

Finance and Charity

When we started On Your Bike, we felt that we should not only fund raise for our school but also for a local charity. This has had the following benefits:

- a) The charity has helped to provide marshals
- b) A greater number of participants have been attracted to the event
- c) It gives the opportunity for school to be seen to be actively doing something for the local community and for those less fortunate than themselves
- d) Charity representatives come into school to help launch the event and tell the pupils about the work they do, as well as providing photo opportunities for post event cheque presentations.

In our first year we linked with Leukaemia Research, as one of our pupils has successfully recovered from this disease.

The second and third years we raised funds for the Thames Valley and Chiltern Air Ambulance Trust. Due largely to the profile of On Your Bike, their own fund raising swelled by £5,000 in the week after the ride in the local area alone, with many residents joining their weekly prize draw.

The fourth year (and for this coming year) we linked with Sue Ryder Care, Nettlebed Hospice who run their own cycle ride in September. We have also helped them with their links into schools and they have been of great assistance with manpower and marshals as well as providing 1,000 T-shirts for the participants. They also helped us draw up our new logo.

We therefore strongly recommend that a local charity is 'adopted' and that a charity representative joins the organising team. They have many resources and networks which can be utilised to full effect, as well as being very used to organising events.

Furthermore, our PTA is a registered charity, which we make clear on all our literature.

Our policy has been to share 50% of all funds raised with the chosen charity.

Finance

We set out to organise this event at no cost and we have been almost 100% successful in achieving this aim. This is how we did it:

General Organisation

All correspondence is by e-mail

Meetings are held either at school or a home of one of the committee members

As far as possible documents/numbers etc. are distributed via school

Items required and how we pay for them

We produced 2,000 fliers which in the first year were photocopied but have since been printed free of charge by our local newspaper group.

We produce posters via our own home printers and this year our local district council produced larger ones for us at no cost as they could also do this in house.

The laminated maps are produced by our local newspaper group free of charge, from artwork we create.

Numbers for all riders are printed and paid for by our local estate agent in return for his name being on top of the numbers.

A1 correx advertising boards are also printed by our local estate agent and paid for by him. He also puts them up and takes them down and stores them after the event.

Route signage was simple laminated A3 arrows on fluorescent card in the past, produced in house, but last year our local council paid for signs to be produced on correx. These will be useable for a few years.

We have a local community charity fund which paid for correx signage for the playground (check in, registration, toilets, refreshments etc) – see later list. This will last for a few more years.

The Community Care Fund paid for the cost of the Red Cross and provided basic first aid kits for each marshal point. They have not yet been called to use so will last for a few more years.

A local butcher supplies bacon, chicken and cheese for the rolls and sandwiches and this year we approached Hovis to supply all the bread we needed.

Dayglo jackets are provided by the charity, school and if needs be by Biffa (via one of the school parents).

A keen amateur photographer who is a parent of the school takes photos of the event which we supply to the media via e-mail and the internet.

A local scaffolding company provides the cycle racks which is paid for from the proceeds we receive from the ice cream van which attends the event.

A parent of the school creates a balloon arch for the start/finish using balloons supplied by the charity and by Bike Week (see list of contacts). The helium was supplied by BOC via a parent with a contact there – and remaining from other PTA events.

Certificates were given at the end of the ride in the first two years, printed by the local newspaper group, but we decided in the past two years to give stickers which we do pay for from funds (£100).

Water was supplied this year by the IT company who sponsored the ride and in the past years Powerade was supplied free of charge.

All the cost of refreshments is more than covered through the food and drink sold.

The website was created free of charge by a former pupil and has been re-designed by a volunteer whose wife organises the health walk element of On Your Bike.