

Bike Winnipeg
Fundraising Committee Report
April 2014

1) Sponsorship

a) Goal 1: Raise \$2,500

b) Activities:

i) Bike shop Sponsorships

A letter has been drafted that will be sent or delivered in person to Bike Shops in Winnipeg. A sponsorship package is drafted that incorporates key sponsorship information that was developed by the fundraising committee last year.

ii) Get sponsors for Cycling Education Day
Manitoba Hydro has been confirmed.

iii) Strike Bike

This is being undertaken by the Education Committee. We will help in promoting it by: posters, Winnipeg Labour Council (Mark), Tourism (Kaye) and website.

2) Events

a) Goal 2: Raise \$1000 (net)

b) Activities

i) Rumours Dinner Theatre Fundraiser

This will be considered at a later date.

ii) Joint fundraising concert with Winnipeg Adult Education Centre

This has been initiated with a date of Saturday, June 7, 2014. Information and more details will be available soon and promoted in our newsletter and on our bikewinnipeg.ca event page

3) Merchandise

a) Goal 3: Raise \$700 (net)

b) Activities

i) Bike Winnipeg jerseys

This will be launched in early April with sales closing by May 19. Information order forms will be ready for the April 8th board meeting, online orders will be accepted. Bike stores are being approached to promote and pre-sell jerseys as well. Minimum order is 30 jerseys. If this number has not been reached by May 19 we would have two options: extend the order deadline and increase promotion or refund those who have placed orders. There will be a small online fee incurred to do this. For each order we retain approximately 10% of the sale price.

ii) Black Pearl Coffee

This will also be launched at the April meeting. Order forms should be available at that time. We will be providing Black Pearl Coffee tasting at the meeting. Orders will be collected at our May meeting. We retain \$4 per one pound that we sell. We will be asking Bike Winnipeg board

and other members to take a sales form and pre-sell coffee over the next month. Black Pearl coffee is a local roaster and offers a variety of coffees including a Fair trade organic blend.

4) Grants

a) Goal 4: Raise \$10,000

b) Activities

i) Assiniboine Credit Union

This is due in September

ii) Manitoba Equipment Co-op

This is also a September date.

iii) Manitoba Community Services Co-op

We are working on this – flexible dates. Looking to ask in the range of \$8,000

iv) Get Healthy Today

This is a flexible intake. It is area specific. Mark and Kaye will work on this.