



## Cycling Without Age









**OUR PURPOSE IS TO GIVE PEOPLE WHO ARE LIVING IN ISOLATION, OR SUFFERING WITH LONELINESS, THE OPPORTUNITY TO TAKE RIDES.**

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## WHAT IS CYCLING WITHOUT AGE?

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Cycling Without Age (CWA) started in Denmark in 2012, the aim of combatting social isolation and loneliness within the older population and since 2021 has had chapters in Portsmouth, Hayling Islands.

Our purpose is to give people who are living in isolation, or suffering with loneliness, the opportunity to partner with our fully trained and DBS-checked volunteers to take rides around Portsmouth and Hayling Island in one of our Triobike electric tricycles, experiencing the sights and sounds of our local community.

Our team of volunteers provides safe, stimulating rides out for people five days a week.

We have volunteers from many backgrounds, which allows us to 'buddy up' people with a volunteer pilot who shares some common interests, allowing lasting relationships to form and the sharing of intergenerational stories which may have otherwise been long forgotten.

**Our friendly volunteers are current, competent cyclists with a strong awareness of road safety who are also able to offer a kind ear to listen and good conversation where required.**

We are ambassadors for the project, building lasting relationships with our passengers, and look to build strong relationships with the local public in raising awareness for the project.

## CASE STUDIES



**Betty**

*Cycling without Age Passenger*

“Betty’s Social Prescriber referred her to Cycling Without Age because she was feeling lonely and socially isolated. She came to Spark Community Café and had a taster ride before we organised a private ride for her along Southsea seafront; taking a detour through the Rose Gardens and around Canoe Lake.

Along the promenade, they had a mock race with a 2nd trike, when Betty said **“this is the best day of my life”**.



**Peter**

*Cycling without Age Passenger*

“Peter was referred to Cycling Without Age when he was released from hospital. Blindness and stroke-related weakness have left Peter fearful of falling, making him reluctant to go out even though he misses social interaction.

Our Pilot and Volunteer Coordinator took him out for a spin around the seafront, **describing their surroundings so Peter could visualise the journey.**”



**Chris**

*Volunteer Rider*

“I am fortunate enough to work for a company that give employees ‘Volunteer Time Off’ days. Utilising these for **Cycling Without Age is the most gratifying experience** for all concerned. Rides range from short tasters to longer dedicated ones.

Either way they are a wonderful way of meeting new people, often **helping them get out and about and seeing the city in a new way.** Even the waving from people we pass never fails to bring a smile.”

# 300

Cycling without Age rides were delivered across Portsmouth & Hayling in 2023



## BUSINESS PARTNERSHIPS

### What is a business partnership?

This involves a collaboration where both parties work together to achieve common goals that benefit our community, while also advancing their respective missions. By working together, it allows both parties to pull their respective strengths together to create a positive social impact. These partnerships are a lovely way to bring people together, build relationships and make a positive impact in our local community.

### Benefits of business partnerships:



Enhanced Brand Visibility  
and Reputation



Increased Impact



Expand network  
and reach



Reduce your tax

Just a few of our wonderful supporters and friends of Cycling tithout Age:



## PACKAGE OPTIONS

The below packages are designed to offer a wide range of support to Cycling Without Age:

	First Gear	Second Gear
<b>Audience</b>	General supporters	Supporters who want to contribute to equipment needs, bike maintenance and rider apparel
<b>Recommended donation amount</b>	Over £20	£100-£1,000
<b>Personalized thank-you email/ letter</b>	✓	✓
<b>Special edition Newsletter</b>	✓	✓
<b>Inclusion in a supporter appreciation section on the Charity's website</b>	✓	✓
<b>Social media shoutouts and recognition of purchase/ work done</b>		✓
<b>Digital certificate of appreciation</b>		✓
<b>Logo placement on bike/shed/pilot gear</b>		
<b>Public acknowledgment/invitation at community events</b>		
<b>Use of our service for their clients</b>		

Third Gear	Fourth Gear	Fifth Gear
Local businesses or organizations interested in community service	Donors interested in supporting specific milestones or goals (like buying a new bike)	Donors interested in supporting the service long-term (e.g., nursing homes)
£1,000 plus	£5,000 plus	£30,000 plus
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
		✓



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