



## HOW DOES A BIKE ELF PARTNERSHIP WORK?

### YOU DONATE

**Bike Elf Mission Statement:** The mission of Bike Elf is to provide bicycles to children and young adults in East Tennessee who earn them through participation in programs with partner organizations.

Bike Elf and the potential partner organization meet to understand each other's mission, organizational structure, etc. Bike Elf wants to identify the organizational goal(s) the partner organization wishes to accomplish by having children participating in their programs earn bicycles. Ideally, the goal(s) are measurable and improved goal attainment can be demonstrated by offering bicycles as a reward for children attaining the goal(s).

1. Once it is agreed that the partner organization and Bike Elf's goals and missions are in alignment then the two organizations agree on:
  - Who - what exact population of their program will work to earn a bicycle?
  - What - what will be the goal(s)/requirement(s) a child must meet to earn a bicycle? These goals must be SMART.

 <p><b>Specific</b> Who, What, Where When, Why, Which</p> <p>Define the goal as much as possible with no ambiguous language.</p> <p>WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHY am I doing this (reasons, purpose), WHICH constraints / requirements do I have?</p>	 <p><b>Measurable</b> From and To</p> <p>Can you track the progress and measure the outcome?</p> <p>How much, how many, how will I know when my goal has been accomplished?</p>	 <p><b>Attainable</b> How</p> <p>Is the goal reasonable enough to be accomplished? How so?</p> <p>Make sure the goal is not out of reach or below standard performance.</p>	 <p><b>Relevant</b> Worthwhile</p> <p>Is the goal worthwhile and will it meet your needs?</p> <p>Is each goal consistent with other goals you have established and fits with your immediate and long term plans?</p>	 <p><b>Timely</b> When</p> <p>Your objective should include a time limit. "I will complete this step by month/day/year.</p> <p>It will establish a sense of urgency and prompt you to have better time management.</p>
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- When - what timeframe will a child be given to meet the goal(s)/requirement(s)?

## 2. Bike Elf Challenge/Kickoff – *Step Up and Earn a Bike*

Bike Elf and the partner organization schedule a *Step Up and Earn a Bike* event. A presentation is made to the entire partner student/participant population where the partner organization communicates the requirement(s) and timeframe, and Bike Elf promises children that they can earn a bicycle, a brand-new helmet and a lock if they meet goal requirement(s). Children are invited to *Step Up and Earn a Bike* by being measured for a bicycle against 3' x 4' posters and to sign the poster as a symbol of their contract with Bike Elf to work toward the goal(s) /requirement(s).

The event includes, but is not limited to:

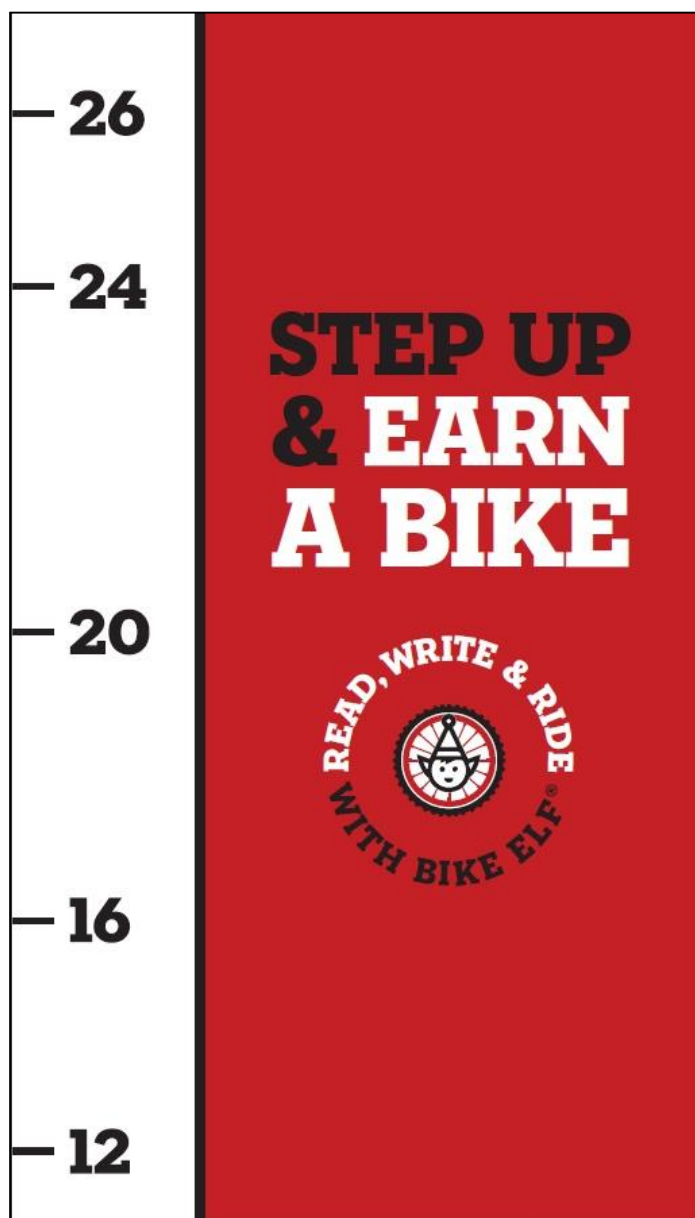
- *Step Up and Earn a Bike* challenge and ceremony with posters, bicycles on display and Bike Elf volunteers.
- Press advisory sent to all local media outlets.
- Bike Elf provides a professional photographer and videographer.<sup>i</sup>

Ideally, the signed *Step Up and Earn a Bike* posters remain visible to children for the entire goal timeframe as a reminder of the contract and a motivational tool toward goal attainment.

## 3. Read, Write & Ride with Bike Elf Lessons (optional)

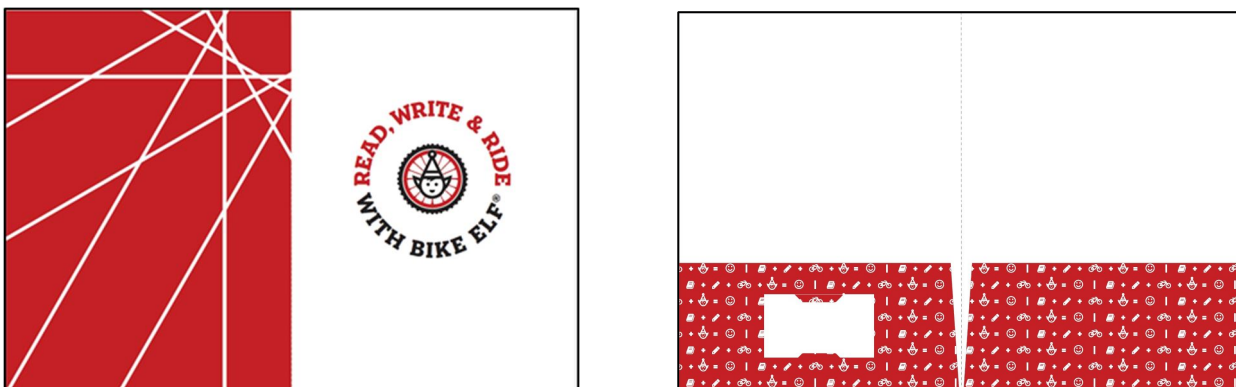
Read, Write and Ride lessons are designed to create a greater awareness, understanding, and appreciation of bicycling and bicycling's influence on our lives for children. All lessons are designed at the 4<sup>th</sup> grade level, include detailed instructor guides and can be downloaded from the Bike Elf web site or obtained from Bike Elf.

A partner organization can facilitate these lessons themselves or coordinate instruction thru Bike Elf with guest visits from subject matter experts.



#### 4. Folder Handout (optional)

If a mid-point in goal attainment and achievement can be determined, Bike Elf can provide Read, Write & Ride with Bike Elf pocket folders for children who are on track for earning a bicycle as an additional motivational tool.



#### 5. Agreement and Bill of Sale & Release & Hold Harmless Agreement

An *Agreement and Bill of Sale* will be drafted between Bike Elf and the partner organization for the bicycles that will be awarded to children who earned them.

The partner organization is responsible for obtaining a signed *Release and Hold Harmless Agreement* (copies of this document are available from Bike Elf) from the legal guardian of each child who will be awarded a bicycle. These agreements will be given to Bike Elf prior to the Bikes for Brains and Hard Work Giveaway.

Examples of these documents will be provided, and detailed information regarding the legal relationship between Bike Elf and partner organizations and the liability protections in place for both organizations will be discussed at the partnership interview.

#### 6. Bikes for Brains & Hard Work Giveaway

Once children who met the goal are identified, Bike Elf will re-measure the child's height and measure the child for a helmet. Award bicycles will be chosen for children by Bike Elf.

Bike Elf and the partner organization schedule a *Bikes for Brains & Hard Work* event. A bicycle award ceremony for the entire student population and their parents will be scheduled where Bike Elf and the partner organization will jointly award bicycles to the children who met the goal and earned a bicycle.

The event includes, but is not limited to:

- Bicycle award ceremony. Each bicycle awarded has a red bow, signage with the child's name and goal attained/accomplishment and a Bike Elf volunteer standing with the bicycle to congratulate the child.

- Epilepsy Foundation of East TN present to fit each bicycle recipient with a brand-new bicycle helmet.
- Bikes for Brains & Hard printed program that can be handed out to all guests.
- Press advisory sent to all local media outlets.
- Bike Elf can provide a professional photographer and videographer.

## 7. Bike Elf Stories

Bike Elf Stories highlight donors, volunteers and children tied together by the bicycle they donated, refurbished or received. It is all about achieving goals, working for something bigger than yourself, making a difference, and turning YOUR old bike into a deserving child's new, cool ride.

Bike Elf Stories feature video vignettes of children who have earned Bike Elf bicycles and their families talking about what the bicycle means to them and what the experience of earning a bike has taught their child. Bike Elf would like the opportunity to invite children participating in partner organization challenges who have earned a bicycle to be featured in a Bike Elf Story video with their family.

The expectation is that the partner organization would help coordinate that activity by facilitating introductions between Bike Elf and the child's family, etc.

Examples of Bike Elf Stories can be seen on the Bike Elf web site at: <http://bike-elf.org/bike-elf-stories/>.

It is the goal of the Bike Elf organization to create long-term partnerships with organizations and to challenge the children involved in those organizations each semester (or other time frame relevant to your organization) to meet a goal.

Children who meet the goal each semester are recognized at the *Bikes for Brains & Hard Work* event but do not receive a second bicycle. After 1.5 – 2 years has passed, if a child who has earned a bicycle previously meets the goal a second time then they may be awarded another bicycle. This would be especially true (and could happen earlier) if they have outgrown the previously awarded bike.

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<sup>i</sup> Children in foster care programs or who cannot be photographed for other reasons need to be identified prior to any Bike Elf event and photographers will be alerted accordingly.

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