

Q&A Info Session

7 March 2024

Ride For A Cure 2024

Curing cancer, changing lives



TODAY'S SESSION

- Fundraising
- Training
- The Route
- The Tour
- Tour Checklist
- Values Jerseys
- Red Suitcase
- Questions





Fundraising

At 50% of commitment


Tour de Cure | What's your fundraising plan?

Ways to fundraise

Just Ask 

Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self Fund 

Corporate Matching 

Get started in 5 easy steps

Breakdown your target into weekly goals 

Update your fundraising page 

Make a tax deductible donation 


Just Ask 

Have a plan 

Fundraising commitment

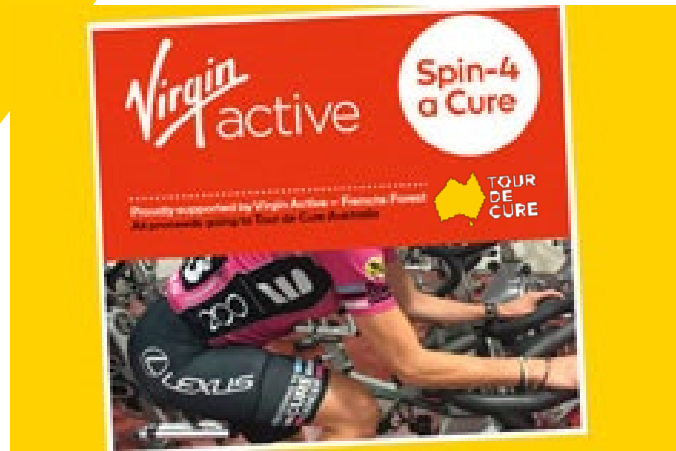
Riders \$2,500

Support Crew: encouraged

March Milestone: 50% 



Tour de Cure | What kind of fundraiser are you?



Sporty or Social?

- **Social Media addict:** Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- **Games Night:** Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- **Themed Fundraising Party:** Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- **Head shave/Leg wax:** Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!
- **Gala event** – Dinner, speakers
- **Trivia** include raffle & auction



Creative?

- **Creative:** Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- **LinkedIn photoshoot:** Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- **Foodie:** Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' kid's party!
- **Specialised skill:** If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party



Events not your thing?

- **Return fundraiser:** Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- **Work in a big office:** Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell lunches, bake sale, car wash in the office car park
- **Time on your hands:** Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- **Recycling:** Return & Earn, sell unwanted 'stuff' on facebook Marketplace
- **Online Auction:** Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.



Well Connected?

- **You've got an Inspiring story:** Just Ask and share your story. email, Social Media.
- **Got a big network of friends or family:** Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- **First time fundraiser:** Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- **Got a holiday house?** Auction or Raffle off a weekend's stay
- **Cash raffle:** If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink



Fundraising in a Team?

- **Set up a team fundraising page.**
- **I can't ask my friends again!:** Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- **Movie night:** Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- **Detailed & Organised:** Team up with a social person to put on an event, they do the spruiking, you do the organising.

Tour de Cure | How others have reached their Fundraising Commitment


Person 1	
Self-donation	\$50
Tamburlaine wine offer	\$50
Give up take away coffees at work @\$5	\$200
	\$300

Person 2	
Self-donation	\$100
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$924
	\$2,738

Person 3	
Self-donation	\$50
Just asking - donations	\$275
Café tin with QR code	\$198
Dog walking for neighbours/friends	\$150
Tamburlaine wine offer	\$50
	\$723

Person 4	
Self Donation	\$100
Just asking - donations	\$1,700
Café tin with QR code	\$37
Dog walking for neighbours/friends	\$150
Car wash for neighbours/friends	\$300
Tamburlaine wine offer	\$200
Sip and Draw 35 friends \$50 pp + raffle	\$1,800
	\$4,287

Person 5	
Self-donations	\$500
Stationary bike at work	\$1,600
Bunnings #2	\$1,750
Just asking - donations	\$940
Candle sales	\$350
Give up take away coffees at work @\$5	\$175
	\$5,315


Just Ask 

Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self Fund 

Corporate Matching 

Quick Tip 

Fundraising Plan Checklist

Method	Audience	Timeline/ Lead time
Just asking	update profile, shared 'Why' story	This weekend, repeat
Passive	Fundraising link on Strava and email signature	This weekend, always on
Tamburlaine wine offer	Everyone	This weekend
Event 1	Work colleagues	3-6 weeks
Event 2	Friend network	6-8 weeks
Event 3	Larger event, friends invite their friends	12 weeks
Cash raffle	Everyone	Quick win – 2 weeks prior to tour
Self Donate	Self - Tax deduction	This weekend / monthly donation on pay day
Give up something	Self – give up take away coffees	Weekly
Corporate /Employer matching	Work	Ask HR this week

- Separate your audience, don't necessarily invite everyone to everything – donation fatigue
- Get fundraising from general public rather than friends ie Bunnings BBQ – relieve donation fatigue
- Are you charging enough? Make sure you are making a good margin. It's for charity therefore people are happy to pay, don't undersell your event or product.



Ride For A Cure | Community



Tour de Cure events connect communities by donating \$10,000 each day to a local cancer support organisation

We also visit primary schools to share our cancer prevention message

#BEFIT #BEHEALTHY #BEHAPPY



Quick Tip

A reminder to upload your Working With Children Check to hub.tourdecure.com.au





Training

Level 3, at March

Only 8 more weekend rides left!

Ride For A Cure | Training



3 Day Tour Training Program

Tour de Cure has mapped out a program to enable you to design your own training plan to reach recommended KMs per week

Dependent on your schedule each week, choose sessions from the below program:
 · 3-4 rides (virtual or outside) · 1-2 walks or runs · 1-2 strength and mobility sessions

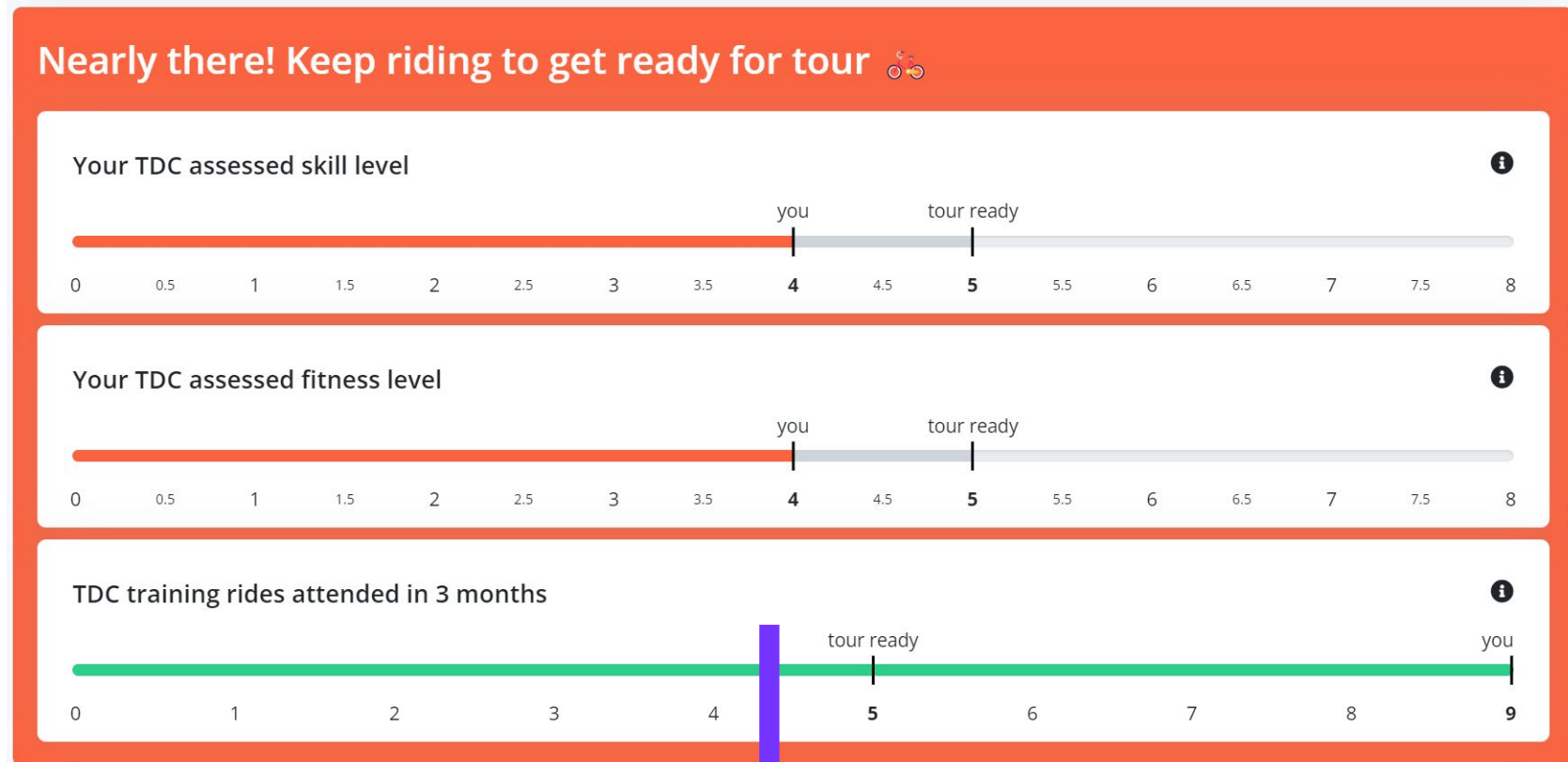
wk		Mon	Tue Ride or Virtual	Tue PM	Wed	Thu Ride or Virtual	Thu PM	Fri	Sat	Sun	Total Kms	Elevation
Reached 50% of Fundraising												
8	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	40	Strength/ Pilates/ Gym	Rest	100	120	285	3000
7	Build	Rest	25	Strength/ Pilates/ Gym	Rest	40	Strength/ Pilates/ Gym	Rest	50	140	255	3000
Level 4 Skill & Fitness												
6	Rest	Rest	25	Strength/ Pilates/ Gym	Rest	30	Strength/ Pilates/ Gym	Rest	50	100	205	2000
5	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	35	Strength/ Pilates/ Gym	Rest	100	150	310	3000
Reached 75% of Fundraising												
4	Rest	Rest	25	Strength/ Pilates/ Gym	Rest	25	Rest	Rest	Rest	100	150	1500
3	Build	Bike Service				Rest	Strength/ Pilates/ Gym	30	100	120	250	2700
2	Build	Rest	25	Rest	Rest	Rest	Strength/ Pilates/ Gym	Rest	100	100	225	2500
1	Taper	Rest	25	Rest	Rest	Tour	Tour	Tour	Tour	Tour	Tour	Tour

Support Crew

We will be in contact in the coming weeks to allocate roles on tour. Recommend support crew #BEFIT #BEHEALTHY #BEHAPPY and prepare your fitness for tour too! Add regular exercise into your weekly routine and get good night's sleep in the lead up to tour.

March, Rider Tour Readiness

- Level 3
- Following the training plan with Back to Back rides
- Attended 5 TDC rides over 40km – Saturday or Sunday rides, depending on State



Congratulations! You are ready for tour 🎉



The Route

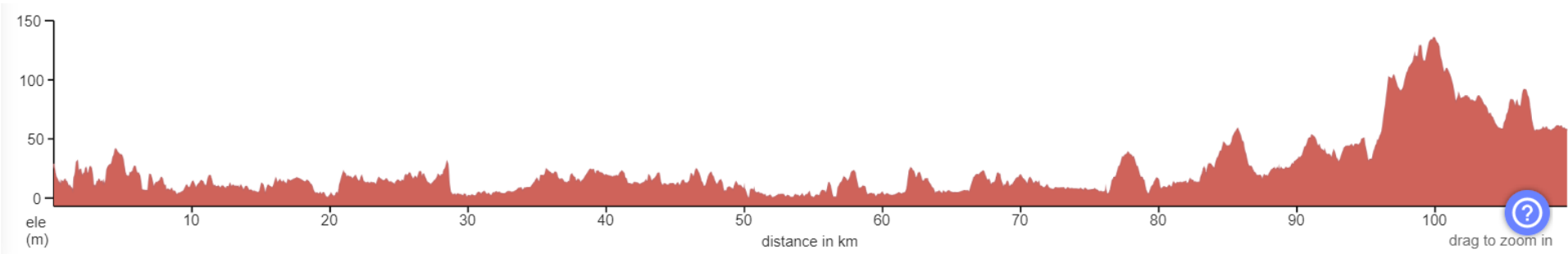
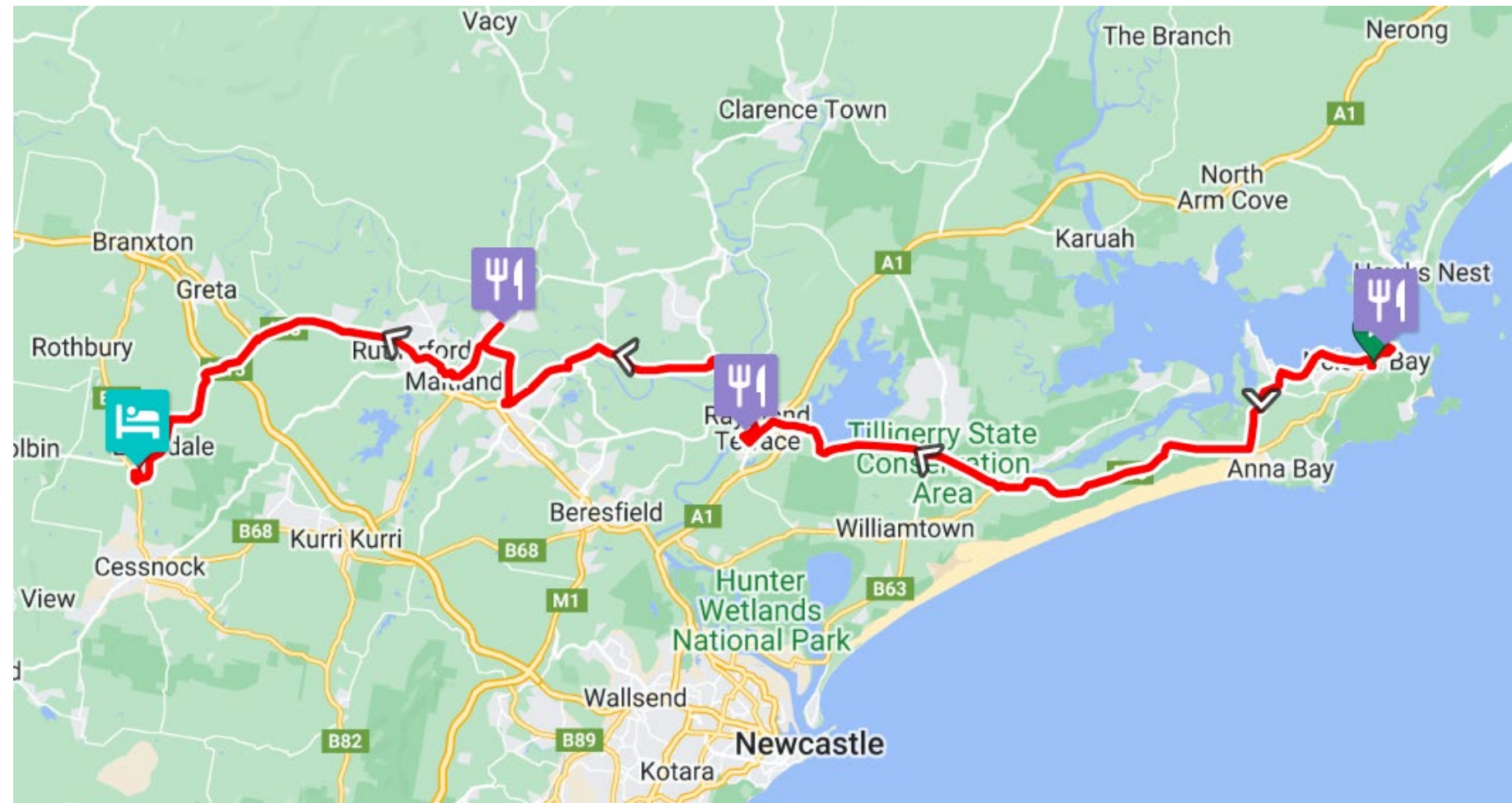


DAY 1 – Nelsons Bay to Hunter Valley

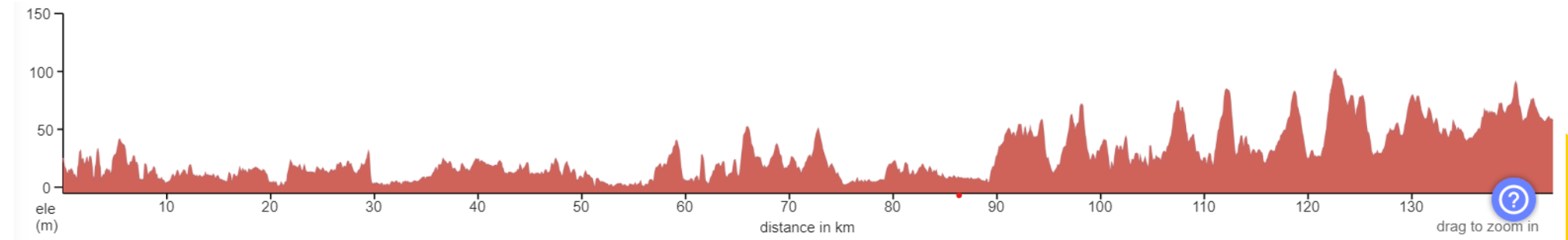
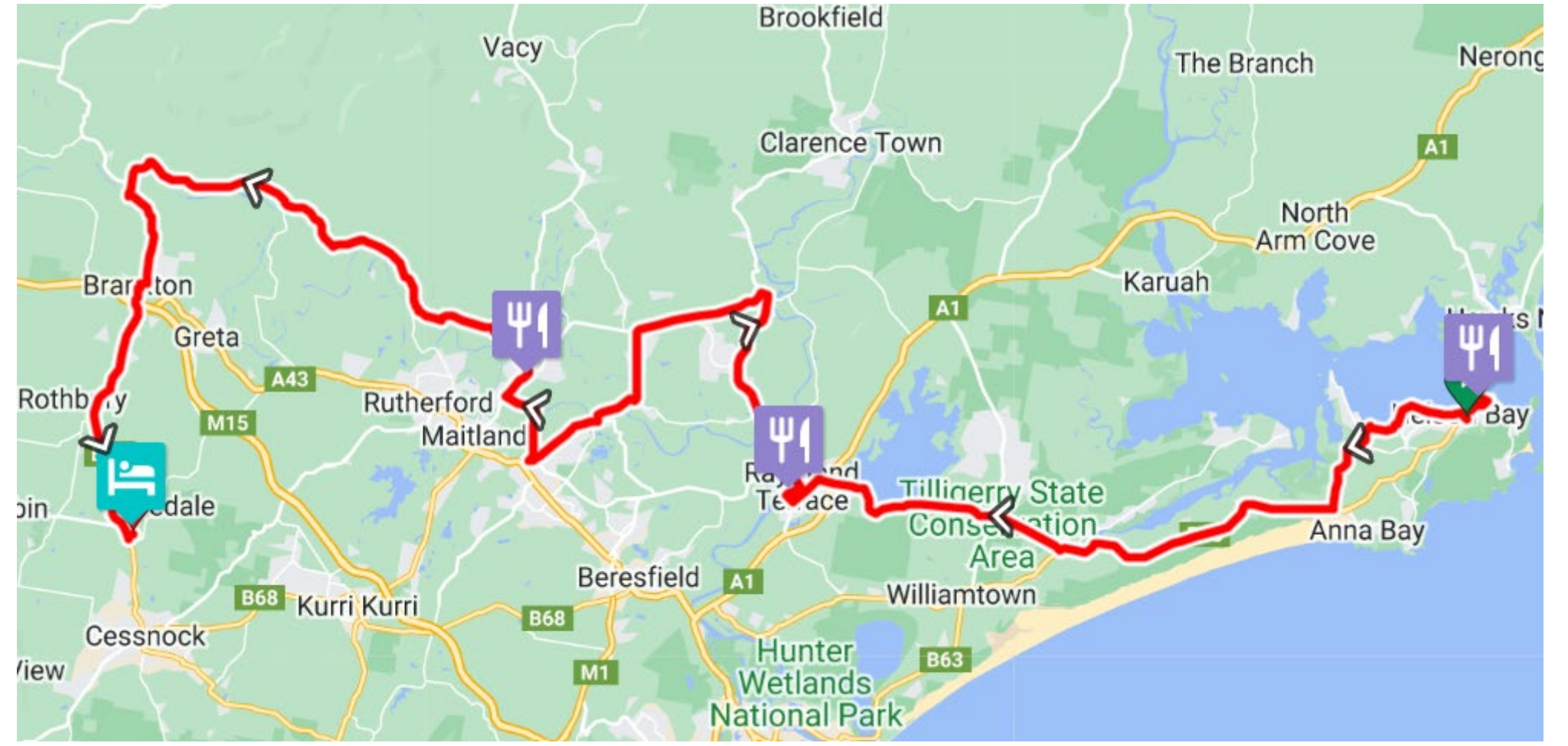
DAY 2 – Hunter Valley to Wyong

DAY 3 – Wyong to Sydney

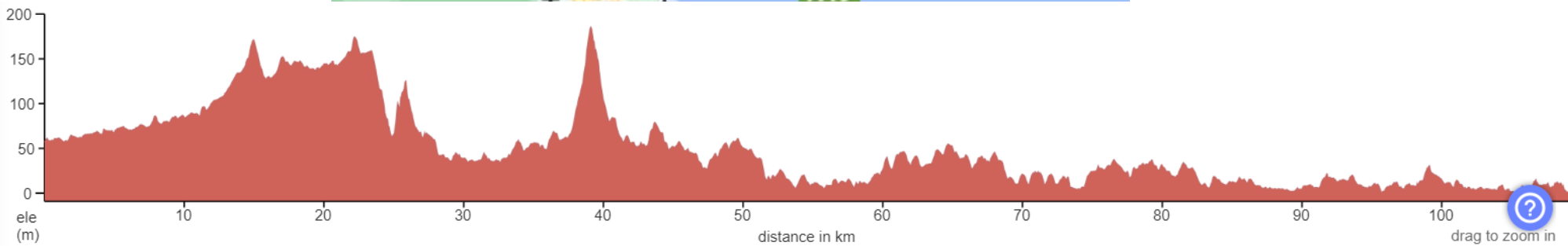
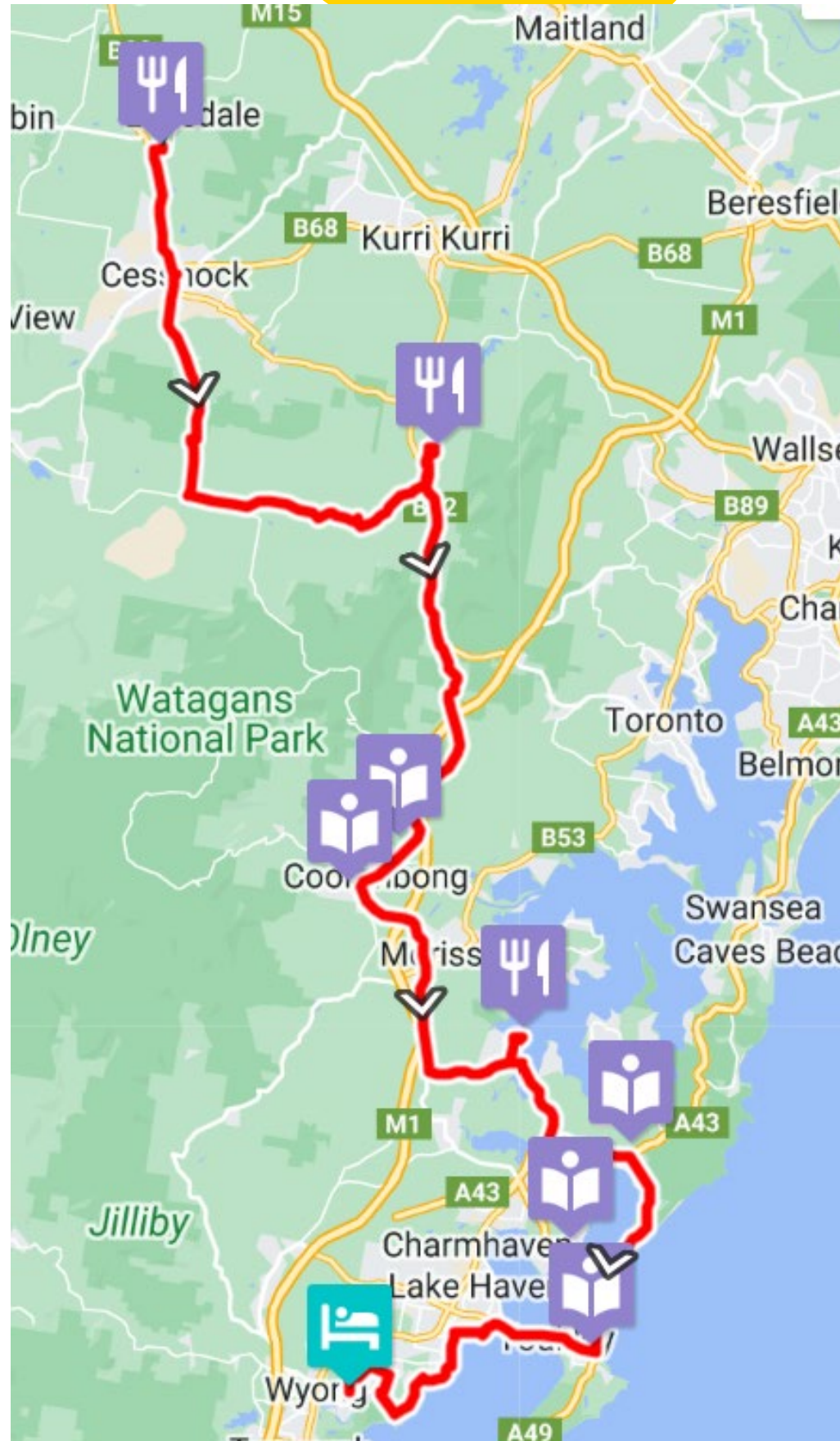
Day 1: Ride - Nelsons Bay to Hunter Valley – 110km / 779m



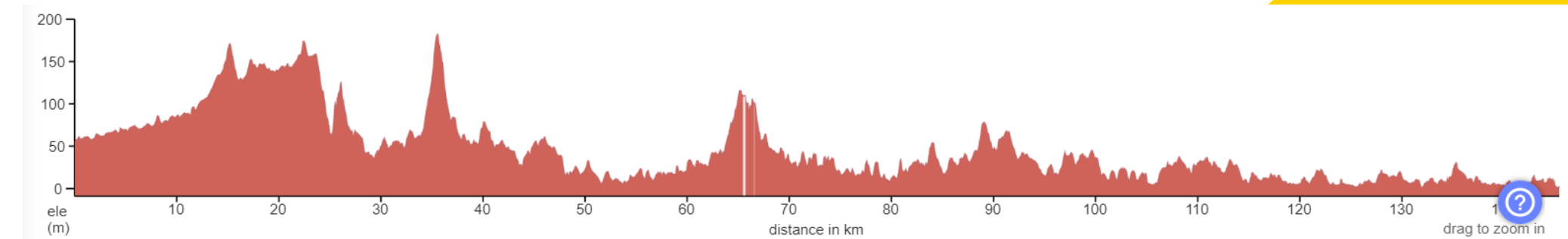
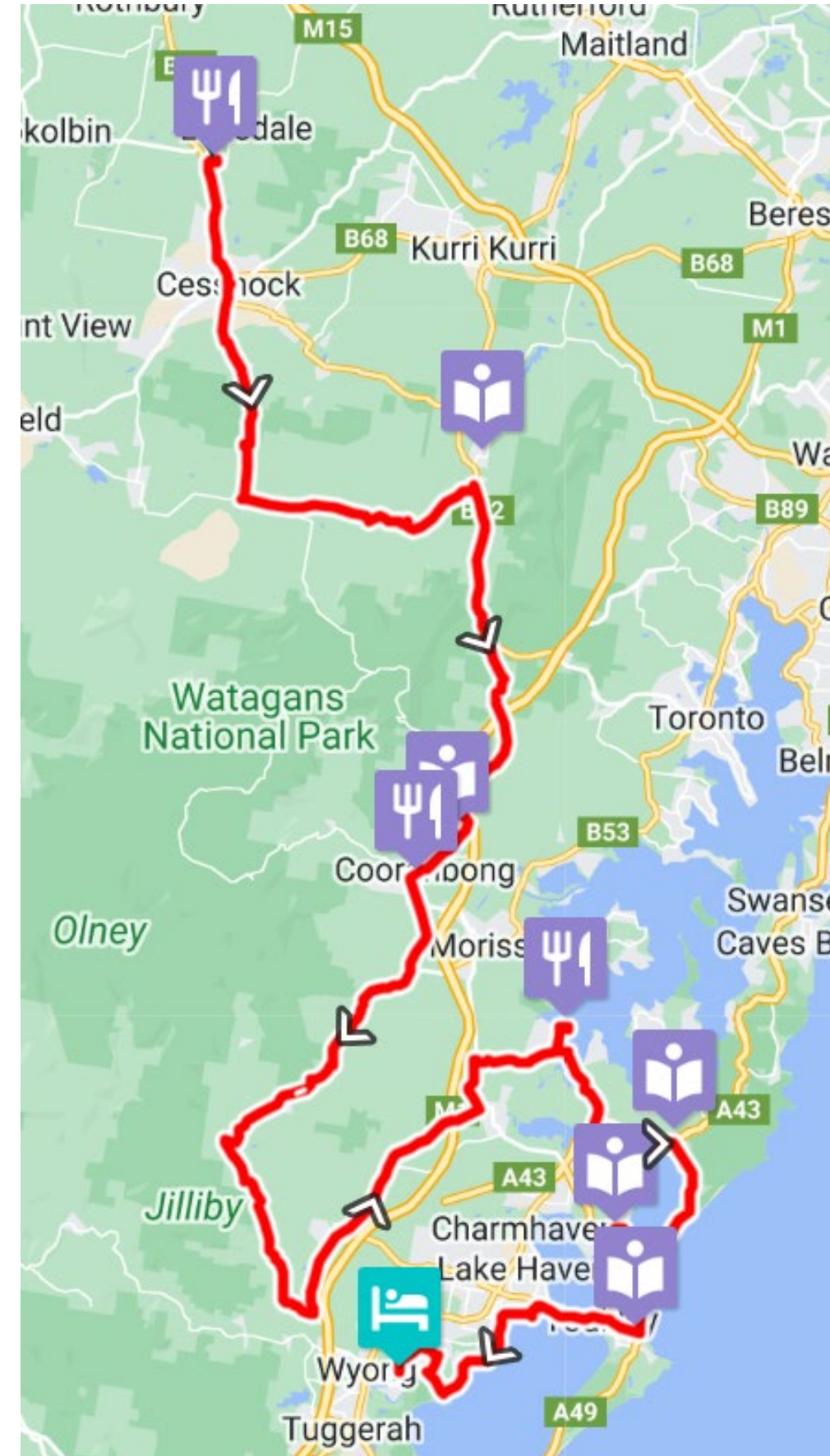
Day 1: Challenge - Nelsons Bay to Hunter Valley - 144km / 1370m



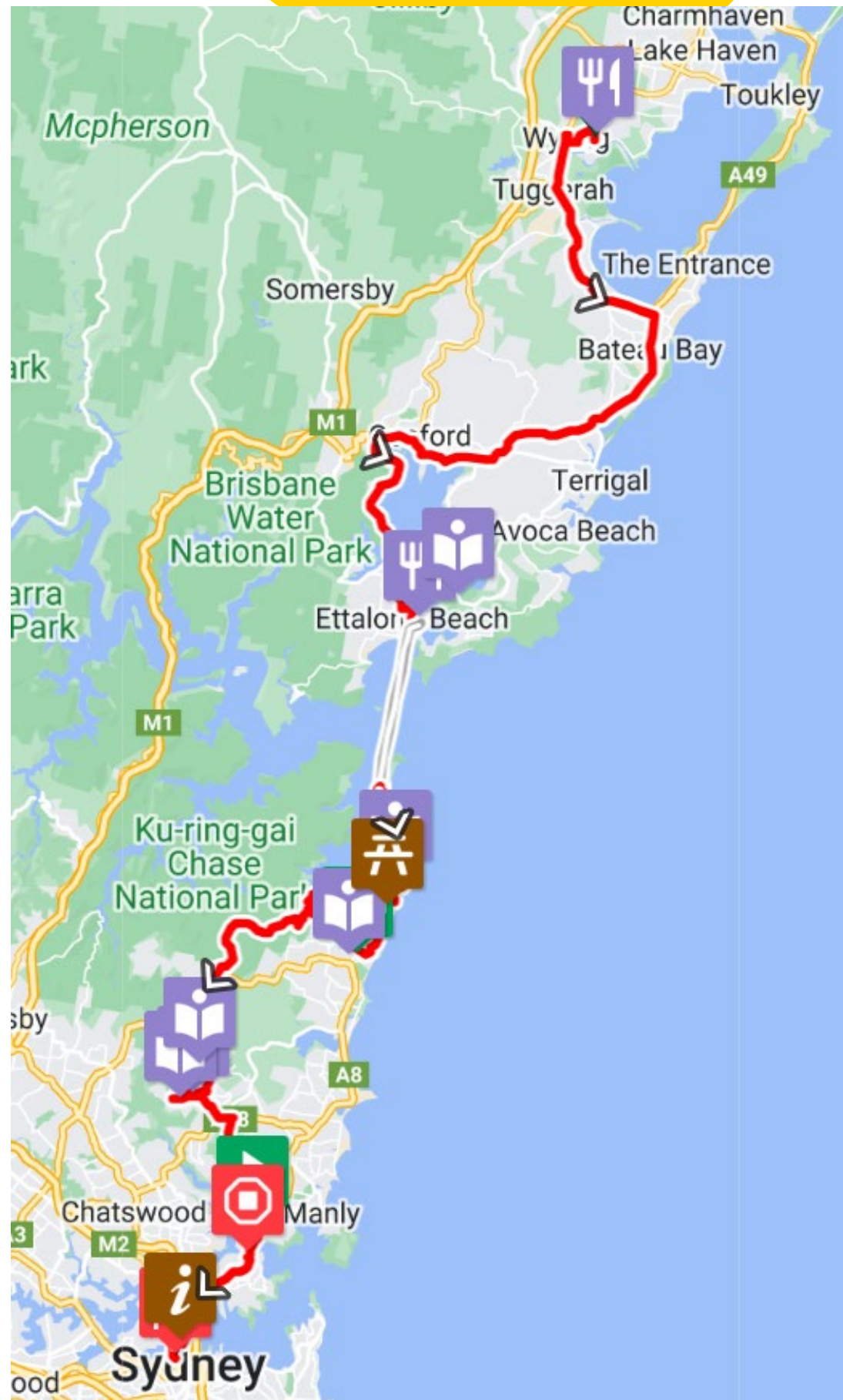
Day 2: Ride - Hunter Valley to Wyong – 110km / 928km



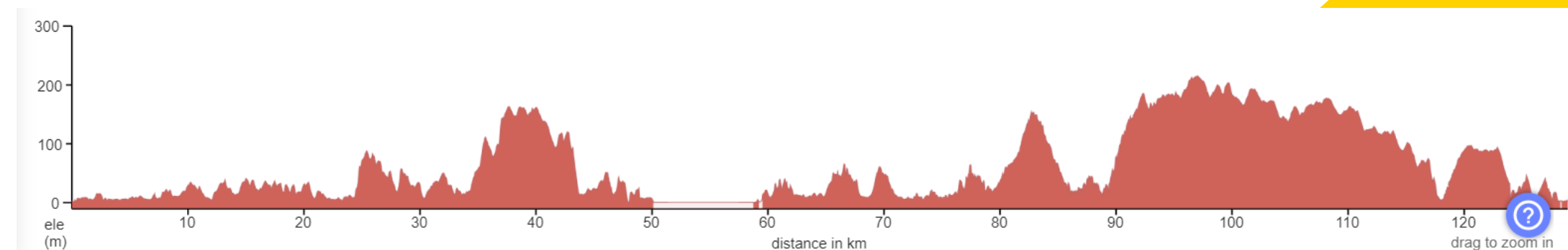
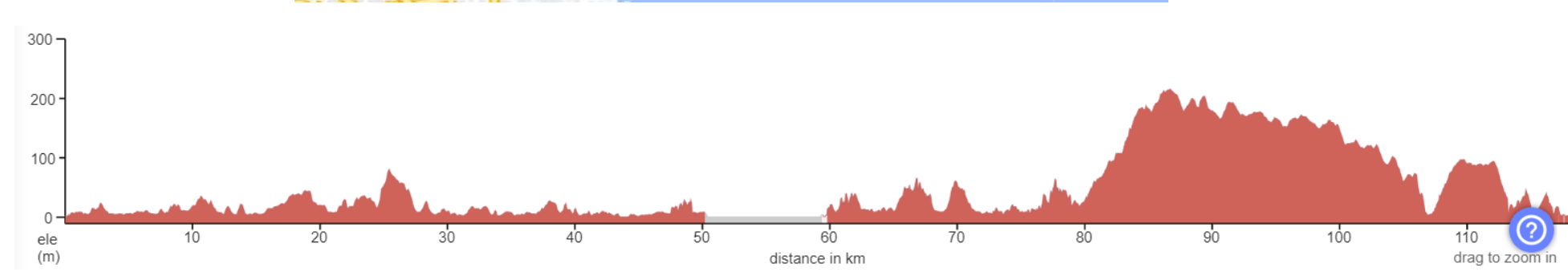
Day 2: Challenge - Hunter Valley to Wyong – 146km / 1339m



Day 3: Ride - Wyong to Sydney – 109km / 1315m



Day 3: Challenge - Wyong to Sydney – 129km / 1812m





The Tour

Pre tour

Bike Transportation

There will be a Pre-Tour Logistics Survey coming out soon. Please see below two options you have to get your bike to the start of tour.

1. Sydney to Nelson Bay: TDC's bike trailer can transport your bike racked and fully assembled to Nelson Bay, no need to use a bike box or bag.

Bring your bike with you to Driver Ave on **Saturday 4th May, 11am**

You will load your bike and luggage prior to boarding the bus for your transfer.

2. If you are interstate or unable to take your bike to Driver Ave, please book to travel with your bike.



Day 0, Saturday – Check in

Saturday 4th May, 2024

Venue: Mantra, Nelson Bay, 1A Tomaree Street, Nelson Bay

3:00pm – 5:00pm: Kit pick up/Swap & Bike Check

4:00pm – 4:45pm: Support crew briefings/Ride Leader Briefing

Dinner: Nelson Bay Bowling Club, 1 Stockton Street, Nelson Bay

5:00pm – 6:00pm: Pre-dinner drinks – own expense

6:30pm: Dinner commences

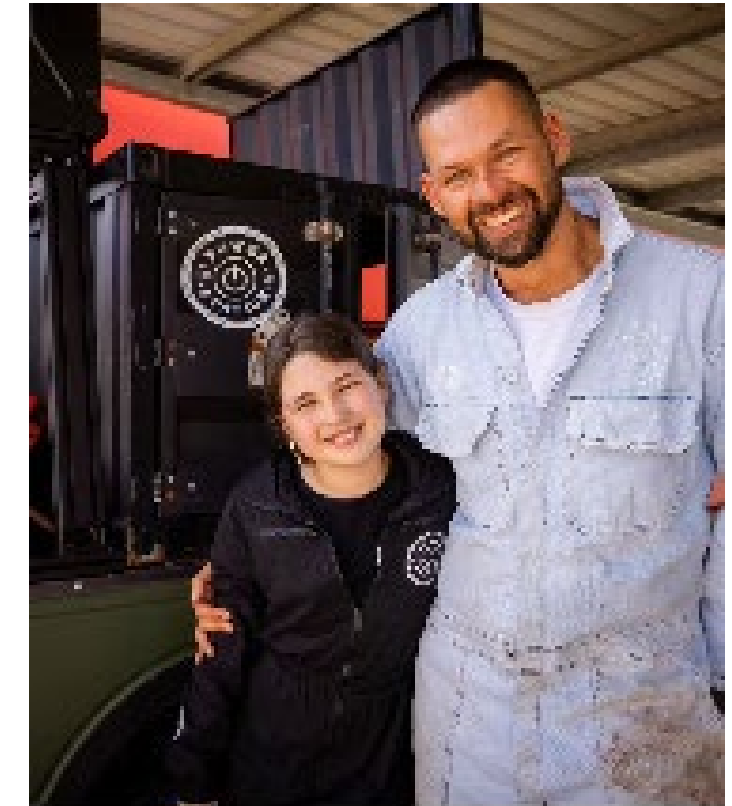
ACCOMMODATION

Day 0, Saturday: Mantra, Nelson Bay – 1A Tomaree Street, Nelson Bay

Day 1, Sunday: Rydges Resort Hunter Valley

Day 2, Monday: Mercure Kooindah Waters, Wyong

Bikes can be taken to rooms, please ensure they are clean prior taking them to your room



Let there be coffee, thanks to.....
“The Power Station Co”

**TOUR
DE
CURE**

Finale Bungalow 8, King Street Wharf, Sydney

Tuesday, 7th May 2024

Team arrival: Approx 2.30pm - Your friends and family can welcome you into the finale

Celebration: 2:30pm – 4:00pm. Friends and family welcome, at own expense. TDC team members will receive drinks and snacks.

Tour concludes at 4pm

Make your own way home from Bungalow 8 after the tour / finale celebrations have concluded.



Tour Checklist

Deadline: 15 March

- Working with children check number and expiry uploaded to hub.tourdecure.com.au
- Medicals: Please complete a [self assessed medical form](#) which will be reviewed by the tour medical director. Upload the completed form to [TDC Hub](#).
(We always encourage participants to have an annual check up with their GP and to complete regular cancer screenings.)

Additional Rider Mandatories

- At Level 4 Skill and Fitness by start of tour
- All riders are required to attend a minimum of five TDC supported training sessions of 40km+, even if you are an experienced cyclist. Only 8 more weekend rides until tour! Follow the weekly training plan including back-to-back long rides. Tracked on hub.tourdecure.com.au
- Purchase a spare derailleur hanger specific to your bike and keep in a safe place.
- Two weeks prior to tour you are required to have your bike serviced then [upload the form](#) to TDC Hub.



A Typical Day on Tour

Kit

Accommodation

Socials

A Typical Day on Tour



Breakfast & bag drop

Team briefing

Ride 25-60km

School visit – week day

Morning Tea

Ride 25-60km

Lunch

Ride 25-60km

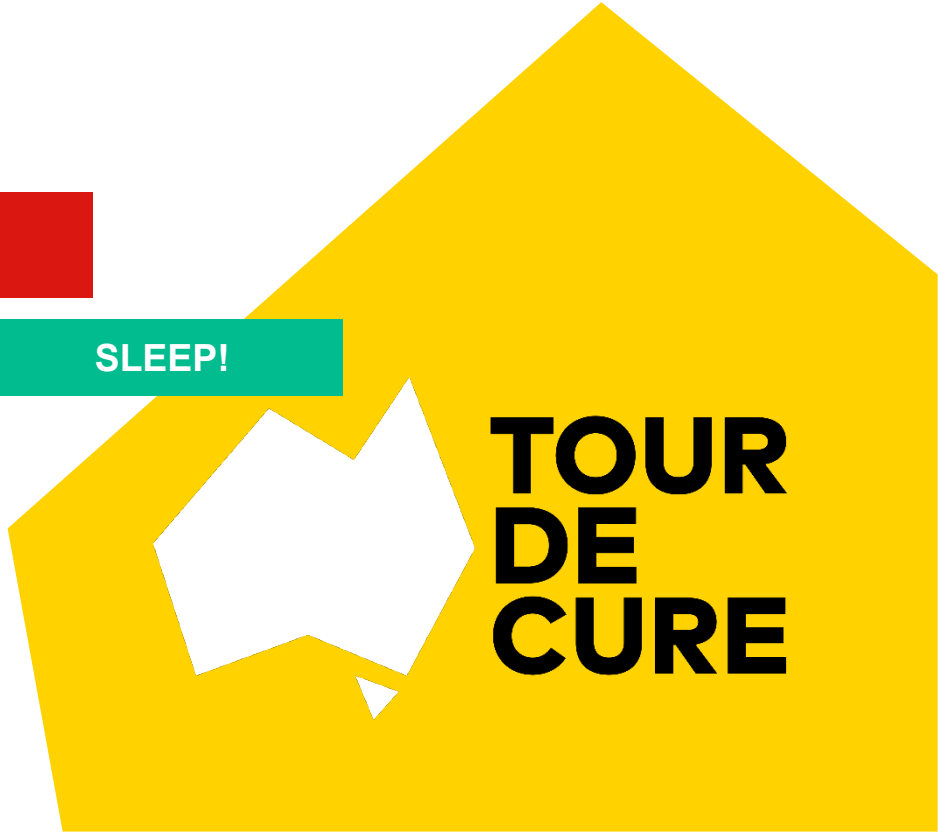
Afternoon Tea

Recovery

Room check in

Dinner, Community Grant presentations, Briefing

SLEEP!



Kit Summary

Packing list – [Rider](#) | [Support Crew](#)

Kit Pick Up Locations:

To be Confirmed, Tuesday 30 April, Westpac office Sydney

Further details provided after the pre-tour logistic survey completed

Riders will receive:

- 2 x sets of tour cycling kit
- 2 x water bottles
- Black dinner polo shirt (Optional / bring previous tour shirts)
- Drawstring day bag (Optional / bring previous tour bag)
- Laundry bag (Optional / bring previous tour bag)
- Sticker sheet with 4 name stickers, luggage tags and top tube sticker

Optional Additional Apparel to Purchase

TDC Kit supplier Champ Sys

Additional kit such as waterproof riding/ rain jackets, arm and leg warmers, gloves, booty covers etc

<https://www.champ-sys.com.au/collections/tour-de-cure-retail-1>

Deadline 12 March for 12 April delivery

Champ Sys will donate 20% back to TDC for each order placed.

Rainbird Softshell Jackets

Optional purchase of TDC branded Jackets \$129.99

<https://rainbirdclothing.com.au/pages/friends-of-rainbird>

Delivery approximately 5-10 days from order.

Rainbird will donate \$30 back to TDC for each jacket purchase.

Support crew will receive:

- Black dinner polo (Optional / bring previous tour shirts)
- Black TdC t-shirts (Optional / bring previous tour shirts)
- Baseball cap
- 1 x water bottle
- Laundry bag (Optional / bring previous tour bag)
- Sticker sheet with luggage tags and name labels



Fundraising and Social on Tour

Please follow us and also ensure you tag us in any of your posts!

Facebook: @TourdeCureAustralia

Instagram: @tourdecureaus

LinkedIn: @Tour de Cure Australia

X/Twitter: @tourdecure_au

HASHTAGS:

#letscurecancer #tourdecure





Ride For A Cure Values Jersey

Ride For A Cure Values Jersey

The VALUES jersey is awarded each night on tour to the riders and support crew who display Tour de Cure's CARING values.

- Courageous: We do what we say we will do and what is right
- Achieving: We work with purpose beyond ourselves to ensure we reach our goals
- Respectful: Our actions and words consider others first, me second
- Inclusive: We are committed to diversity and make inclusion a priority
- Nurturing: We provide honest feedback to help each other improve
- Growing: We measure our progress in everything we do

The winners of this jersey are decided by YOU.

Each day you'll be offered the chance to nominate the people you think deserve to be recognised. Three jerseys are awarded at each dinner. Nominate for many, nominate often!

You will be asked the week prior to tour to Nominate for a Day 1 Jersey to be presented on Saturday 4 May. Start thinking who have you met who has displayed the TDC Values in the lead up to tour?



Red Suitcase

The **Red Suitcase** Award includes:

- Single Room Accommodation
- Luggage bag
- VIP coffee and meal service
- Chairs at all breaks

Awarded to:

- Highest fundraiser
- Most improved rider
- Raffle winner



**TOUR
DE
CURE**

Questions

[FAQs](#)

[RESOURCES](#)

[MEDICAL FORM](#)