

THIKA CYCLING CLUB AND SHOP



Funding Proposal

Thika Cycling Club and Shop Cycling Project



AFFILIATED TO KENYA CYCLING FEDERATION

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Thika Cycling Club is affiliated to the Kenya Cycling Federation.

It aims to make a lasting difference in the lives of the people of the communities that it serves. It does this by contributing towards the education and adults, assisting them in acquiring skills that will allow them to become financially independent and teaching them how to protect themselves against addiction, physical abuse and other criminal offenses.



Vision: To develop a new generation of leaders.

Mission: Through life skills development and whole life coaching; rise up and mentor the youth who have had little opportunities, to be the next generation of leaders.

Thika Cycling Club and Shop Core Values:

- To ride for a better future.
- To allow equal opportunity for others.
- To respect the individual and the environment as precious gifts.
- To view everyone and all sport as equal.
- To value the talents given and fully develop them.
- To commit to and live these values as an example to others.

Introduction.

Thika Cycling Club and Shop was born out of a passion for cycling as well as a heart for the youth of Kenya.

In 2010, the development cycling programme was launched, along with several other supporting programme and the organization has had a great success in seeing the lives of youngsters turn around and find direction in their lives.



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Why a cycling development programme?

- The youth in the community have seen a big setback in morals and healthy habits.
- A lack of constructive activities and mentorship has caused decay in their characters.
- Parenting has mostly not been effective in teaching or impacting important life skills, such as: discipline, respect, self-worth, trust, responsibility, integrity etc.
- Sport is a very practical and effective way to facilitate a process where these issues can be addressed in a natural environment and through real-life relationships. The Muranga County is an even becoming more of an international mountain biking paradise. Many opportunities arise through being a local origination involved with cycling.

Purpose:

- To develop the youth through a cycling Whole Life Coaching and Life Skills Development Programme as part of a holistic community development approach.
- To connect with the family. Social and educational environments of the youth, as well as to build networks and partnerships for combined effort, towards positive impact in lives of the next generation.
- To impact values, skills character, hope and purpose into the lives of the Youth in order to prepare them for becoming the responsible and skilled leaders' society needs.

Methods:

Our club teaches coaches and mentors the youth in a fun and natural learning environment. The organization's facilitates impact values and principles into the lives of the children for better decision-making skills through:

- Once weekly training rides on Sunday
- Small group mentoring sessions.
- Life skills development sessions, incorporated with the training rides.
- Life coaching sessions.
- Competitive participating in cycling events.
- Team camps.

Current needs:

There is a significant amount of value in the **events run with the team**, especially camps and cycling tours or races. With these, a stronger relational platform is established where meaningful impartation through lessons and coaching activities can occur. These events do come at quite a cost: therefore, partners are needed to assist.



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The team has been asking for a **cycling kit**. The idea is to build team unity and spirit, as well as uniformity in the team's presentation during sport events. It would be ideal to complete these with a matching cycling kit.

The team is also requesting for **kicker bike and accessories** to enable us track our athletes training and performance. This will simplify our work since we will send our results to the World Cycling Centre and if qualified our athletes will be taken in the training camp. It will be our joy if you could find it in favor to sponsor us. Our athletes will be highly motivated as they are from less privileged homes.

The programme is mainly aimed at children aged 5 to 18, or until they leave school. When the beneficiaries leave school, they could then become volunteers on the programme, in order to take lead in a new level and inspire the younger ones. Volunteers are only permitted to participate if they pass the screening process of the organization.

Several beneficiaries who started building a career in the cycling industry have become tour guides; bicycle mechanics, bike shop assistants and a select few have entered professional cycling. Some have also entered tertiary education or started following a career of their choice.

We are constantly looking ways by which we can better our programme and offer better solutions to the hindrances that keep our beneficiaries from following their dreams and building a sustainable life of interdependency. We believe that sustainable change comes from within, and so does leadership.

Monitoring and evaluation.

Throughout the monitoring systems, the organization is able to keep track of its strategic goal oriented activities. Attendance and behavioral change are measured, in order to evaluate the effect, the intervention is having. Quarterly, the programme is evaluated against expected outcomes and makes relevant adaptations to the activities and possibly the approach.

Sustainability.

Throughout the organization, sustainability is a top priority. From the planning of projects, the team strategically engages with the community leaders and stakeholders to ensure the right approach and buy-in to the proposed intervention. It collaborates and partners with appropriate individuals and organizations to add value to its projects and participates in various networks. Advantaged communities are targeted for the purpose of mobilizing and advancing their philanthropic capacity.



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Financial sustainability is at the center of each programme and project, along with good leadership, strategy and risk management. The organization's financial sustainability rests on the team of fundraisers, the marketing strategy, as well as detailed public relations strategy. Many of these efforts run hand-in-hand; as events are a cornerstone of fundraising activities, marketing the organization and projects, as well as engaging with the public, are vital to their success. Our clubs' values of good stewardship, accountability, transparency, excellence and "people at the center" guides the organization to uphold a good reputation and provides a platform for being an organization of choice for partnering entities, both financial partners and service partners.

The staff welfare and leadership development strategies uphold and strengthen the human capacity on project level, as well as in management. The success of each project also rests on the passion and commitment the staff and leadership team. Examples of these are the trainings we provide to all our project staff relating to child participation on activity plans and the child protection act and our policies surrounding these matters. We uphold a high standard on such matters and make it a point to equip staff in all areas which promote best development and protection of our beneficiaries, even when they are not at the projects.

The clubs' risk management strategy ensures that it constantly aware of the potential threats surrounding the projects, strategies and activities, allowing for mitigation measures and possible project alternations, to make provision for the best means of reaching clubs' goals and ensuring success.

To our prospective partner.

We would like to thank you for taking time out of our schedule to review this proposal. Thika Cycling Club is dedicated to building relationships that will support our events, teams, athletes and members and most importantly support and endorse our sponsor's products. In order to accomplish our goals your help is needed annually cycling seasons. Our club is looking towards the future with high goals and the determination for continued success.

The club is composed of over 80 members, male and female, who all present the club in road and mountain disciplines, whether leisure or cycling races at home and abroad. In total, members participate in approximately 50 cycling events during the year. Our club organizes 4 (Four) major events during the year and local league events

Targeting Thika Cycling Club Sponsorship offers several different ways to target your support.

1. Reach cyclists with Thika Cycling Club uniform.
2. Reach families with Thika Cycling Club children's events advertised in the media.
3. Reach the entire community.



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Benefits of Thika Cycling Club Sponsorship.

1. Reach a demographic of affluent, active adults and families.
2. The loyalty effect and Thika Cycling Club large and diverse membership.
3. Express corporate values through sponsorship.
4. Enhance community relations through charitable giving.
5. Feel good. You are contributing to the growth of cycling.

1) Reach an affluent, active demographic with Thika Cycling Club Sponsorship.

Cyclists tend to be young, affluent and active. Thika Cycling Club members are prime targets for your advertising. The average cyclist is young and affluent.

- 10,000 cyclists and enthusiasts in Kenya.
- 2000 bicycle commuters in Kenya.
- 500 competitive adult cyclists in Kenya.
- One in every three homesteads in Kenya owns a bike.

2) The loyalty effects and Thika Cycling Club's large and diverse membership.

The loyalty effect is the phenomenon of loyal customers selectively choosing a preferred business's offering over those of a competitor. Loyal customers are less sensitive to price competition and are less receptive to a competitor's advertising.

Do you want more loyal customers for your business?

Thika Cycling Club members know that sponsors make club programs possible. Therefore, when offered a choice, Thika Cycling Club members tend to choose sponsors over non-sponsors. With 500 active members who live, shop and dine locally, Thika Cycling Club membership represents thousands of income that will be spent locally.

3) Express corporate values through sponsorship.

Cycling is a technologically advanced sport that demands perseverance, hardwork and attention to detail. Are these traits you would want associated with your business or your employees? By sponsoring our club, your company's image will be positively influenced.

By sponsoring our club, you will also be seen as supporting these societal goals.

- ✓ Fitness, health and active lifestyles.
- ✓ Green transportation.
- ✓ The fight against childhood obesity.
- ✓ Sharing the road.



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- ✓ Athletic excellence.

4) **Charitable giving enhances revenue.**

Studies indicate that customers prefer to do business with companies they view as charitable. And that giving, if it is known, leads to increased profits.

- ✓ 95% of customers will continue to do business with a firm whose philanthropy they rate as high.
- ✓ Companies that publicize their good deeds enhance brand awareness and improve the corporation's reputation.

5) **Feel good. You are contributing the growth of cycling.**

Our club is a non-profit organization. When you sponsor our club. You feel good knowing your sponsorship will directly support cycling at the local grass-roots level. Our club promotes bike safety, children's cycling programs and accessible cycling for beginners. Our club also provides equipment grants to junior cyclists.

Thika Cycling Club Events Sponsorship Opportunities.

Thika Cycling Club event sponsorship is a great way to promote your business to the entire community. Thika Cycling Club advertises its events on Television, social media and with road signs throughout the area. Association with our club charitable event is a great way to enhance your company's image. Thika Cycling Club events include:

- ✓ Kids Bike fest.

- ✓ Look Park Kids Race

- ✓ Junior cyclocross.

- ✓ MTB Kids fest.



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