

# EARTH WIND & TYRE

## INFORMATION PACK 2022



# EARTH WIND & TYRE

A RENEWABLE WORLD CHALLENGE

## What is it?

A 100-mile, wind-themed cycle challenge that raises vital funds for Renewable World. Participants can take part in person or virtually.

## When is it taking place?

The physical event will take place on Saturday 11 June 2022. The virtual event will run throughout the month of June 2022.

## Where does the physical event take place?

Earth Wind & Tyre's one-day route starts and ends just outside of Durham, in Houghton-le-Spring.

## What is the total distance covered?

If you are taking part in the physical event, the route covers a distance of 108.8 miles (see below for further details on the route). You can choose to cycle the whole route or form a relay team. If you are taking part in our virtual challenge, your target is to cycle the equivalent of the physical route (between 100-108 miles).

## What is the fundraising target?

For the physical event, we ask each participant to pledge to raise a minimum of £400. For the virtual event, we ask each participant to pledge to raise a minimum of £100.

## How much does entry into the physical event cost?

For the physical event, we require each participant to pay a non-refundable registration fee of £65 (or £50 if you take advantage of our early bird offer and register before the end of February 2022).

## What does this include?

Included in the cost of your registration fee for the physical event is:

- **Event merchandise:** a cycling jersey and a finisher's medal.
- **During the ride:** four well-stocked feed stops along the route (approx. every 20 miles), full mechanical support, a broom wagon and well-equipped support team.

## How much does entry into the virtual event cost?

It costs £20 to enter the virtual event. This includes an Earth Wind & Tyre finisher's medal, which will be posted to you upon completion of your challenge.

## Do I still receive a jersey if I enter the virtual event?

An Earth Wind & Tyre cycling jersey is not included in the cost of the virtual event registration fee, but you can choose to order one upon registration. Simply select the option on your registration form and it will be posted to you ahead of the event.

## How will the virtual event work?

With the virtual event, you have the flexibility to choose where and how to carry out your challenge.

- **Where:** at home or outside, the choice is yours! This challenge could be completed at home on a static bike or get route planning and create your own 100-mile route in your local area.
- **When:** please complete your challenge during the month of June 2022, and if you can, we would love to have as many of our virtual participants as possible doing their challenge on the day of our physical event (Sat 11 June).
- **For all abilities:** you can choose to cycle your 100 miles in a single day or clock up your 100 miles in bite size chunks (e.g. cycle 20 miles a day for five days). Whether you're a seasoned pro or just getting started with cycling, you can adjust this challenge to suit your own cycling ability.
- **How do I log my miles?** Log your miles on your fundraising page by connecting it with a Strava account. That way, your donors will be able to keep track of your progress and see where you feature on the event leader board.

## Which wind farms will I see during the physical event?

Langley Park, High Hedley and High Hedley 2, Broom Hill, West Durham and Tow Law.

## Can I find out more about the route for the physical event?

You can look up details of this year's route on [Ride with GPS](#). Please note that the route may be subject to further changes, however it should not change significantly from this version. The total distance is: 108.8 miles (175 km). The total ascent is: 8,280 ft. (2,524 metres).

### What food and drink is provided for the physical event?

During the ride, you can refuel and rehydrate at the four feed stops, which will be located approx. every 20 miles.

### What do I need to bring for the physical event?

Cyclists must provide their own helmets and bikes, but no specialist equipment is required. However we would recommend bringing a Garmin or GPS device with the route loaded on it, to aid with navigation. A detailed kit list will be provided to all participants ahead of the event.

### What support can I expect with my fundraising?

We offer full fundraising support to all riders, including a fundraising pack full of advice, tips and marketing materials. Renewable World staff will be available to contact via phone or email to answer your questions and support you throughout your fundraising journey. We will provide updates on our projects for you to share via social media and on your fundraising page, to encourage your contacts and sponsors to support your fundraising campaign.

### Do I need insurance?

Earth Wind & Tyre is covered by public liability insurance as an event, but riders will need to take out their own insurance to cover personal loss, theft or damage.

### When should I book my place?

As soon as possible! Registration for the physical event closes on 30 April 2022. Entries into the virtual event are unlimited and registration will remain open until the end of June 2022, however we would recommend signing up early to give yourself plenty of time to plan your virtual challenge, train and promote your fundraiser.

### Is Earth Wind & Tyre suitable for corporate teams?

Yes, this event is ideal for group cycling, relay and corporate teams. Each year we have a number of corporate teams take part. We also offer a number of different corporate packages for team entry into the event, see our **Corporate Packages Brochure** for more information.

### How do I secure my place?

To secure your place in our 2022 event, fill in the [online registration form](#) and pay the registration fee when prompted. If you are taking part in the virtual event, you can also request and pay for a cycling jersey during the registration process. Once registered, we will send you a welcome pack with all the information you need to prepare for the big day.

### How fit or experienced do I need to be to take part?

The mileage is high and the physical route is challenging, so a certain level of fitness and confidence on a bike is required. Training is essential and a suggested training plan will be provided upon registration. If you are taking part in the physical event and if you do get tired or start to struggle during the event, you can call on the support team to help and get a lift from a support vehicle if required. If you think the whole route may be too challenging for you, then why not consider signing up as part of a relay team?

### What happens if I drop out?

All registration and merchandise fees are non-refundable. If you are taking part in the physical event, you can transfer your place to another cyclist at any time up to two weeks before the event by calling +44 (0)1273 076050.

### How old do I need to be to take part?

If you are taking part in the physical event, you must be 18 years of age or over on the event day. If you are taking part in the virtual event, there are no age restrictions.

## Can you imagine your day without power?

For many communities living in difficult to reach and low-income areas around the world, governments and private companies do not provide the energy services that we often take for granted.

At Renewable World, we exist to serve alongside these marginalised communities, while also serving our planet as stewards of a carbon-neutral and prosperous future for all. We do this by working within a network of talented local partners and remote energy-poor communities to develop affordable and innovative renewable energy solutions that service families living without any means of safe and reliable power.

## Why Energy?

We believe that access to affordable and reliable energy is critical to providing everything a community needs to thrive: from healthcare to water, to education, to jobs. And yet, more than 840 million people worldwide do not have access to clean, safe energy sources.

In addition to providing transformative power for communities, energy is also at the centre of a new global challenge: the climate crisis.

Unpredictable weather and environmental degradation caused by fossil fuel emissions continue to threaten livelihoods around the world.

Sadly, it is often the remote, energy-poor communities that are also most impacted by climate breakdown. It is this joint urgency – to service the most underserved families while working to solve the climate crisis – that we dedicate ourselves.

## Our Goal

Every person deserves the right to determine their own future. Access to energy and a clean environment makes this possible.

We envision a world where renewable energy is readily accessible to all, helping to end extreme poverty and reduce climate change.

We are developing and deploying effective solutions that bring renewable energy to scale for poor communities, (em)powering thousands to achieve sustainable and resilient livelihoods.

You too can (em)power the world by taking part in Earth Wind & Tyre.

## Meet Joshua and Irene

The couple has four kids and manages the neighbourhood convenience store. Previously, the store sold basics including flour, bread, sugar, matches, and kerosene.

When power came to their village via a community-managed solar microgrid, they decided to expand. The old convenience store grew to include a small cafe. Further, the electricity allowed them to expand their grocery offerings.

Irene now wakes up at 5am to start preparing breakfast for the local fishermen. The cafe is open until 10pm and has led to increased income opportunities.

Joshua continues to make an income from fishing while the extended business hours of the store have meant more time helping Irene with the family business.

The couple is excited for the future and the life they will provide for their kids. Irene shared, “through the income we are getting now, we can pay the fees and are able to transfer our eldest daughter to a better school.”

