



RACHEL'S

RIDE FOR RWANDA

SPONSORSHIP PACK



INTRODUCTION

RACHEL'S RIDE FOR RWANDA ...

is a 12km, family and teen-friendly bike ride in support of the Wellspring Foundation for Education. In 2014, after living in Rwanda with her family for three years, Rachel Fitz was inspired to do something to help the people she had met during her time overseas. At 11-years-old she gathered some friends and rode in support of Wellspring's work. Since then the ride has raised over \$40,000 for quality education in Rwanda. The 2018 ride, which takes place on June 23, will be the 5th annual Rachel's Ride for Rwanda. Funds raised by cycling in Rachel's Ride will impact 175,000 Rwandan children, their teachers, leaders, families, and wider communities, through the Wellspring Foundation's innovative work in 124 Rwandan schools.

WHY RWANDA?

In 1994, Rwanda experienced the horror of genocide – a tragedy that has been compared to three 9/11s every day for 100 days. This event, and the turmoil that preceded it, decimated Rwanda's education system, political stability, and health care. Over the past 24 years, as the nation has rebuilt and worked hard to move into a united and hopeful future, it has been essential to ensure that Rwanda's next generation is equipped for this future, through a quality values-based education.

WHY EDUCATION?

There is great opportunity to help Rwanda overcome its huge educational gap and accomplish its goal of overcoming extreme poverty and transitioning towards a service based economy. As Rwandans continue working to overcome the legacy of the genocide, education is key to this process. There are huge challenges – with many children learning in overcrowded classrooms, with staff morale often low and absenteeism often high, and many teachers lacking certification, ongoing training, resources, and adequate pay. But there is hope. Transformation is possible, and Wellspring is experiencing this first-hand, in remarkable ways.



ABOUT WELLSPRING

The Wellspring Foundation for Education works to empower a new generation of Rwandan leaders through education that transforms lives. Wellspring's team of Rwandan Trainers works with all stakeholders – school leaders, teachers, parents, and students – in 124 public schools, equipping them to see these schools transformed into vibrant learning communities in which 175,000+ children can thrive and fulfil their potential.

We are seeing incredible change taking place in these schools, with improved exam results, more children completing primary school and transitioning to secondary, increased teacher confidence, and stronger leadership. In addition to the quantifiable results, change is taking place at a heart level, as teachers truly understand their own value and the value of the children they serve. Funds raised through Lake2Lake play a huge part in helping these 124 Rwandan schools to experience sustainable change that will truly transform Rwanda's next generation. Learn more at www.thewellspringfoundation.org

SUPPORT WELLSPRING THROUGH RACHEL'S RIDE

Rachel's Ride provides an opportunity for families and teens here in the Lowermainland to get on their bikes and do what they love, while also raising money to support Wellspring's life-changing work in Rwanda. Through ride sponsorship, we are excited to extend this opportunity to companies and businesses who are looking to make a difference around the world. By choosing to become a sponsor of Rachel's Ride, you will be directly impacting the lives of thousands of children in Rwanda, as well as their teachers, school leaders, parents, and communities. The following page outlines the various corporate sponsorship options available, and the ways in which you can spread the word about your business through Rachel's Ride, while also contributing to Wellspring's work.

SPONSORSHIP PACKAGES

RIDER'S BAG	BBQ	PRIZE	T-SHIRTS	EVENT
\$300	\$500	\$1000	\$1500	\$2000
<p>Rider's Bag Package</p> <p>+</p> <ul style="list-style-type: none"> Your logo on the Rachel's Ride website, and in the Rider Package. Rachel's Ride logo for use on your company website to advertise your support. Acknowledgement across all Rachel's Ride Social Media. Verbal acknowledgement at the event Promotional Material in Rider's Bags 	<p>Rider's Bag Package</p> <p>+</p> <ul style="list-style-type: none"> Your logo in Wellspring's e-newsletter advertising Rachel's Ride 2018 	<p>BBQ Package</p> <p>+</p> <ul style="list-style-type: none"> Your company included in email to past riders and volunteers acknowledging our 2018 sponsors 	<p>Prize Package</p> <p>+</p> <ul style="list-style-type: none"> Company logo in Rachel's Media Kit Company logo on sleeve of T-shirts 	<p>Prize Package</p> <p>+</p> <ul style="list-style-type: none"> 4 complimentary rider registrations Company logo in Rachel's Media Kit

Got creative ideas about other ways your company can get involved? Let us know!

BOOK YOUR PACKAGE

Contact Kelly Warkentin at 604-371-2705 ext. 207 or kelly@thewellspringfoundation.org to book your Rachel's Ride Sponsorship Package.

Deadline: Friday, April 27, 2018.