



**Wheels  
for All**

# Corporate Support

How you can support Wheels for All,  
and inclusive cycling, from your workplace







**“I feel incredibly lucky to have access to adapted cycling. It keeps me strong, active, and gives me something to look forward to each week”**



# Our Story...

Wheels for All is a national accessible cycling charity which promotes inclusive cycling through a range of successful community engagement programmes that give people the opportunity to cycle on a regular basis; through help, support and guidance.

Wheels for All embraces disabled people and people who would otherwise not be able to cycle, through providing fun and friendly activity in 28 locations across the country.

Each of our Hubs provides a range of specially adapted cycles, which means that anyone can experience the feeling of freedom, the breeze on their face, and the sense of achievement that comes with inclusive cycling.

There are Wheels for All leaders and volunteers at every centre, with the knowledge and confidence to work with adapted cycles for every participant, young or old, to enjoy the benefits of cycling. Each centre welcomes individuals, groups and families who can come along and enjoy a lovely hour or so together on a cycle, regardless of their ability or cycling needs.

We can also provide Wheels For All training to give individuals, carers and support staff the confidence to work with adapted cycles with the people they support or family members so that all can enjoy the benefits of cycling in a sociable environment.







## Our Vision and Mission

### Our Vision

Every disabled and inactive person in the country will have access to high quality inclusive cycling opportunities within their local area by 2027.

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### Our Mission

To promote and deliver inclusive cycling nationwide through a range of community engagement programmes that give people, regardless of age and ability, the opportunity to cycle on a regular basis; through support, guidance and the provision of specialist equipment.





## Our Strategic Aims

To be the lead for inclusive cycling at a national level

To champion a set of standards that underpin training and development for the sector and a Centre of Excellence programme for Wheels or All

To implement a fundraising strategy that supports local, regional and national Wheels for All programmes and other inclusive cycling programmes

To support the development and sustainability of the projects of the charity

To establish inclusive cycling opportunities within every region and district





“I cannot **thank you** enough for the opportunity to use this cycle. Without it, my **recovery** would be looking **very different**”



# The Disability Landscape in the U.K.



# How is Wheels for All tackling this inequality?







"We wish we could attend more often.  
We cannot thank and recommend  
Wheels for All enough."





## Corporate Support

### Bronze

- WFA 'Proud Patron' certificate .
- Your logo and link to your website on our WFA website.
- Your logo and business featured in all of our presentations both internal / external – 5 national events with average of 1,500 attending per event.
- Your logo and link to your website in our email newsletter.
- Digital assets incl. email signature, socials, web banners etc.
- Social media post promoting your Patronage plus access to our MarComms team with a reach of 2,567 followers across our channels.
- Event sponsorship opportunities – The National Cycling Show, Active Travel Conference etc.
- Our Charity leaflets and collection tub for display in your reception.
- Corporate volunteering opportunities throughout England.

**£1,500 investment**  
P.A





## Corporate Support Silver

Silver tier corporate supporters will receive all of the benefits in the Bronze tier, as well as:

- A feature blog on our website about you and your business.
- Bespoke support for any fundraising activities .
- Exclusive invite to successful local business networking group.

£3,500 investment  
P.A





## Corporate Support

### Gold

Gold tier corporate supporters will receive all of the benefits in the previous two tiers, as well as:

- Co-branding – your logo on all our branded services nationally i.e., banners at our centres, website, newsletters, presentations.
- Bespoke service aligned with your business goals.
- Press release in celebration of the launch of the new partnership.
- Social media posts about the services, good news stories and any promotions.
- Business profile feature in our email newsletter.
- As a Gold Patron you will hold an exclusive seat for your business category, locking out your competition.
- Join an exclusive community of Gold Patrons.
- Invite to our annual online WfA forum to keep abreast with all things Wheels for All!

**£6,000** investment  
P.A



**For further information, or to arrange a meeting to discuss how we can work together, please contact [fundraising@wheelsforall.org.uk](mailto:fundraising@wheelsforall.org.uk)**

