



Bicycling In Greensboro, Inc. *Changing Gears* Challenge Grant

As one of BIG's most important initiatives, *Changing Gears* is intended to improve transportation independence for socio-economically disadvantaged adults in Greensboro. *Changing Gears* provides free bicycles and cycling safety kits to individuals who complete training sessions in both cycling safety and basic bicycle maintenance. Our goals are: 1) to increase the number of individuals who commute by bicycle; 2) to increase knowledge of safe cycling practices, and 3) to increase the number of individuals engaging in regular physical activity.

Since June 2008, the *Changing Gears* program has educated over 62 individuals in many aspects of safe cycling such as riding in traffic, the need to always wear a helmet, how to use hand signals and the importance of reflective bike gear. More than 25 individuals have received bicycles and have remained in a follow-up program for 2 months. The impact has been remarkable and usually measurable. All have significantly increased their exercise levels, riding from 10-40 miles a week after receiving their own bicycle. Some recipients have even quit smoking and one individual started a bicycling club for Latinos. But most importantly, these new bicyclists report that they always wear their helmet, ride with (not against) traffic, and stay off the sidewalks!

Unfortunately, the grant that currently funds *Changing Gears* will end soon. Without a new source of funding, this important program will not be able to continue. In order to help sustain *Changing Gears*, two anonymous members of BIG have issued a challenge grant. Between now and December 31, 2009, these generous donors will match all contributions to the *Changing Gears* program, up to \$1,000. Both individual and employer-matching contributions will be matched. Hence, if you give \$100 and your employer matches it, that \$200 will be matched, resulting in \$400 for *Changing Gears*.

These anonymous donors are hoping that their contribution will inspire others to help raise a total of \$2,000 in short order, and that this investment in *Changing Gears* will spur additional contributions to the program in the form of grants, additional donations, corporate sponsorships, volunteer help, and other means such that *Changing Gears* will be able to operate throughout 2010.

Please print this page, complete the form below, and return to Bicycling In Greensboro, Inc.

How would you like to contribute to *Changing Gears*? Please check all that apply.

Enclosed is my tax deductible **Personal Check** or **Money Order** for \$_____, payable to:

Bicycling In Greensboro, Inc.
c/o Changing Gears
PO Box 5764
Greensboro, NC 27435

I (or my organization/business) would like to contribute to the *Changing Gears* program in other ways:

Name: _____

Phone: (_____) - _____ - _____

Email: _____

Bicycling In Greensboro, Inc. is a registered 501(c)(3) non-profit organization.
www.bikegso.org