainable funding source over the long term



# On- Boarded NonProfits Role

- ❖ Promote registrations for the event: Set a target say 500 registrations
- ❖ Get Corporates to participate by registering employees
- ❖ Get their registered cyclists to raise pledges from relatives , friends and colleagues: “Each One Encourage One”
- ❖ Registered participant Non Profit to raise at least Rs. 1000/- for the non-profit



# How much can you raise?

- ❖ There is no limit to earning
- ❖ The amount you raise is directly and equally proportionate to the energy you invest in raising funds
- ❖ Example of a typical Fund Raising Capacity of an event of this stature:
- ❖ Registered Participants through your NGO: 300 participants
- ❖ Corporate registrations through your NGO: 200 employees
- ❖ Pledge raised by each participant through friends and relatives:Rs 1000/-
- ❖ Funds you raise:
  - Rs 100 per registered participant x 500 participants = Rs 50,000/-
  - Rs 1000 pledge money from 500 participants = Rs 5,00,000/-
- ❖ Total funds raised: Rs 5,50,000/-



- ❖ **Strategizing-** Formulating “ Go To Market Strategies” for
  - Adopting partners and the social causes
- ❖ **Alliances-** Approaching and securing all necessary “ Alliance Partners” such as
  - Charity partners
  - Community partners
  - Media partners
  - Other fundamental partners
- ❖ **Sponsorship-** Approaching, Pitching, Closing and Onboarding Sponsors
  - In cash
  - In kind
- ❖ **Registration-** Driving registrations for the event across all channels i.e. on-ground, digital, wholesale, corporate



# YouTooCanCycle

## Role & Responsibility

- ❖ **Technology-** Providing the technology platform for
  - Registration Platform
  - Leaderboard
- ❖ **Content & Communication-** Providing the content for
  - Website
  - Social media (for establishing effective communications)
- ❖ **Account Management-** Appointing the team for managing
  - The Complete Account
  - For effectively conducting all the general activities that are necessary and do not fall under any partners scope of work
- ❖ **Legal & Compliances-** Complying with all required legal processes to carry out the event



# Eligibility Criteria for Non-Profits

- ❖ Three years audited financial report.
- ❖ Cause specify must be mentioned in objects of the organization.
- ❖ Dedicated team for fundraising- ability to generate registrations and Corporate teams
- ❖ A proven track record of being able to raise rupees 10 lakhs or more in similar fundraising events
- ❖ Credibility of programs.
- ❖ On going program in the cause area.
- ❖ Presence in the cities where event will take place

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## How to Sign up?

- ❖ Fill in the registration form link <https://youtoocanrun.com/races/cycle-for-good-non-profit-form> to express your interest to come on board.
- ❖ The list of documents which need to be submitted will be mentioned in the form
- ❖ Upload all supporting documents in the link provided in the form itself





- ❖ Post going through the verification process and the submitted documents, if your application fits all eligibility criteria, an email explaining the further onboarding process and an MOU draft will be sent to you
- ❖ Upon execution of MOU, a training session for your team
- ❖ Special links will be set up on the portal for participants to register referred by your organization
- ❖ You can then, start the process of enrolling individuals and corporates for your cause

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Thank you

CYCLE  
for  
GOD

A large, faded green silhouette of a person riding a bicycle is centered in the background of the slide. The cyclist is wearing a helmet and is in a forward-leaning position. The background behind the cyclist consists of soft, light blue and white cloud-like shapes.

Thank you

**“Opportunities don’t happen, we create them.”**

**For more details, Contact:**

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