



Dear Friends,

The Canada Africa Partnership (CAP) Network is pleased to invite like-minded organizations to join us for our 16th Annual Canada Africa Partnership Ride bike-a-thon, which will take place on Sunday, June 7th, 2020.

2020 is an exceptional year for many of us in the non-profit sector. In response to the COVID-19 pandemic, we have united in a common effort to ensure the safety and wellbeing of our families, communities and societies. We recognize the challenges you may be facing in being responsive to your African partner communities at this time, as well as the importance of continuing to stand in solidarity with these communities we collectively support.

Thus we are launching the 2020 CAP Ride as a virtual event, with participants riding from where they are. As always, we invite Canadian organizations to take part by **registering a team and raising funds for your projects.**

We offer this to you as turnkey fundraising opportunity to help meet your 2020 revenue goals. Further information is included below, which explains how the event works and the details of this proposed partnership.

Please do not hesitate to contact me with any questions. I hope to be working with you in the near future!

Sincerely,

Katie Fettes
Fundraising and Administrative Officer

katie@capnetwork.ca | 647-679-4289

About the CAP Network

The Canada Africa Partnership Network connects Canadians and African communities, providing capacity building and resources to support locally developed, community-driven projects. Our partners are focused on meeting the most pressing needs of their communities, advancing education, investing in livelihoods and promoting health.

Since 2003, the CAP Network (formerly CAP/AIDS) has supported 22 grassroots Community Based Organizations (CBOs) across nine African countries, namely, Ethiopia, Kenya, Malawi, Mali, South Africa, South Sudan, Tanzania, Uganda, and Zimbabwe.

The CAP Network is a registered Canadian Charity - #88898 7500 RR0001 - with two part-time staff and a voluntary Board of Directors based in Ottawa, Toronto, Guelph and Vancouver.

For more information, please visit: www.capnetwork.ca

The Canada Africa Partnership Ride

History

The Canada Africa Partnership Ride is an annual fundraising bike-a-thon the CAP Network has hosted since 2005 (previous names for the event include Bike2CAPAIDS and AIDS Ride for Africa). The events have, over the years, taken place each June in Ottawa, Toronto and Vancouver in support of community projects in Africa. Together **these bike-a-thons have generated more than \$400,000** and have engaged more than 1,200 participants across the country. An average of 70% of registered riders successfully raise funds with an average of \$250 per rider.

2020 Event Details

The 2020 campaign will launch on April 1st and will be accepting registrations until the day of event on June 7th. Donations will be accepted until June 30th. The ride will take place on Sunday June 7, beginning at 11:00am EST.

Upon registration, participants will gain access to Personal Fundraising pages through which they can reach out to friends and family and solicit sponsor donations. Following public health recommendations, the 2020 Ride is planned as a virtual ride: on event day participants will ride a 15km bike-a-thon route in their own neighbourhoods, while joining other riders across the country through an exciting digital community experience. All participants will also be provided, in advance, with swag to showcase what they're doing and the project they're supporting. If we are able to gather by the event date, we will proceed with our regular event in High Park in Toronto, and also make arrangements in other communities as required!

For full event details, please visit: www.CanadaAfricaPartnershipRide.ca

Participate and Raise Funds

Register Your Organization

If your organization is interested, simply complete the [online team registration form](#) with your information. We will set you up as a participating organization on the event website.

Once you are set-up you will be able to share the link to your organization's page with your supporters – from there they will be able register to ride for you and/or make a donation towards your campaign. They are also given the option of forming a team under the umbrella of your project so that they can invite their friends and family to ride with them in support of your project.

Raise Your Profile

Pledge-based events are a great way to develop new relationships and build your house file!

We will provide you will regular updates throughout the lead up to the event with a list of all those who have registered to ride for your project so that you can communicate directly with them about the important work they are supporting. You will also retain exclusive rights to the contact information of your riders and donors through this campaign – The CAP Network will not contact them directly (with exception of general event-related communications with riders prior to the event).

Since the CAP Network handles the design, logistics and administration of the campaign, you'll be able to focus all your energy on recruiting riders and supporting their fundraising efforts!

Raise Funds for Your Work

Pledge-based events are also a great way to raise funds outside of your network – rather than relying on your existing donors, your supporters will do the asking for you and will raise funds from their networks of family, friends and colleagues.

Fees

In order to cover our costs, the CAP Network will hold back an administrative fee of 15% on all funds raised. These funds will contribute to event-related expenses including powering the online fundraising site, permits, insurance, printing of campaign materials, etc. In addition, online donations will be charged the *3% credit card processing fee* automatically incurred through the online system.

For Example: Total \$ Raised By Your Team: \$ 3,000
15% Administration Fee: \$ (450)
Total for Project = \$ 2,550

All donations received (including through the online system and through cash/cheques will be reflected in the online fundraising total on your organization's page. The CAP Network also provides a complete financial report by mid-July with details of all donations received for your review prior to transferring funds.

If you are a registered charity in Canada, the CAP Network will issue a cheque for the total of your donations received, less the admin and credit card processing fees, by the end of August 2020.

If you are not a registered charity, the CAP Network will wire transfer the funds directly to your partner project in Africa using the banking information you provide by the end of August 2020.

Eligible Projects

All projects benefitting from the Canada Africa Partnership Ride must fit within the CAP Network's mission of supporting grassroots projects which are implemented in partnership with communities. Projects should be responsive to the needs of local communities and should emphasize local ownership and participation in project design and evaluation. The CAP Network will require one brief 1-page report on the use of funds raised through the Canada Africa Partnership Ride on or before December 31st, 2020 for audit purposes.

Past Partners

