



WHEELS *FOR* WELLS

CYCLING TO SAVE LIVES

Mid-Atlantic Water Tour: July 8th - July 14th, 2012

Partnering with Wheels for Wells will impact thousands of people.

2012 Partnership Plans

- Partnerships begin May 2012 and end April 2013
- All partnership funds will be 100% tax deductible based upon the 501(c)(3) status of Wheels for Wells' parent organization, Compassion Corps. Partners will receive a receipt of donation for tax purposes.

1. Title Partnership (2 placements available)

- **Cost:** \$8,000⁰⁰
- In every mention of Wheels for Wells, and through every distribution channel of Wheels for Wells, the Title Partner(s) will be included in the phraseology: "Wheels for Wells, powered by _____." This phraseology includes, but is not limited to: website, Facebook, Twitter, YouTube, e-newsletters, all print materials, official tour gear, press releases and other PR channels.
- Any featured, standard or alliance benefits are given to the Title Partner.

2. Featured Partnership (10 placements available)

- **Cost:** \$2,000⁰⁰
- Hyperlinked logo will be listed above the fold on [home page](#).
- Hyperlinked Logo listed on [partner's page](#) at the top.
- Your company name and hyperlinked logo will be introduced as a Featured Partner with special announcements via WfW [Facebook](#), [Twitter](#), E-Newsletters and press releases.
- Your company collateral may be added to swag bags, which will be given out to 150+ individuals at the tour finale event.
- Logo will be printed on official WfW cycling gear, which will be worn during and after tour.

3. Standard Partnership (unlimited)

- **Cost:** \$1,000⁰⁰
- Hyperlinked Logo listed on [partner's page](#) below Featured Partners.
- Your company collateral may be added to swag bags, which will be given out to 150+ individuals at the tour finale event.
- Logo will be printed on 2012 Wheels for Wells T-shirts worn by staff.

4. "Name Your Gift" Alliance (unlimited)

- **Cost:** \$999⁰⁰ or less (name your own donation amount and/or products donated)
- Hyperlinked name will appear at bottom of [partner's page](#).
- Your company collateral may be added to swag bags, which will be given out to 150+ individuals at the tour finale event.
- Alliance partners can receive a "gift in-kind" receipt of donation for tax purposes.

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The Influence and Scope of Wheels for Wells and Compassion Corps

The Wheels for Wells Influence

www.facebook.com/wheelsforwells

- 2, 850+ likes and growing

twitter.com/#!/WheelsForWells

- 5,624 tweets
- 349 followers and growing
- Celebrities following Wheels for Wells
 - Scott Harrison - director of charity: water
 - Jessica Biel - actress, involved in the clean water project 'Summit to the Summit'



www.wheelsforwells.org

- During high activity periods, #of visitors has reached 200 per day

Digital Publications

- 3 million+ business owners around the world: Amway, a major global company and leader in corporate philanthropy, recently recognized the work of Compassion Corps in a featured article on their site amway.net.
- 1,000+ email addresses on mailing list and counting
- 9 E-Newsletters distributed per year

2012 Ride Status

- Anticipating 15-20 riders, 12 support staff, 15 volunteers
- 400+ families will receive support letters
- 150+ people at final destination for finale event (July 14th, 2012)
- 5 states are passed through during the course of the tour
- Riders and staff will be meeting with churches, community groups, etc in various cities along the route to share the message of the water crisis and raise awareness

The Compassion Corps Influence

- Has worked with corporate matches from major companies, including IBM, Alliance Bernstein, Sanofi-Synth, Tyco (due to 501-c3 status).
- Compassion Corps are working with at least 5 Universities, including Eastern, Neumann, Lincoln, Lancaster Bible and Philadelphia Biblical.
- Compassion Corps are working with at least 25 local churches including Brandywine Valley Baptist (1000+ members), Media Presbyterian (1500+), Fellowship Bible (700+).
- Working on projects in Morocco, Tunisia, Egypt, Senegal, Mali, Liberia, Uganda
- Recently met with Liberian President, Ellen Johnson Sirleaf, who just won the Nobel Peace Prize.
- Recently met with King Charles Wesley Mumbere from Uganda, who governs Rwenzururu..
- Have helped 18,000+ in African communities through medical projects



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Why does Wheels for Wells exist?

The Problem: A Water Crisis (statistics courtesy of water.org)

- 884 million people lack access to safe drinking water
- 3.575 million people die each year from water-related disease
- Globally, one in eight people are affected
- 43% of water-related deaths are due to diarrhea
- 84% of water-related deaths are in children between infancy and age 14
- 98% of water-related deaths occur in the developing world
- Each year, the water and sanitation crisis claims more lives through disease than any war claims through guns
- At any given time, half of the world's hospital beds are occupied by patients suffering from a water-related disease
- An American taking a five-minute shower uses more water than the typical person living in a developing country slum uses in a whole day
- About one third of people without access to an improved water source live on less than \$1 per day
- Poor people living in the slums often pay 5-10 times more per liter of water than wealthy people living in the same city
- Without food a person can live for weeks, but without water you can expect to live only a few days

In 2011, the solution is born: Wheels for Wells

On August 1st, 2011, 10 riders and 7 volunteers began an adventure called Wheels for Wells. The goal: bike 392 miles from Nags Head, North Carolina to Ocean City, New Jersey over the course of 6 days. The purpose: raise \$20,000 for clean water projects in Africa. This 5-state Mid-Atlantic Water Tour was developed as a major fundraising event of Compassion Corps (www.compassion-corps.com), a local nonprofit organization that seeks to make a difference for those in need in some of

Africa's most poverty-stricken and war-torn areas. In the region of northern Africa, entire communities lack access to the simple necessity of clean drinking water. With the funds raised by the WFW 2011 tour, Compassion Corps was able to initiate several water projects that are providing safe, clean water to thousands of people. In the Timbuktu, Mali, region a well pump and cap was placed on an existing well, ensuring clean water for the nomadic desert peoples of Elabdach. In the Atlas Mountains of Morocco, a rural community is receiving a new piping system that will allow clean spring water from above to reach their village homes below without the contamination of animals and people. In Liberia, a school that serves 300+ students will have a well that will provide them and the entire outlying community with clean water and improved sanitation.

2012: Wheels for Wells will Double its Impact

We're doing it again...and expecting growth. Compassion Corps has officially announced the second annual Wheels for Wells Mid-Atlantic Tour, scheduled for July 8th - July 14th, 2012. With increased sponsorship and rider pledges, the goal of the 2012 ride will be to raise \$40,000 - \$60,000 towards clean water projects. More specifically, the 2012 tour will accomplish the following: place 2 hand dug wells (complete with pump and cap) in villages outside of Timbuktu, Mali (each serve over 1,000 people), install a borehole well for an orphanage and community in Jinja, Uganda, and restore broken, contaminated water systems in Liberia that were destroyed during their civil war. We cannot accomplish these important goals without the help of our 2012 partners!



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Will Cause Marketing Work for You and Your Company?

Cause marketing refers to a type of corporate marketing strategy involving a partnership between a "for profit" business and a nonprofit organization. The marketing relationship is significantly beneficial for both parties and in that sense; it differs from traditional corporate giving. Although philanthropic gifts are tax deductible for businesses, the advantage of cause marketing is that the giving corporation actually acquires a unique marketing advantage in exchange for their donation. In this type of marketing relationship, the nonprofit will showcase the sponsoring company as a partner in their cause and the company also receives the ability to leverage their gift through promoting themselves as socially responsible in the eyes of consumers.

According to a report published by on Philanthropy, corporate donations in the area of "cause marketing" sponsorships are rising at a dramatic rate among American businesses. The article explains that \$1.44 billion was spent in 2007, and even in spite of a struggling economy, businesses are admitting that cause-related sponsorship is indeed a powerful marketing tool. Backing a worthy cause has proved to improve a company's bottom line. Cause marketing is a win-win for all parties involved: nonprofits are benefiting from generous corporate sponsorships, business are taking advantage of a new trend in effective marketing and the average consumer is being inundated daily with helpful marketing messages that raise awareness for important issues.

The incorporation of this useful tool into a company's marketing strategy can have truly astounding results when leveraged correctly. According to the Cone Millennial Cause Study in 2006, 89% of Americans (aged 13 to 25) would switch from one brand to another brand of a comparable product (with a comparable price) if the latter brand was associated with a "good cause." The 1983 cause marketing campaign by American Express is credited for coining the term "cause marketing" and its results serve as a helpful example. After promoting their campaign - a portion of each dollar spent on American Express cards would be given to a nonprofit associated with the San Francisco Arts Festival - the company saw a 17% increase in new users and a 28% increase in card usage. Numerous studies and have proved the effectiveness of the cause marketing method.

The positive effects, however, extend beyond just an increase in sales and the development of new customers. A company's commitment to supporting a worthy cause can also lead to an rise in employee retention. The same study also indicated that a significant percentage of people surveyed would prefer to work for a company that was considered "socially responsible." When businesses are considering their PR campaigns and marketing strategies, they must take into consideration that American consumers and employees now expect them to display positive and proactive corporate citizenship.

References

1. Sue Adkins, [Cause Related Marketing: Who Cares, Wins.](#)
2. onPhilanthropy Article: "SPECIAL REPORT: Consumer Philanthropy"
3. IEG Sponsorship Report: "Forecast Recession Slams Brakes On Sponsorship Spending"
4. The CSR Wire Press Release: "Civic-Minded Millennials Prepared to Reward or Punish Companies Based on Commitment to Social Causes"

