



CYCLE

FOR SMART WORKS

CYCLE FOR SMART WORKS 2022

Tuesday 1st – Tuesday 8th March

In the run up to International Women's Day 2022, we challenge our supporters to join in the ultimate team cycling challenge, raising vital funds for Smart Works Greater Manchester.

Cycle on any bike you like - outside in the fresh air, in a gym or spin class, a stationary bike at home or in the office.

Over the last 5 years, participants have raised over £100,000 for our charity and helped us to support and empower over 3,000 women to *"get the clothes, get the confidence, get the job"*.

It costs around £2,000 per week to run our service at full capacity so we have set ourselves an ambitious Cycle for Smart Works Greater Manchester target of £40,000. We can't do this without your support and participation!



CYCLE

WHAT IS CYCLE FOR SMART WORKS?



Recruit a team of five individuals who will join together to cycle a collective 500 miles, the distance between the eight Smart Works centres.



The cycling challenge begins on Tuesday 1st March and ends on Tuesday 8th March - International Women's Day 2022.



You can reach the 500 mile target on any bike that you have. Whether you are cycling in your lunchbreak, pedalling a stationary bike in the gym, or mountain biking over the peaks - Cycle for Smart Works is the perfect way to have some healthy competition and support women in disadvantaged circumstances.



Fundraise before, during and after the challenge, either for your local Smart Works centre or Smart Works HQ. We ask for a minimum fundraising target of £500 per team. Every pound raised will help unemployed women across the UK to feel encouraged, connected and empowered before their job interview.

5 people ✓
500 miles ✓
£500 target ✓



TIME TO PUT THE WHEELS IN MOTION

Sign-ups open on Wednesday 12th January via www.smartworks.org.uk.

Each team will benefit from:

- A welcome pack with fundraising advice and a guide to completing the challenge, including cycling tips and exclusive merchandise.
- A team fundraising page to raise money for your chosen Smart Works centre.
- A unique log in to track the total miles cycled, so you can see your team climbing up the official leaderboard once the challenge begins.
- The chance to attend celebratory events and win exciting prizes.

GET READY, GET SET... GO!

It's time to spread the word, assemble your team and prepare to sign up on 12th January 2022.

Register your interest [here](#) and be the first to hear the latest news.

We can't wait to welcome you into the Smart Works community, as we Cycle for Smart Works in 2022.

I love the way it can bring teams from across our business together. I felt a sense of common purpose.

William

I enjoyed the combo of knowing I was actively supporting women, and getting fitter!

Eleanor

It was great to have rivalry with my colleagues' teams.

Mark

Register your interest here

Or contact our Cycle for Smart Works
Lead, Sarah Galligan on:

manchesterevents@smartworks.org.uk



CASE STUDY: BARCLAYS

Barclays are big champions of Cycle for Smart Works, with over 50 teams taking part over the years. Employees have raised an incredible £50,000. The team at Barclays kindly share the opportunity with their partners, who commit a number of teams to the challenge each year.

Barclays bring to life the challenge by:

1. Setting up a Cycle for Smart Works internal steering group, who manage internal involvement
2. Sharing information about the challenge across their UK offices, via regular newsletters and communications
3. Arranging free access to the Nuffield Gym in their building, who run bespoke classes for participants
4. Hosting a wrap party to thank teams for taking part and present internal prizes, attended by Smart Works Chief Executive

William Torrie, Deputy Chair – Win UK, Barclays Gender Network, tells us why he loves cycling for Smart Works:

Win UK, Barclays' Gender Network, are passionate about equality and we were attracted to the uniqueness of this fundraising initiative. I love the way it can bring teams from across the business together. During the pandemic we were all working remotely. For the first time in a long time, I felt a sense of common purpose. It felt good to be active, to be achieving something away from your desk. People told me how they'd made new connections in different parts of the bank, which had they not been remote working and taking part in Cycle for Smart Works, they'd never have done.



CASE STUDY: ESG

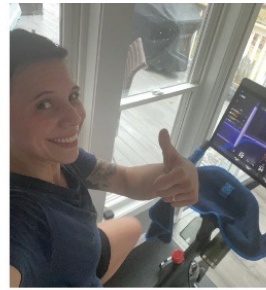
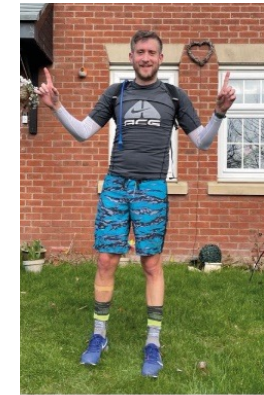
For the second year running, ESG based in Chorley joined the challenge entering 3 teams and raising over £6,500 in support of Smart Works Greater Manchester.

Utiligroup organised:

1. A company leader board showing funds raised and miles covered
2. Group cycling and running sessions around the beautiful Lancashire countryside especially for their elite level athletes
3. Plenty of social media posts and using Strava to motivate everyone along during the week

Matthew Hirst, Group CEO, said:

We absolutely smashed the miles, I still can't believe how many we covered in total and during the first week of March when it was freezing up here in Lancashire. It's a great way to celebrate International Women's Day for a business, we have fun, we enjoy a challenge and we're raising money for a fantastic cause, what's not to like about that.



CASE STUDY: MUSIC MAGPIE

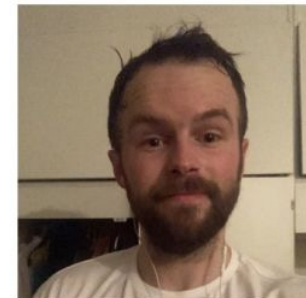
musicMagpie participated for the first time in March 2021. They entered as a single team and raised over £11,000 in support of Smart Works Greater Manchester (and the celebration of the CEO's 50th Birthday!)

musicMagpie had fun by:

1. Setting a team target of doing 1,500 miles, which was the equivalent of cycling to Moscow!
2. Persuading people not to buy Steve, the CEO, a present to celebrate (commiserate!) his birthday and donate to this brilliant cause instead!
3. CMO, Liam, took it one stage further and had a baby the week before so did all of his 100 miles plus whilst holding his new baby daughter!

Steve Oliver, Group CEO, said:

The team found it to be a great bonding exercise and we were all so pleased to contribute to such a worthy cause. Being able to help women reach their full potential, secure employment and change the trajectory of their lives, is something we are incredibly passionate about at musicMagpie.



CASE STUDY: GUNNERCOOKE

gunnercooke were another first-time participant in Cycle for Smart Works Greater Manchester to celebrate International Women's Day 2021. Already supporting our charity through the gunnercooke foundation's inspire* project, the law firm entered 6 teams who between them raised a fantastic £3,800.

gunnercooke teams participated by:

1. Cycling on the road and in the gyms
2. The law firm also entered teams who supported their colleagues who were "pedalling for a purpose" by walking and running to ensure the broadest employee engagement
3. countryside especially for their elite level athletes
4. Plenty of social media posts and using Strava to motivate everyone along during the week

gunnercooke Co-Founder and Executive Chairman Darryl Cooke said:

Cycle for Smart Works is a fantastic initiative and it's a pleasure to work alongside the charity as part of our inspire* project. It was great fun for our teams who got involved in the fundraising, plus we got fit and raised lots of funds in the process. We look forward to getting on the bikes again for Cycle for Smart Works Greater Manchester 2022 with the aim to cover more miles and raise even more funds.



NEXT STEPS

Sign ups open on Wednesday 12th January via the Smart Works website – remember to click the Manchester button!

Register and raise funds via the JustGiving platform – the first 100 teams to raise £100 get T-shirts

Each team receives a welcome pack with fundraising advice, guidance on JustGiving, cycling tips and a guide to completing the challenge

Strava users! Join [the cycling group](#) or [the running group](#)

Zwift users follow Sarah Galligan for group rides

Contact Sarah on manchesterevents@smartworks.org.uk





SMART
WORKS

Smart Works is a UK charity that exists to give women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.

SMARTWORKS.ORG.UK

@SMARTWORKSCHARITY

CHARITY NUMBER: 1080609