

## **Note to Cyclists re Financial Aspects of M2M 2018**

### **Sponsorship**

All cyclists are expected to raise a minimum of €1,000 in sponsorship. Part of this will be used to cover the costs of the trip, mainly the cost of accommodation for the five nights (Weds to Sunday). It is likely, based on past experience that many cyclists will raise well in excess of the €1,000 minimum. Indeed the financial success of the event is very much dependent on that happening.

Sponsorship cards will be made available to cyclists in due course.

All funds raised on the cards should be lodged to the KC Wheelers bank account (see details below). Please note that when you are lodging funds to the KC Wheelers bank account, you should include your name in the “reference” section **and** also send a Whatsap message to our Treasurer, Micheal Mullin (contact details below) to let him know that you have made a lodgement and he can then track it & acknowledge receipt of same.

### **Sale of logos on Jerseys**

We will again this year be selling “space” on the M2M jerseys. The cost of getting a logo on a jersey is €500 and we will be looking for your assistance in selling these. As an incentive, anybody who sells a €500 logo will have €250 credited against their sponsorship target.

### **€300 payment towards cost of meals**

In addition to sponsorship, cyclists will need to pay a €300 non-refundable deposit (**before 30 November 2017**) to reserve a place on the cycle – this money will be used to cover the cost of all group meals on the trip. It will also be used to cover the cost of coffee-stops (where practical to do so) in the mornings & afternoons. Please note that this deposit is non-refundable in the event that you are unable to undertake the event.

Please see details below of the KC Wheelers bank account to which you should lodge the €300 deposit. Again, don't forget to insert your name on the reference details **and** send Whatsap to Micheal Mullin as we will otherwise have great difficulty in distinguishing all the €300 credits!

Given the pressure on numbers this year, and the pressure on us to pre-book accommodation for such a large group, we will not be in a position to extend the 30 November deadline.

### **Electronic Fundraising (MyLocalHero.ie)**

An account will in due course be set up for all cyclists on the electronic platform (MyLocalHero.ie, previously known as MyCharity.ie), enabling cyclists to raise funds over the internet from family, friends, work colleagues etc.

Please note however that we need to try and manage how we use the MyLocalHero function as all funds that are raised on that platform are for the benefit of Breast Cancer Ireland. If, therefore, the funds raised on the e-platform exceed Breast Cancer Ireland's 50% share of the net proceeds, they will retain the excess. For example, if we raise €100k (net of expenses), then Breast Cancer Ireland and Kilmacud Crokes should in principle receive €50k each. If however, say, €70k was lodged to the MyLocalHero platform, BCI would end up keeping the €70k and the Club would only get €30k (instead of the €50k that we should receive).

For this reason, and for this reason alone, we would encourage people to raise as much as possible in the form of cash/cheques which you will lodge to the KC Wheelers bank account. Past experience has shown that the electronic method is very effective when people are trying to reach friends that they only meet infrequently so an email with a link to their MyLocalHero personalized account will help tap into this

constituency. Bottom line, feel free to exploit the e-platform but we do have a slight preference for cash & cheques.

**KC Wheelers Bank account details**

BIC - BOFIE2D

IBAN - IE22BOFI90135154528839

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