

# FIVE STEP GUIDE TO CYCLING WITHOUT AGE



change 

# WELCOME

**“Welcome to Cycling Without Age on ChangeX! Cycling Without Age is all about reconnecting older adults with their local communities by venturing out on trishaw rides with new and old friends. That’s what we’ve done since 2012 and this year, the need for trishaw rides is bigger than ever. Luckily the rides have proven easy to adapt to these new and challenging circumstances. Cycling Without Age is about new friendships, stories, adventures and getting out of the four walls and living life to the full regardless of age.”**

Ole Kassow - founder



## Introduction to the Idea

### What is Cycling Without Age?

Cycling Without Age is all about getting older adults out into the community.

Pilots sign up for bike rides with the elderly and are guided to incorporate our principles: generosity, storytelling, without age, slowness, relationships. At present more than 2,200 chapters around the world offer Cycling Without Age and the numbers are still growing. More than 33,000 pilots ensure that the elderly get out of their care homes, out on the rickshaws to enjoy the fresh air and the community around them. There are active Chapters all over the world.

### Why is it important?

The psychologist Susan Pinker has found that living solitary lives is the number one impediment to longevity and quality of life. Australian researchers Catherine and Alex Haslam found that people with active social lives recover faster after an illness than those who are solitary, and older people who participate in social gatherings keep their memories longer. Cycling Without Age is a movement that offers a solution to some of the consequences of modern life. We combat loneliness and social isolation by providing a sense of belonging to a community, and we promote a healthier and more active lifestyle through slow cycling, which has an overall positive effect on any city. While

cycling together, experiences are shared and friendships are formed, which is helping both the passenger, the cycle pilot and those they meet on the way.

For the individual, regular rides mean better sleep, better appetite, fewer conflicts and the need for less medication.

### The Background

Cycling Without Age originated in Copenhagen. The co-founder, Ole Kassow offered a ride to a care home resident.

### Starting a Chapter

Getting started with a Cycling Without Age chapter is an amazing experience. Nothing beats witnessing the joy of passengers, pilots and personnel interact on and around the trishaw and seeing the smiles of passengers coming back from their first ride with wind in their hair, rosy cheeks and full of stories. The movement of Cycling Without Age is present all over the world and although it might be daunting at times, there will always be someone to help you along the way.

# STARTING A CYCLING WITHOUT AGE

## EVERYTHING YOU NEED

### TIME



This will be more time intensive at the start, particularly if you need to raise funding but approximately 4 hours a week should be sufficient.

### PEOPLE



You'll need a team of 3-4 people to help you start your chapter.

### FUNDING



The bike (including delivery) can cost up to £10,000/\$12,000.

#### Who typically starts a Cycling Without Age?

Someone who:

- is passionate about giving older people the opportunity to engage in the community
- is passionate about cycling and outdoor activity
- can be an individual, nursing home, community group or local business

#### 5 Step Summary

- 1 Complete the 30 Day Challenge
- 2 Sign the Affiliate Agreement
- 3 Build your team & Fundraising for your trishaw
- 4 Order your bike
- 5 Get started

#### Support and Additional Resources

Email: [hello@changex.org](mailto:hello@changex.org)

Contact Information for Cycling Without Age in the US - Pernille Bussone, Project Lead (+45 53621979)

[pernille@cyclingswithoutage.org](mailto:pernille@cyclingswithoutage.org).

More info at: <http://cyclingswithoutage.com/>

# STEP 1: COMPLETE YOUR 30 DAY CHALLENGE



The 30 Day Jumpstart Challenge has been designed to get your project off to the strongest possible start by building momentum in the first month.

- Learn more about the idea you're starting**  
This '5 Step Guide' includes all you need to know about the specifics of starting your project.
- Schedule a Call**  
Pick a time that works for you to talk to a ChangeX team member about what's involved in your chosen project as well as to ensure that you understand the Guidelines & rules associated with the Challenge.
- Find 5 interested people**  
You already have your own project page on [changex.org](https://changex.org). Use the site to share the project with others and recruit neighbors, friends, or other folks with an interest to be your first supporters.
- Set up a safe kick-off meeting**  
Host a virtual (eg via Zoom, Hangout or Microsoft Teams) or physically distant meeting (ideally outside) and come up with an action plan for your project, including a COVID-19 safety plan.
- Share a team photo and your plan of action**  
Upload a team photo taken at your first meeting (a screenshot from a virtual meeting is perfect!) to [changex.org](https://changex.org) and share your plan for getting your project started. This should include how you'll spend the seed funding, a COVID-19 safety plan and how you hope the project will ultimately benefit your community.

## STEP 2: SIGN THE AFFILIATE AGREEMENT

Becoming an Affiliate is the very first step in becoming a Cycling Without Age Chapter. As an Affiliate you are part of an international change-making movement creating life-affirming bike rides and relationships between passengers and pilots.

By signing up as an Affiliate, you accept the Guiding Principles of Cycling Without Age which are:

**Generosity:** Cycling Without Age is based on generosity and kindness. It starts with the obvious generous act of taking one or two elderly or less-abled people out on a bike ride. It's a simple act that everyone can do.

**Slowness:** Slowness allows you to sense the environment, be present in the moment and it allows people you meet along the way to be curious and gain knowledge about Cycling Without Age because you make time to stop and talk.

**Storytelling:** Elderly people have so many stories that will be forgotten if we don't reach out and listen to them. We tell stories, we listen to stories on the bike and we also document the stories when we share them via word of mouth or on social media.

**Relationships:** Cycling Without Age is about creating a multitude of new relationships: between generations, among the elderly, between pilots and passengers, nursing homes employees and family members. Relationships build trust, happiness and quality of life.

**Without Age:** Life does not end when you turn 75. Life unfolds at all ages, young and old, and can be thrilling, fun, sad, beautiful and meaningful. Cycling Without Age is about letting people age in a positive context – fully aware of the opportunities that lie ahead when interacting in

their local community.

As a Cycling Without Age Affiliate you get access to:

- The Community of Cycling Without Age: Both global and national networks
- A growing research and knowledge bank
- Periodic Cycling Without Age academies and training courses for staff, pilots, and instructors
- Brand Book and visual identity package
- Online resources and support
- Continuing education and development of strategies designed to bring Cycling Without Age to a wider audience
- National Cycling Without Age organizations (depending on country) that provide country-specific information and services.

Depending on whether you are a Nursing Home, a City Council, a Community Organization or an individual, your needs as an Affiliate will be slightly different but are all catered for. You can find and fill in the form by visiting **Step 1** of the online version of this guide or this URL: <https://www.changex.org/ie/cyclingwithoutage/guide#step1>

If you have any questions about the Affiliate Program in the US, email: [pernille@cyclingwithoutage.org](mailto:pernille@cyclingwithoutage.org).

# STEP 3: RECRUITING YOUR TEAM AND FUND- RAISING FOR YOUR TRISHAW

Invite others to join your team, such as community organizations or care homes.

Some things to consider:

- is there a local college or local business that you could partner with to find volunteers to go on bike rides?
- how many elder care facilities are there in your area that might like to avail of the trishaw and make it available to their residents?
- are there local charities or community organizations working with older people that this might be relevant for?

Getting some of these people on board from the outset will make everything else easier in getting your Chapter up and running!

Fundraising can be the daunting piece of the jigsaw! Don't worry there are so many successful examples now of all sorts of organizations that have successfully come up with innovative ways to get sufficient funding for a Trishaw. On the next page, you'll find 2 case studies of successful funding campaigns, along with contact details for the leaders of these campaigns

There are a number of ways to fundraise for your trishaw and again it all depends what type of organization you are. Often a nursing home will have funds in their budget that then can dedicate to purchasing a Trishaw. Sometimes a local business is happy to sponsor the Trishaw as part of their CSR initiative. However, often groups need to take a more grassroots effort and raise the money from within the community. The following pages contain two case studies of how chapters in Canada and the US got up and running and raised the funds required to purchase a Trishaw. You may be in receipt of funding through a ChangeX Community Challenge. It'll be so much easier to raise the final amount once you have some funding to get started.





# FUNDRAISING CASE STUDY 1

## Making a campaign video and crowdfunding

23rd of Nov 2017

by Carson Sage – Cycling Without Age Canada, Victoria, BC

Secure a relationship with a care home from the start. Ideally, frame the program as the ‘first in the city’ or ‘first in the province’ to help bolster the idea that their choice to participate in CWA is meaningful, exclusive, and exciting. This will be a key point to gain the attention of newspapers as well.

Gain the support of family members of the residents in the home. It is surprising how many of them will pledge financial support in order for the benefits to reach their loved ones. Show the Grey Escape movie to really get the idea of the trishaw across.

English: <https://vimeo.com/158540620>

Spanish: <https://vimeo.com/228833703>

Purchase the trishaw early. This won't be an option for everyone, but we decided to purchase the trishaw with our own money with the agreement that fundraised money will be used to refund us. Having the trishaw in your possession is extremely important if you want to create a (local) video or other promotional materials. Non-cyclists need the physical object in front of them to truly understand what you're talking about.

Enlist the support of a local filmmaker, videographer, photographer, or Youtuber for your campaign video. Ideally make this connection through your personal network. Ideally they will donate their time to the cause. Make sure you reward their efforts by hosting the video on their channel, providing shoutouts on social media, providing lunch on the filming day, and giving whatever you can to say thank you (ex. gift cards or certain amount of the fundraised money depending on the final sum).

Make the videographer's life easy when filming your campaign video. Scout your locations, plan your movements to each location, create a script, and match the script to your locations and storyboard. The filming day will be the most efficient this way. The only details that should change are based on weather and the videographer's own skills and creativity.

- Get your inner social network to donate first to reach the 10% mark of your goal.
- Regularly post your campaign and progress on social media. Communicate a clear goal and purpose.
- Wait to deposit your campaign's money. For some crowdfunding sites, it is better to have one transaction fee rather than multiple fees for multiple deposits.
- Get involved in your community. Attend community events, markets, and parades. The best way to increase awareness of CWA is by talking with people directly.
- Be prepared. From the start, consider all the tasks that you will need to complete in order to have the program operating once funded. Do as many of the tasks before gaining too much publicity. This will stall your chapter's fundraising efforts, but will reduce stress in the long run once your chapter gains momentum.
- Write grants on behalf of the care home you are operating out of. Staff generally do not have time to apply for grants so you can help. Generally most grants have items that CWA organizers can answer independently. Once complete, a staff member can finish the organization's answers and submit it. By having the care home's name on the grant, the granting organizations are more likely to support their efforts than a brand new CWA chapter that might not be incorporated as a non-profit entity yet.

**If you have any questions regarding above feel free to contact Carson via [csage@uvic.ca](mailto:csage@uvic.ca).**

# FUNDRAISING CASE STUDY 2

## How to get nursing home foundation to fund your CWA project

23rd of Nov 17

by Gary Harty – Cycling Without Age US, Lakewood, CO

I made liberal use of Ole's Ted Talk whenever I have had an opportunity to make a presentation. I have yet to meet anyone who is not moved by the presentation made by Ole.

I was lucky to have a community like Eaton Senior Communities in Lakewood. I became aware of Eaton by attending monthly business association meetings in Lakewood, namely the South Lakewood Business Association and The Alameda Gateway Association. Both organizations are networking opportunities for small businesses, but they also support non-profit organizations that provide volunteer services to help the less advantaged members of our community. I became aware of Eaton, because they hosted the Alameda Gateway Association once each year. Alameda travels to different venues every month. In this manner they host their members without any out of pocket costs in exchange for the host to do a presentation telling about the services they provide for the community. Also, Eaton provided a free holiday breakfast to the attendees of the South Lakewood Business Association. SLBA meets in the same location every month and Eaton generously provided breakfast prepared by their chef.

We also have a number of for profit senior communities provided independent and assisted living for seniors. The problem is they are expensive and the newest ones are luxurious and offer wonderful amenities, but they answer primarily to their stockholders over the residents that they are serving. Eaton differs in that they are locally owned and operate on a non-profit basis. The average resident earns \$17,000 per year, which doesn't go very far when rents for apartments start at \$1,000 per month. With their foundation, a 510(c)(3) tax exempt organization, they use fund raising and donations to the foundation to bridge the services that they can provide and what the residents are actually able to afford.

My reasoning was that if anyone would be receptive to Cycling Without Age, it would be Eaton. I assumed the for profit organizations might be interested, but would provide little or no help in the purchase of a trishaw. Or they might be willing to purchase a trishaw, but not until it went through the organizational chain with lots of debate.

I approached Eaton asking for 15 minutes to discuss a "community engagement" program. I never mentioned cycling. I met with Sarah Schoeder, their director of wellness. I told Sarah that I wanted her to watch a 15-minute video before we talked about the program. After the video, I told Sarah we would either have a very short or a very long conversation. After watching only the first 5 minutes of Ole's presentation, she said that she loved it and would be presenting the concept to the leadership team of Eaton. I met with the leadership team a couple of weeks later to begin working on the details. The leadership team included the CEO of Eaton, the director of the Foundation, and a couple other members of the executive staff. Eaton agreed to use their foundation for fundraising. This gave me access to their 501(c)(3) status, plus their resources for fundraising. They have the ability to collect donations online and reach a fairly broad audience of supporters of Eaton. See the link to their website: [https://eatonseniorcommunitiesfoundation.networkforgood.com/?utm\\_source=Cycling+Without+Age+1+24+17&utm\\_campaign=Cycling+Without+Age&utm\\_medium=email](https://eatonseniorcommunitiesfoundation.networkforgood.com/?utm_source=Cycling+Without+Age+1+24+17&utm_campaign=Cycling+Without+Age&utm_medium=email)

We're now close to making a purchase of our 3rd trishaw and to date (23rd of Nov. 2017), CWA Lakewood has provided 55 rides to 78 residents.

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If you have any questions regarding above feel free to contact Gary by [g.harty04@gmail.com](mailto:g.harty04@gmail.com)



## STEP 4: ORDER YOUR BIKE

Before you actually order your bike, you might want to visit a local chapter and see the Trishaw in real life. There are a growing number of Chapters across the world and many of these would be very happy to have you come visit or to take a call from you before you take the plunge and get your own bike.

Find your nearest chapter as well as contact details: <http://cyclingwithoutage.com/>

Cycling Without Age work with a network of highly experienced manufacturers of the specially designed Trishaws, both in Europe and North America.

Copenhagen Cycles is a purpose-driven company that is the authorized bike distributor for approved Cycling Without Age trishaws from Nihola, trioBike and Van Raam, and Christinia Pikes. By purchasing approved Cycling Without Age trishaws through Copenhagen Cycles, you directly help Cycling Without Age give seniors around the world the wind in their hair. Copenhagen Cycles is owned by the founder of Cycling Without Age, Ole Kassow.

All the information and the order form are on this page: <http://copenhagencycles.com/>

## STEP 5: GET STARTED

A great way to get a flying takeoff is to invite and involve one or two experienced instructors from Cycling Without Age in Copenhagen. We will work with you to plan and execute your takeoff, help you identify relevant stakeholders from civil society and inspire them with workshops, talks and bike rides.

Each takeoff is based on best practice gathered from over 200 takeoff events worldwide, but tailored to each individual chapter's needs. Our aim is to help you get the best possible start to your program, to tap into the wealth of experience and to facilitate for your chapter to come up with your unique innovations, which can be shared with our global community.

The Cycling Without Age team visit Chapters in the US a couple of times a year so if you would like to co-ordinate your launch date with our travels, let us know by contacting Pernille from the Cycling Without Age team - [Pernille Bussone, pernille@cyclingswithoutage.org](mailto:pernille@cyclingswithoutage.org).

Otherwise, you can go ahead and launch your Chapter yourself by organizing the first bike ride, getting some volunteers along, maybe inviting local media and most importantly allowing older people the opportunity to experience Cycling Without Age.

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