



BOSS
bike rides

switching UP the gears
for creativity

Fundraising pack 2021

the **mighty** creatives
fundraising

Dear

your boss bike ride journey starts here

Your **Boss Bike Ride Fundraising Kit is here!** We hope you are as excited as we are about the launch of our **Boss Bike Ride Challenge**. It doesn't matter where it is, how you do it or who you do it with. What matters is that you are joining us and our fight to support the creative voice of children and young people. **Together we can make a difference!**

Challenge Kit

In this pack we have added resources to your kit to **make raising money as fun and easy as possible**. Hang the posters around your workplace or simply invite support by social media, letter or email to colleagues, friends and family. And when the big day arrives to start your Boss Bike Ride journey, launch your day in style with a Boss Bike Rides t-shirt and get riding!

No experience at fundraising or in riding?

No problem! In your fundraising pack, our team here at The Mighty Creatives have prepared some ideas and guidance on **how to set up your Boss Bike Ride**. Simply take a look, follow the guides and be **ready to be pedal those miles!**

Are you ready to change lives?

Of course you are. This year, we want people like you to help us raise money so that we can continue to fight for the creative futures of all children and young people. Host your Boss Bike Ride Challenge event your way and **make sure children and young people can access creativity and culture no matter where they live.**

Thank you!

Nick Owen

The Big Boss Bike Rider
& CEO of The Mighty Creatives

Date _____

Cashier's Stamp
& Initials

bank giro credit

Bank & Branch	NATWEST LEICESTER, GRANBY STREET
Credit Account	THE MIGHTY CREATIVES
Organiser's Name Address & Registration No:	

Notes £50		
£20		
£10		
£5		
Coins £2		
£1		
50p		
20p		
Silver		
Bronze		
TOTAL CASH		

ITEM	FEE

Sorting Code Number Account Number Trans Code

56-00-55 **34588051** **??** **£**

Cheques, POs +

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the charities behind the challenge



The Mighty Creatives

The Mighty Creatives fight for the creative voices of children and young people. For those who are 'children in need', those living in areas of disadvantage, and those from families living under the poverty line.

How do we challenge the issues resulting from child poverty? By providing access to, and progression through, arts, cultural and creative opportunities their lives would otherwise ill afford.

We **connect kids to culture** so that they gain vital skills to find their creative voice and play their part in the world – and we connect them to each other so that their voices can be heard as part of the movement towards eradicating the inequalities brought about by child poverty.



Switch Up

Founded by The Mighty Creatives Patron, Marcellus Bazz, **Switch Up** exists to empower Nottingham's young people, children and young adults to break the cycle of offending and reoffending.

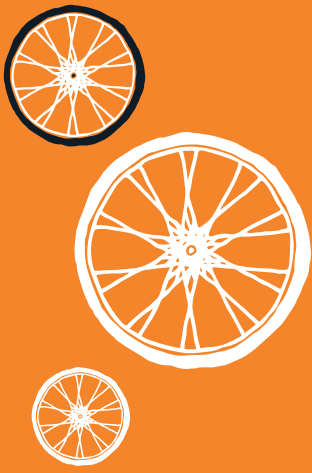
Switch Up uses tried and tested mentoring techniques along with physical training to engage Nottingham's young people in positive activity and to steer them away from the circle of crime and gang-criminality.

Switch Up delivers mentoring, counselling, accredited non-formal education, personal development workshops, and through-the-gate resettlement mentoring for young people serving custodial sentences.

Through their programmes Switch UP help young people to reflect on their lives and to express positive targets for the future.



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about boss bike rides



Boss Bike Rides is a **Be Mighty Be Creative** campaign event for 2021 in partnership with Switch UP. The Mighty Creatives and Switch UP charities will come together to lead a year-long series of events to **raise £100,000** through the Big Boss Rides challenge.



What is the purpose?

Boss Bike Rides will provide informal opportunities for CEOs, founders and senior managers of any business (family business, small and medium to corporate or even sole traders) to **meet, network, socialise** and **become a peer support network** – all through the medium of shared bike rides around the East Midlands and beyond.



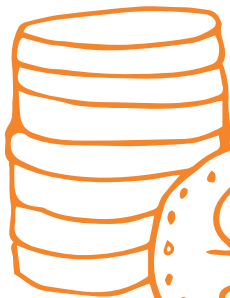
The word 'boss' has a lot of connotations to it – to be wonderful, fantastic, to be the boss, the hub of a propeller and so on – which allows for lots of interpretations of what it is, to be a **Boss Bike Rider**.



Boss Bike Rides will provide critical support to individuals to come together whilst **raising money for children's charities across the region**.



1 year £100,000 1,000,000km



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the challenge

The rides would provide opportunities for future participants (to be named as '**BB Riders**') to fundraise for children and young people's charities in the East Midlands.

To become a BB Rider, participants would agree to organise or participate in a **group bike ride** (i.e. more than 2 people) anywhere in the UK or the world. They could ride together or independently, with participants finding ways of **keeping in touch during their ride**. This could be at planned stops along the route for a water break, a hot drink or even lunch!



What is a Boss Bike Ride?

A Boss Bike Ride would typically involve highlighting the natural highlights of where you're riding, provide moments of shared learning from each other's experiences, insights and understandings of '**Boss-ness**', and the chance to share food and drink en route. Riders would also use the opportunity to fundraise for the campaign in support of children's charities across the region.

The ask is that organised rides are planned where networks of Bosses ride out together, with the willingness to **share their experiences** of 'boss-ness' (leadership experiences) and that they keep **The Mighty Creatives** informed of the group's progress so that we can tell the world how we're doing collectively.

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get involved



The approach requires **just two or more people** to form a **Boss Bike Ride** with a number of ways you can join in and get involved.

The Monthly Model

Meet once a month or bi-monthly with your **Boss Bike Ride companions** in your local area, set your group mileage target, your fundraising pages on Just Giving and ride out together. **Boss Bike Ride leaders** could set a donation fee to ride each month and raise money from ride donations from your group.

The Challenge Model

Set up a one-off **Boss Bike Ride challenge event**, a one off ride with one or more BB Riders or teams of riders. Set your route and your mileage challenge and get riding and raising money per mile.

The One-to-One Model

Meet once a fortnight, monthly or once a quarter, or any frequency you like with your **Boss Bike Ride companion** in your local area. Set your target, your fundraising pages on Just Giving and ride out together whilst supporting each other along your route.

The Boss Bike Ride Peloton Model

Sign up to join a **Boss Bike Ride Peloton** hosted by The Mighty Creatives, Switch UP or a Boss Bike Ride leader near you.

The Boss Bike Rides Tour Championship 2021

Are you and your colleagues competitive? Then this challenge might be just your thing. Form a team of 10, clock up as many kilometers as you can to beat the competition and be crowned **Boss Bike Rides Tour Champions** for 2021. See the Boss Bike Rides Tour page for more details how to sign up.

To find out where your local meet up is simply contact: fundraising@themightycreatives.com

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bike rides

boss bike rides tour championship

How far will you go to **help fund vital support** for children and young people living in poverty?

Taking part in **The BBR Tours** has never been more important. This year, go head-to-head with teams of colleagues across the region's business sector to see who can cycle the furthest, raise the most and help fund high quality mentoring, coaching and life-changing support services for children and young people living in poverty.

As a team of up to 10, **clock up as many kilometers** as you can from 6am to 6pm on the following dates to beat the competition and be crowned **Boss Bike Rides Champion 2021** in your region.

- **Nottingham / Nottinghamshire** – 24th May to 13th June 2021
- **Leicester / Leicestershire and Rutland** – 5th to 25th July 2021
- **Derby / Derbyshire** – 4th to 24th October 2021
- **Northamptonshire** – 7th to 27th February 2022
- **Lincolnshire** – 7th to 27th March 2022

You can go the distance on your own bike or on a static bike in your home or at the gym. Will you rise to the challenge and Boss Your Ride for children?

Sign your team up today

Register at www.themightycreatives.com/BossBikeRides

We need your support, more than ever before

We need your support, now more than ever, as the wave of child poverty ripples out across our region due to the Covid pandemic. So, this year, we suggest: you aim to raise **£1,500 as a team** of up to 10, or **£150 per person**.

Here are some easy ways for your team to become Boss Bike Ride Tour fundraising champions:

- Share your Just Giving page with friends and family and ask them to donate
- Check out our fundraising resources hub for ideas to boost your donations
- Invite friends and colleagues to guess your distance through setting up a sweepstake across your business

Signing up for the challenge is easy - see **overleaf**

The logo for Boss Bike Rides is contained within a white circle with an orange border. The word "BOSS" is written in a large, orange, stylized font with a small arrow pointing to the right above the second 'S'. Below "BOSS", the words "bike rides" are written in a smaller, black, lowercase font.

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bike rides

boss bike rides tour championship

Signing up for the challenge is easy

Step one: sign up

Start your challenge by signing up and creating your personal Just Giving page. **Don't forget to connect to your team's page** so your fundraising and distance is added to the total!

Step two: connect to Strava

Connect your fundraising page to Strava to automatically log your activities. Or, if you'd prefer, you can manually enter your kilometres too.

Step three: start fundraising

The money you raise will help to make a huge difference to the lives of families living in poverty. **Share your page and ask friends and family to donate**, and remember to share updates with the hashtag **#BossBikeRidesTour**.

Step four: on your bikes

From 6am on your first day, your team has 21 days to cycle as far as possible and beat the competition. Just make sure you follow the latest government social distancing guidance. **Remember to log your kilometres after each session and let the race begin!**

How will you choose to go the distance?



On your own bike, taking to the great outdoors



On a static bike at home



On a bike at your gym

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boss bike rides competition categories



Boss Bike Ride Tour Champions

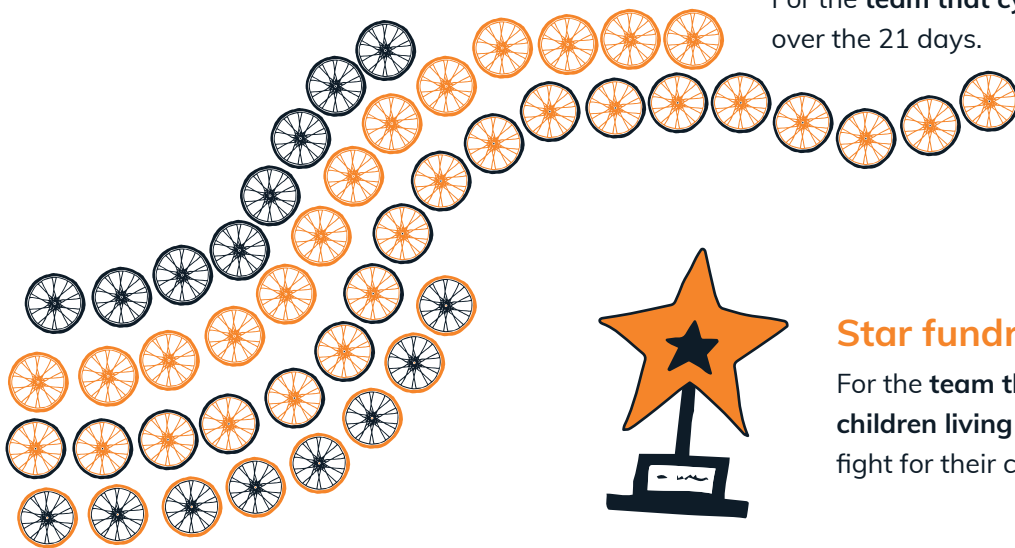
We will crown our **champion team** based on the team with the **highest combined distance and fundraising totals** in your regional challenges!

A regional **champion of champions** will be crowned at the end of the year.

Who will claim the Mighty Boss Bike Ride tour jersey this year?

Go the distance award

For the **team that cycles the furthest** over the 21 days.



Star fundraising team

For the **team that raises the most for children living in poverty** and helps us fight for their creative voices.

Orange jersey winners

For the **individual Mighty Boss Bike Rider stars** and fundraisers who **ride the furthest** and **raise the most** money for the campaign.



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join the boss bike ride community



Boss Bike Rides launched in March 2021 and will run initially for 12 months aligned to our 2021-2022 **Be Mighty Be Creative Campaign**.

The aim of the 2021 campaign event is to **collectively raise £100,000** with our riders riding **over 1,000,000 kilometres** across the year!

The Mighty Creatives will lead and manage the campaign, making it easy for our **BBR Riders** to create a Fundraising Page, grab a bike, a few colleagues, ride and raise money.

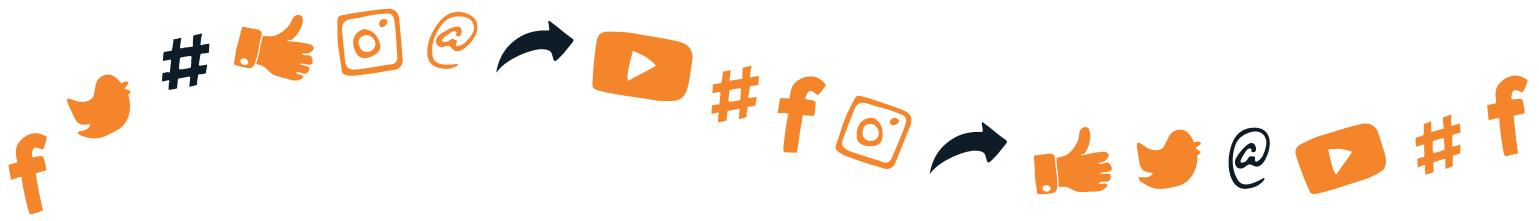
Funding raised will go towards supporting the work of **The Mighty Creatives** and **Switch UP** with 80% directed to our **Youth Cultural Life Fund**, where young people and small local charities across the East Midlands (working with children and young people living in poverty and disadvantaged communities), can apply for funds.

The Youth Cultural Life Fund is managed by The Mighty Creatives and supports applications across a broad range of themes responding to needs of vulnerable children and young people.

BBR Riders can choose to set up their own fundraising page to raise funds for the campaign.



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spread the word

Share your fundraising stories with us

Are you on **Facebook**, **Instagram** or **Twitter**?

Find us on Facebook (@TheMightyCreatives) and Instagram (@mightycreatives) and tag us in your posts. Follow us on Twitter (@mightycreatives) and start tweeting your Boss Bike Ride journey #BossBikeRides #BeMightyBeCreative

If you require information to share to your supporters in your media posts, please use the following Boss Bike Rides copy:

Two East Midlands based charities, The Mighty Creatives (TMC) and Switch UP, have come together to lead a series of events to raise £100,000 through the Boss Bike Rides challenge.

Set up amid the Covid-19 pandemic by TMC's CEO, Nick Owen, the aim of the campaign is to raise vital funds for some of the most disadvantaged young people in the region. Boss Bike Rides will also provide critical support for professionals to come together during periods of uncertainty and loneliness.

CEOs, founders, senior managers and employees of any business in the region are invited to meet, network, socialise and become a peer support network – all through the medium of shared bike rides around the East Midlands and beyond.

Funding raised will go towards supporting the work of The Mighty Creatives and Switch UP with 80% raised directly donated into a fund, the Youth Cultural Life Fund. Both young people and small local charities across the East Midlands (working with children and young people living in poverty and disadvantaged communities) will be able to access and apply for support from the fund.



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donate

How to pay in the money you raise

However you would like to donate, we have made it super easy to pay in the money you raise at through your Boss Bike Ride Challenge.

Online

Set up a **Just Giving Page**. See below for a guide or find out more at themightycreatives.com/BossBikeRides

At the bank

Take your cash and cheques to any branch of **NatWest** and use the **paying slip attached to the letter** in your kit.

If you need more paying slips, email us at fundraising@themightycreatives.com and we will send you the additional slips you require.

By post

Send a cheque made payable to **'The Mighty Creatives'**, along with your paying in slip in an envelope to:

Boss Bike Rides Challenge
The Mighty Creatives
LCB Depot
31 Rutland Street
Leicester LE1 1RE

Please do not send cash.

Set up your Just Giving Page

An online donation page **makes fundraising easy!**

Click on a link below to set one up so that people can pay online and **sponsor you from anywhere at any time**. It also means you can easily tot up your total and send it over when you're finished.



Once you're all set up, don't forget to post, tweet, mail and blog about it to your heart's content using the hashtag **#BossBikeRides**

<https://www.justgiving.com/campaign/BossBikeRides2021>

To set up your page just click on the link above and click **'Start Fundraising'** on our Just Giving Boss Bike Rides Campaign home page. You can locate this under the **'Be a fundraiser'** title.

Click and Create your own fundraising page and **help support The Mighty Creatives.**

thank you!

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bike rides

the gift that keeps on giving

giftaid it

If you pay tax in the UK, you can Gift Aid your donation.

Do you pay tax? If so, simply by completing this form you can boost the value of your gift by 25p for every £1 without it costing you a penny.

Remember, please do not Gift Aid the total amount you collect, ask each guest to Gift Aid their own amount.

1. Ask your colleagues or supporters to fill in their details and tick the box to Gift Aid their Donation.
2. Send us your completed form to
The Mighty Creatives, LCB Depot,
31 Rutland Street, Leicester, LE1 1RE

Your Gift Aid Declaration

If you have ticked the box headed 'Gift Aid?': I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want The Mighty Creatives to reclaim tax on the donations detailed on this form, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the current year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Please return your completed form to:
The Mighty Creatives, LCB Depot,
31 Rutland Street, Leicester, LE1 1RE

Please do not Gift Aid the total amount you collect. Ask each guest to fill in their name, address and donation amount in their own writing - otherwise, we can not claim Gift Aid.

Title	Initial	Surname	House name / number <small>(please don't give your work address - it will stop us claiming Gift Aid)</small>	Postcode	Date paid	Donation	Gift Aid <small>(please tick)</small>