PROMOTIONAL TOOLKIT

Thank you for helping World Bicycle Relief reach our goal of distributing 1 million bicycles by 2025 to mobilise rural communities in need. When you fundraise in support of World Bicycle Relief, you ensure individuals, families, and communities have access to education, healthcare, and economic opportunities. Please use the following resources to help spread the word and reach your fundraising goals. Questions? Reach out to uk@worldbicyclerelief.org.

Event summary

Date: 3-13 August, 2023  |  Location: Fundraising is available to anyone, any age, anywhere
Event website and registration: powerofbicycles.org/event/cycling-world-championships/
Downloadable assets: Available here

United by a profound belief in the transformative power of bicycles, World Bicycle Relief is thrilled to be named the Official Global Charity Partner of the 2023 UCI Cycling World Championships. Together, we can unleash the true potential of bicycles to create positive change.

This August, we celebrate the incredible achievements of the world’s greatest riders while propelling communities in need forward through the hope, joy, and progress that come with life-changing bicycles.

Join us by rallying support and raising funds for World Bicycle Relief as we work to provide 1 million bicycles and empower 5 million students, healthcare workers and entrepreneurs by 2025.

Let’s pedal toward a future where bicycles not only enrich our own lives but also become the wheels of change for a better world.
Fundraising Messages

Use these messages for your social and email outreach. Plus, check out our downloadable assets & videos for use.

Social media messages

As the 2023 UCI Cycling World Championships global charity partner, World Bicycle Relief is on a mission to distribute 1 million bicycles to rural communities in need by 2025!

Help me mobilise students, health workers and entrepreneurs in low-income regions with the #powerofthebike. Every donation makes a difference! [insert fundraising link]

On two wheels, rural communities can change their worlds. Will you help me support World Bicycle Relief reach its goal to distribute 1 million bicycles by 2025? Donate to my fundraising page here: [insert your fundraising page link]

I believe women on two wheels can change the world. That’s why I’m fundraising for World Bicycle Relief and helping to mobilise women and girls across rural regions with bicycles. Help me reach my goal of [insert goal here] and make a life-changing impact.

Since 2005, World Bicycle Relief has mobilised more than 760,000 people in 21 countries with life-changing bicycles. Let’s help them reach 1 million!

Sample email message

Hi Friends, I’m thrilled to share that I’m helping to change lives through the Power of Bicycles! I’m raising funds and awareness for World Bicycle Relief, a global nonprofit organisation - and the 2023 UCI Cycling World Championships’ official charity partner - committed to helping individuals in low-income regions around the world overcome the barrier of distance.

In areas where transportation options are limited, World Bicycle Relief’s specially designed Buffalo Bicycles can be a life-changing tool that helps students increase attendance, improve performance, and show up ready to learn. Bikes also give communities access to healthcare and provide entrepreneurs and farmers the opportunity to improve their businesses.

Please consider supporting me as I work to help World Bicycle Relief reach their goal of distributing 1 million bicycles by 2025. For those in need, it’s more than just a bike. It’s a tool for economic empowerment.

Every donation makes a difference, and a contribution of [ £120 GBP / $165 USD / €147 EUR / CHF 155 / $215 AUD / $205 CAD] helps to put a brand-new Buffalo Bicycle into the hands of a person in need. I hope you’ll join me! [insert your fundraising page link]

Social media handles

FB World Bicycle Relief IG @worldbicyclerelief TW @powerofbicycles LI World Bicycle Relief