



Information Pack

Take part in the RideLondon Essex-100 for The Salvation Army!
SUNDAY 28TH MAY 2023

Thank you for requesting this pack. We would love to have you on our 2023 Ride 100 team.

In the next few pages, you will find the answers to these questions:

1. What is the RideLondon event like?
2. Why do this for The Salvation Army?
3. How do I get a place?
4. How much does it cost to take part?
5. How much sponsorship do I need to raise?
6. What support will I get from The Salvation Army?
7. What do I do next?

1. What is the RideLondon event like?

The RideLondon-Essex 100 is a unique opportunity to ride 100 miles on traffic-free roads through the heart of London and neighbouring Essex. It will start and finish in the centre of the capital, with 60 miles of rolling roads through some of Essex's most beautiful countryside and villages in between, and an incredible new Finish Line on Tower Bridge.

Funds raised through your incredible efforts can go towards any Salvation Army project close to your heart, just let our team know what cause you would like to support. Whether it is homelessness, anti-human trafficking, modern slavery, the big collection, or a specified local project. Whatever you choose to fundraise for, you'll be joining a force for good and empowering those in need to rebuild their lives.

"Ride London is the ultimate experience of cycling – massive numbers, closed roads, iconic route and a really high profile. I loved being swept along with the whole occasion, from the sea of cyclists at the start line to the emotion of riding down the Mall having completed the 100 miles. Because of the events high profile I managed to raise plenty of money for Salvation Army's Eston's building scheme"

Gary Chaundy Salvation Army Rider

"The ride was so good, I really enjoyed it, I can't say I'm desperate to do another one next week, but I really wanted to do it this year because I'm 68 and next year I don't know if I will be fit enough. I did it for The Army because we are Christians and I love the Army and I am completely in ore of what the Army does, the Army does all the things that no one else wants to do!"

Phil Ely, Salvation Army Rider



2. Why do this for The Salvation Army?

Since 1865, the Salvation Army has been working with some of the most marginalised people in society, without judgement or condemnation.

We offer food, comfort and a warm bed to the homeless; a safe refuge for victims of violence and abuse; we help people back into employment; provide day care centres, practical help and residential homes for the elderly; we support people who want to overcome addictions, and help them get their lives back on track; we offer sanctuary and psychological support to survivors of human trafficking, and we help find and reunite missing family members with their loved ones

3. How do I get a place?

We have a very limited number of guaranteed places which you can apply for by completing our **RideLondon Essex-100 Application Form**. You can find this on pages 3-6.

4. How much does it cost?

Once we have approved your application and offered you a place, you will need to pay a **non-refundable deposit of £25** to reserve it.

5. How much sponsorship do I need to raise?

In line with other charities, we ask our cyclists to raise a minimum of £375, with 80%, having reached us by race day. This is easily achievable if you start early, and many of our supporters find that they raise far more than they ever expected! Here are a few ideas to get you going – you can find loads more in the Fundraising Pack we will send you when you sign up:

- Sponsorship from friends, family and colleagues **£100**
- Hold a Quiz Night **£100**
- Ask 4 business clients or suppliers for £25 **£100**
- Supermarket bag pack **£75**

Total: £375

6. What support will I get from The Salvation Army?

We will provide you with:

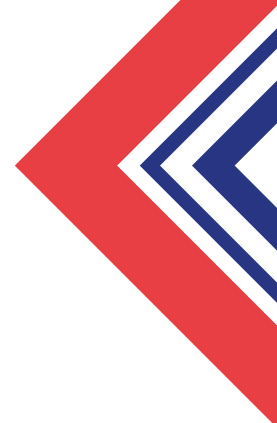
- A dedicated RideLondon Essex 100 Rep to give you fundraising support
- A fundraising pack crammed full of ideas
- A Salvation Army cycling jersey
- Support from The Salvation Army Cheer Squad on race day
- A Salvation Army goody bag on completion of the ride

7. What I do next?

We really hope to see you on our team! We have a very limited number of places, so please submit your form as soon as you can to challenge@salvationarmy.org.uk or pop it in the post to:

Events Fundraising Unit, The Salvation Army, 101 Newington Causeway, London SE1 6BN

RideLondon Essex-100 2023



Thank you for your interest in riding the RideLondon Essex-100 for The Salvation Army.

To apply for one of our places please complete this form and return it to us. If you are offered a place to ride for The Salvation Army, we ask that you pledge to raise £375 and pay a £25 registration fee.

Personal Details

Title Mr Mrs Miss Ms Other

Name

Surname

Address (including Postcode)

Daytime Tel

Mobile number

Email

Date of birth (You must be 18 years of age or over on Race Day to compete)

Day Month Year

Motivations

Please outline your reasons for applying for a Salvation Army RideLondon-Essex 100 place (please attach additional pages if necessary)

I am cycling in memory of

I am a member of my local Salvation Army Corps

I support the work of The Salvation Army

It looks like a fun event

Other

Ballot

Did you apply in the RideLondon Essex 100 general ballot? (Please tick)

Yes

No



Where you heard about us

Where did you hear about The Salvation Army RideLondon Essex 100 places? (Please tick all that apply)

<input type="checkbox"/>	The Salvation Army website	<input type="checkbox"/>	Salvationist
<input type="checkbox"/>	The Salvation Army postal mailing	<input type="checkbox"/>	OurHub post
<input type="checkbox"/>	Email from The Salvation Army	<input type="checkbox"/>	Salvationist.org.uk website
<input type="checkbox"/>	RideLondon Essex 100 website	<input type="checkbox"/>	E newsletter
<input type="checkbox"/>	Facebook	<input type="checkbox"/>	Friend/Family
<input type="checkbox"/>	Twitter	<input type="checkbox"/>	Google
<input type="checkbox"/>	Other (please state)		

Fundraising

We will allocate the funds that you raise to our areas of work that need it the most. However if you would like to support a specific area or Salvation Army project please state it here:

What is your Fundraising target?

Publicity

Would you be interested in talking to our media team and doing some PR around your story? (Please tick) Yes No

Materials

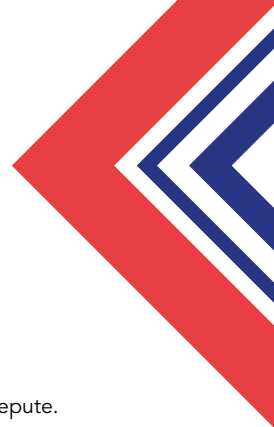
If you receive a place we will send you a free Salvation Army cycling top. Please select one of the following sizes:

<input type="checkbox"/>	Male	<input type="checkbox"/>	Small	<input type="checkbox"/>	Medium	<input type="checkbox"/>	Large	<input type="checkbox"/>	X-Large
<input type="checkbox"/>	Female	<input type="checkbox"/>	Small	<input type="checkbox"/>	Medium	<input type="checkbox"/>	Large	<input type="checkbox"/>	X-Large

Registration fee

The registration fee £25. We will send you the details of how to pay the fee if you are successful in obtaining a place.

FUNDRAISING GUIDELINES



I will:

1. Use my best endeavours to raise money for The Salvation Army, and not do anything to bring The Salvation Army into disrepute.
2. Obtain and pay to The Salvation Army THQ all money raised within one month of my fundraising activity. Cheques are to be made payable to 'The Salvation Army' and sent to the Fundraising Events Department at the address below.
3. Show the charity any material bearing The Salvation Army name or logo, or that discussed the work of the organisation, prior to printing and distribution.
4. Ensure that all materials include the text 'Registered Charity in England and Wales 214779, registered in Scotland SC009359'.
5. Obtain prior approval from The Salvation Army before approaching any companies, press or celebrities to support my event.
6. Not carry out house to house collections.
7. Not collect in any public place without first obtaining a collector's licence from the appropriate local authority (usually the police or council)
8. Not collect on private property (including shops) without first obtaining the permission of the owner.
9. Not hold a raffle, because of The Salvation Army's stance on gambling.
10. Not resell or offer for auction any Salvation Army merchandise without The Salvation Army's permission. I shall also pass 100% of the proceeds from any permitted activity of this type solely to The Salvation Army.
11. Make sure my event, and any third parties involved are fully insured and do not take any unnecessary personal risks.
12. Acknowledge that The Salvation Army cannot take responsibility for any losses made through the event or liability arising from my event.
13. Return any unused fundraising materials that I will not require in the future to The Salvation Army including collection tins, within one month of my fundraising activity.
14. Inform The Salvation Army at the earliest opportunity if I have had to withdraw from or cancel my event due to injury or other circumstance.

I understand that The Salvation Army may terminate my rights to raise funds at any time.

The information you provide will be kept on our database and we will be in contact (via email and mail) over the coming months about the RideLondon Essex-100 2023. From time to time we would like to contact you to keep you informed about our work and other exciting events coming up. In order to do this we would kindly ask you to inform us your preference by ticking the relevant boxes. The Salvation Army will not pass on your details to any other

I am happy to receive information by email

I do not wish to receive information by post

I pledge to raise at least £375 for The Salvation Army in exchange for a place in RideLondon Essex-100.

Signature

Date

Day

Month

Year

Please return this form and your registration fee to:

Events Fundraising Unit, The Salvation Army, 101 Newington Causeway, London SE1 6BN

or email to: challenge@salvationarmy.org.uk

THANK YOU FOR YOUR APPLICATION!

