

**ROTARY**  
**Ride** 2018

**FOR PROSTATE CANCER**



**Rotary**  
Great Britain & Ireland 

# ROTARY CLUBS' GUIDANCE PACK

Information for clubs organising and taking part in  
the Rotary Ride on or around Father's Day, June 2018



*Dear Rotarian,*

Thank you for registering your interest in the Rotary Ride 2018. Your support and involvement are greatly appreciated.

This year, the Rotary Ride is delighted to be partnering with the four charities Prostate UK, Prostate Scotland, Prostate Cymru and the Irish Cancer Society to help in the battle against the disease. You are welcome to support a local prostate cancer charity of your choice if you prefer.

In Great Britain and Ireland, one in eight men will get prostate cancer at some point in their lives and over 11,000 men die every year. That equates to one man every 45 minutes. It is anticipated that by 2030, prostate cancer will be the most commonly diagnosed cancer in these islands. This means there is a significant need to redouble efforts to increase awareness, treatments and research. The survival rate is improving but there is still a need to encourage early diagnosis as this can often lead to a more successful treatment. There is probably not a club within Rotary that has not been affected by this disease.

This is not only an opportunity to get on your bike and support a great cause, it can also be used for national marketing purposes both before and after the event. The Rotary Ride has huge potential to help increase awareness of the disease and Rotary's great work in communities.

I hope this guidance pack gives you helpful information, ensuring you have an enjoyable, fun and safe cycling experience. Should you require any further information, please do not hesitate to contact your district coordinator. For further information on the supported charities please visit their websites: Prostate Cancer UK [prostatecanceruk.org](http://prostatecanceruk.org), Prostate Cymru [prostatecymru.com](http://prostatecymru.com), Prostate Scotland [prostatescotland.org.uk](http://prostatescotland.org.uk), or the Irish Cancer Society [cancer.ie](http://cancer.ie).

Our thanks to RoSPA for allowing the Rotary Ride to use safety information for this guidance pack. We wish everyone a safe and happy Rotary Ride event.

One final thing, keep up to date with all the latest Rotary Ride news by visiting:

**f [Facebook.com/RotaryinGBI](https://www.facebook.com/RotaryinGBI)**  
**🐦 [@RotaryGBI](https://twitter.com/RotaryGBI)   [www.rotarygbi.org](http://www.rotarygbi.org)**

Thank you so much for your continued support.

Keith Hopkins MBE  
Rotary Ride 2018 Co-Ordinator



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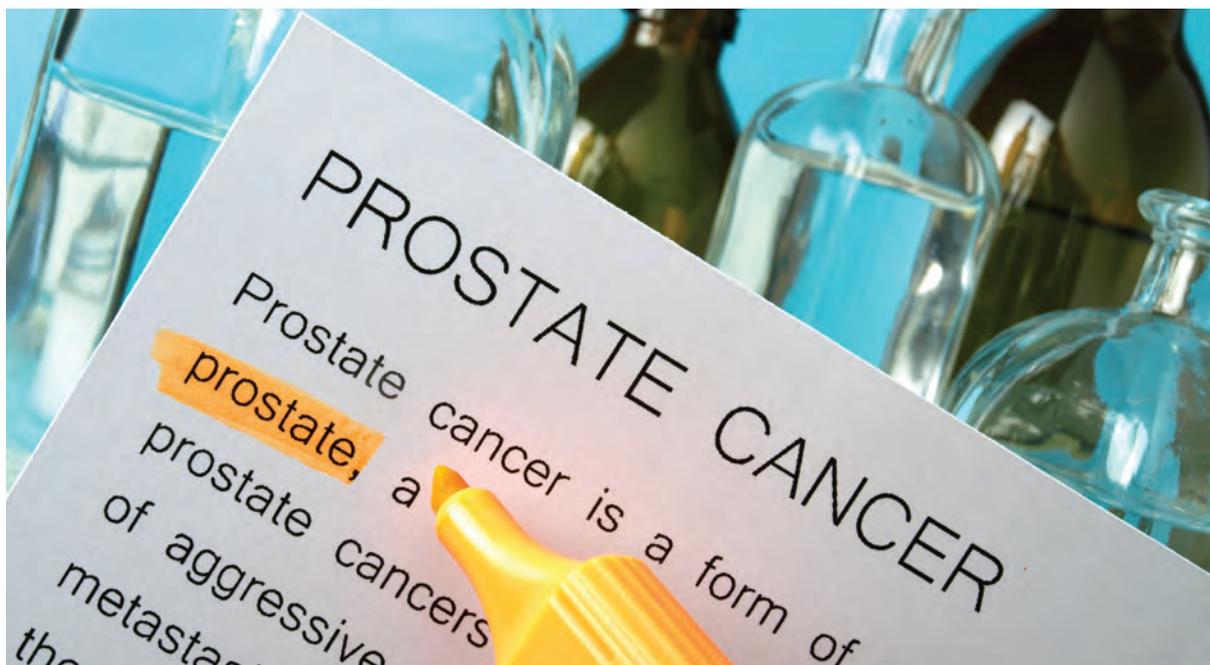
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## ABOUT PROSTATE CANCER

Prostate cancer is the most common cancer in men in the UK.

It can develop slowly and there might not be any immediate signs. Symptoms can present themselves when the prostate has enlarged and affects the urethra which carries urine from the bladder. When this happens, sufferers may notice an increased need to urinate, straining and feeling as though the bladder is not completely empty.

While the symptoms should not be ignored, they do not mean it is definitely prostate cancer. It could be something else such as benign prostatic hyperplasia (BPH) or even prostate enlargement.

The chances of developing prostate cancer increase with age with many cases developing in men aged 50 or older. It is also more common in men of African-Caribbean or African descent and less common in men of Asian descent. Men with male relatives such as a father or brother who have prostate cancer are also at a slightly increased risk.

Some cases of prostate cancer can be effectively treated if caught and dealt with in the early stages. Treatments may include removing the prostate, radiotherapy and hormone therapy. Some cases are only diagnosed when the cancer has spread and other symptoms have surfaced. It can spread to other parts of the body, typically the bones, and, sadly, may not be curable. Treatment is then focused on extending life and easing the symptoms.

The Rotary Ride aims to support vital life-saving research into this cancer and the excellent care provided by the charities through fundraising.

## OUR SUPPORTED CHARITIES



### Prostate Cancer UK

Prostate Cancer UK is the UK's largest men's health charity. Its staff, trustees, patrons, ambassadors and volunteers all work towards one goal: putting men at the centre of everything it does. The Prostate Cancer Charity was founded in 1996 by Professor Jonathan Waxman to address the 'outrageous and arbitrary surgical treatment of men'.

It was the first national organisation for prostate cancer in the UK. Its aim is to improve the care and welfare of those affected by prostate cancer, increase investment in research, and raise public and political awareness of a long-neglected disease. It merged with Prostate Action in 2012 and became Prostate Cancer UK. Since then it has grown in size, strength and influence.



### Prostate Scotland

Prostate Scotland was set up in 2006 as a Scottish charity to develop awareness of prostate disease, to support men, their families and their partners and to advance treatment and research into prostate disease. The charity provides a range of information for men, their families and their partners and also holds events and develops awareness materials and initiatives about prostate cancer, including taking forward a very popular workplace initiative. It also takes forward and promotes research into services and treatment needs and developments on prostate issues across Scotland, including recently helping support the introduction of robot assisted surgery for prostate cancer into the east and west of Scotland. The vast majority of the charity's funding comes from voluntary sources, either in the form of donations from individuals, fundraising events, trust and foundations, or community groups.



### Prostate Cymru

Prostate Cymru is the leading charity in Wales working with medical and nursing professionals in the fight against all prostate diseases, especially benign prostate disease (BPH) and prostate cancer. It is mainly a voluntary group dedicated to improving prostate health across the country and raising awareness among men in Wales.

With the public's help, the charity has grown from strength to strength over the last decade, holding events and fundraisers, raising awareness and lobbying for improvements in men's prostate health care. From a small founding team with a strong passion, Prostate Cymru is growing daily into the fast moving, driven and effective charity it is today.



### Irish Cancer Society

The Irish Cancer Society is the national cancer charity in Ireland with the mission to improve the lives of those affected by cancer. The society does this by funding life-saving cancer research, providing up to date information about cancer, delivering a range of services to support people living with cancer and their families, and by influencing and raising awareness of cancer issues at government level.

Free services include the Night Nursing service, which cares for end of life cancer patients at home, 13 Daffodil Centres and the Freephone Cancer Nurseline 1800 200 700, which provides information and support to anyone concerned about cancer, and the Volunteer Driver Service which brings patients to and from their chemotherapy appointments. The Society is almost entirely funded through the generosity of the public and companies and receives just 2% government funding.

# ORGANISING YOUR ROTARY RIDE EVENT

## Getting started

Firstly, you need to decide on the key factors that will make up your event:

### 1) What type of ride are you offering?

**Fun/Family** – For all ages and abilities. This is an ideal way for amateurs, families and youngsters to get involved through an event that is fun for all.

**Enthusiast** – For the more experienced riders. Give yourself a challenge by taking part in a long-distance or cross-country ride.

**Static** – A static ride involves jumping on an exercise bike and is a great way to work as part of a team by taking turns and riding to a goal distance. You do not have to cycle the length and breadth of the country to take part.

### 2) What will be the route of your ride?

Ensure it is suitable for the type of ride you are doing and safe and clear to follow round on the day.

### 3) Where will the ride headquarters be located?

The start and finish line and the location of any additional activities e.g. food stalls, registration.

## Building your event team

You will need a team of people within your club, and friends and others, who can take on the task of organising the event with Rotary being the catalyst to bring everyone together. Assign people responsibilities such as safety, logistics, registration etc. It is always good to have a lead organiser of the event and a second in command who can take over if the leader has to step down for any reason.

## Putting a schedule in place

To ensure your event is organised in time and runs smoothly. Do put together a schedule of actions that need to be completed between now and the day of the ride. Have regular catch up meetings with your team to make sure no part of the preparation has been missed or forgotten.

## Thinking about logistics

As your event starts to take shape it is important to think about all the logistics needed to make it happen. Consider suitable parking for participants and spectators, clear signage to direct people to the start and finish lines and a system to sign-in all registered riders.

## Looking after health and safety

We strongly recommend riders wear a helmet which meets a recognised safety standard. This reduces the risk of serious head injuries. There is advice regarding bike safety provided by RoSPA in this guidance pack and on our website.

Carry out risk assessments to spot any potential hazards on your route and have appropriate measures in place in case of any injury or safety concern. Having a first-aider on site on the day and refreshments points where the participants can get water are always good ideas.

## Promoting your event

Now all the details are in place, it is time to start promoting your event to encourage local Rotarians and members of the public to take part. Make sure your event is registered on the website (page 7) and use the press release and the poster templates to maximise the exposure of your ride.



## REGISTERING YOUR EVENT

Once you have decided what type of ride you are holding, when and where, the next step is to register on our website. This allows us to keep a track of all the events that are taking place across the country and publicise them to the general public on the Rotary Ride website.

To register please log on to:

[rideentry.rotarygbi.org](https://rideentry.rotarygbi.org)

Login details are:

Username: club (the actual word 'club', not your club name!)

Password: 1liketocycle

Once you are logged in, please fill in the details required and press submit. You will receive a confirmation email to the email address you registered with.

If at any point you want to change the details of your event or require any help with registering, please email [info@rotarygbi.org](mailto:info@rotarygbi.org) and put Rotary Ride in the subject box.



## FUNDRAISING

There are two ways in which you can raise money through your Rotary Ride event. The first is by charging riders to take part. The amount charged will be very dependent on the type of event you wish to put on. We recommend limiting the fee to a maximum of £20.

The second way is for riders to obtain sponsorship. This can be a great way of maximising the money raised however please make sure you encourage your participants to share their sponsorship total so you can keep track.

Once you have collected in all of the money raised, the funds can be sent directly to the prostate cancer charity of your choice. Do keep the Rotary Support Centre updated with your final total so we can work out the national total.

### JustGiving

This is a very straightforward and free way of setting up an electronic page that enables people to sponsor and donate, with the administration of the funds being carried out by JustGiving which passes the money straight to your chosen charity. It will enable you to see who has sponsored you and offers an automatic thank you facility to any donors. Click on the sponsorship page of the Rotary Ride website [rotaryride.co.uk](http://rotaryride.co.uk) for more information.

A team page for your club can be created on JustGiving where individual pages can be linked together. This will show how much your club, as a whole, has raised.

# IDEAS FOR ENCOURAGING SPONSORSHIP

Fundraising is just like cycling; it is fun and takes a little time. Here are a few tips:

**Set yourself a target** – This helps as it is fun to see you move towards that goal. Think of it like a long cycle ride where every stage is getting you that bit closer to where you want to be. Supporters will like to feel that they are contributing towards a tangible target. You could ask for sponsorship per mile or kilometre.

**People like to give** – One of the important things to remember about fundraising is that it is actually more straightforward than you think. Many people are usually very pleased to be asked. Whilst not everybody can afford to make large donations, supporting you for a few pence or pounds per mile soon adds up and by sponsoring you they feel part of what you are doing.

**Share why you are doing it** – It is worth talking about why you are doing this ride. People like to know about the good causes and will mention it to someone else who might just sponsor you as well. Find out a few key facts about your chosen prostate cancer charity.

**Use notice boards or meetings** – A meeting at your workplace where you can mention it or a notice board for an eye-catching poster and sponsorship form is a less daunting way of asking for help. Staff newsletters are handy too. You might even inspire someone to join in.

**Mention it to your colleagues and boss** – Some firms can be really supportive and understanding, recognising the hard work involved in undertaking such a task. Your manager might have the option to match the funding that you raise by using a company scheme.

**Make it easy to give** – It may not be the right moment to fill in your sponsor sheet but an online form which can be completed later could be a better alternative. Setting up an online process also has the added advantage that it makes it easier for friends or family who are far away to support you.

**Gift Aid** – An extra 25% can be added by the taxman if the sponsor is a UK resident, a taxpayer and paying at least as much tax as they are likely to reclaim from their donation. All they need to do is to confirm that they are a taxpayer, have paid tax at least equivalent to their donation and tick the box to acknowledge that they agree to Gift Aid applying to their donation. In return, the amount they have sponsored you for goes up by a quarter.

**Sponsored events** – Direct sponsorship may not always be the best way to achieve support for your efforts. A sponsored evening or quiz night with the proceeds going towards your cycle ride might be more appealing. Think up your own theme that fits your circumstances best, it will feel more personal and fun.

Finally, do tell your sponsors of your achievement once you have completed your ride. They are part of your team now and will be pleased to know.



## Advice for cyclists

Cycling is a cheap, environmentally-friendly way to get about and it keeps you fit.

Unfortunately, every year over 3,000 cyclists are killed or seriously injured in the UK. By taking sensible precautions such as planning routes to avoid busy roads and junctions you will help to reduce the risks and make your journey more enjoyable.

### Your bike

If you're getting a new bike, go to a reputable bike shop, where they can advise on the best type of bike and make sure it's the right size for you.

If you've already got a bike, get it checked to make sure it's in a safe condition. It's best to get your bike serviced regularly at a cycle shop.

Check your bike regularly yourself, especially before taking to the road. Use the handy M-Checklist on the next page.

### Here are four things to do regularly:

- Check brakes and brake blocks or discs to ensure safe stopping in wet and dry weather
- Clean and oil moving parts to keep the bike working smoothly
- Tighten nuts and bolts to prevent any parts working loose
- Make sure lights are working properly and that reflectors are clean.  
Replace any batteries that don't give a bright light.

### Helmets

RoSPA recommends wearing a cycle helmet that meets a recognised safety standard. This will reduce the risk of receiving major head or brain injuries in an accident.

### Be seen, be safe

Wear bright clothing, preferably something fluorescent and reflective, to help other road users to see you more easily. Always use lights and reflectors in the dark and in poor visibility.

### Training

If you're new to cycling, or haven't cycled in a while, it's a good idea to get some cycle training. To find out what's available in your area contact your local council's Road Safety Team.

### Plan your routes

Use cycle paths and quiet roads as much as possible; this will make your ride more enjoyable as well as safer. Your council may have a map of local cycle routes.

### Care on the road

Take extra care at junctions and give timely, clear signals. Roundabouts are particularly dangerous for cyclists. Always obey traffic lights and signals.

Give lorries and larger vehicles plenty of space and avoid riding along the inside of them, especially near junctions – the driver may not be able to see you. Lorries turning left at a junction present a particular problem to cyclists, as they have a difficult job manoeuvring and have blind spots in their mirrors.

## Cycle Safety M-Checklist



Follow the frame of the bike from the rear wheel up to the saddle, down to the pedals, up to the handlebars and down to the front wheel. This is your **M-check**.

### Front wheel

If you have a quick release make sure it is firmly locked. Shake the front wheel to ensure it is not working loose. Check the **tyre** pressure. If you have a road bike use your fingers to ensure it is very firm; on an all-terrain bike use your palm to check the correct pressure. Check around the perimeter of the tyre for cracks, bulges, foreign objects and general wear. Check the **spokes** individually to ensure none have worked loose. Check the wear of the **brake pads** and ensure they are not binding as the wheel turns. Test that both the **front and rear brakes** work properly. Do this by moving the bike backwards and forwards whilst you pull the brakes on.

 Tick

### Chain

Make sure it is well oiled, with no visible rust and that the links are not damaged or out of place.

 Tick

### Seat Post

Hold the saddle firmly and rock it to ensure there is no play and that it won't work loose.

 Tick

### Rear Wheel

Carry out the same checks as on the front wheel.

 Tick

### Handlebars

Check the **stem** is correctly positioned, then go to the front of the bike. Squeeze the front wheel between your knees and gently rock the handlebars to ensure there is no play in them.

 Tick

### Front and rear lights

Check that they work correctly and give a good bright light.

 Tick

### Pedals

Rotate them to ensure they spin freely. Gently hold each one and rock to and from the frame to check there is no sign of wear in either pedal or the crank.

 Tick

### Bell

Check it works.

 Tick

[www.rosipa.com/mcheck](http://www.rosipa.com/mcheck)

The Royal Society for the Prevention of Accidents

# INSURANCE FOR YOUR ROTARY RIDE

Like any other Rotary event, your Rotary Ride will be covered by the standard Rotary insurance as long as there are fewer than 2,000 riders taking part. In order to be covered by this insurance, you MUST carry out a risk assessment using the form provided below.

For full details of the insurance cover please see the following guide:  
[bit.ly/rotaryinsuranceguide](http://bit.ly/rotaryinsuranceguide) or get in touch with [info@rotarygbi.org](mailto:info@rotarygbi.org)

## Rotary District - Health and Safety Risk Assessment Form

Club name: \_\_\_\_\_

Ref No: \_\_\_\_\_ Event: \_\_\_\_\_ Location: \_\_\_\_\_

Risk Assessor: \_\_\_\_\_ Date: \_\_\_\_\_ Persons at Risk: \_\_\_\_\_

Hazard (What might cause harm?)	Risk(s) (What harm might be caused?)	Current Control Measures and/or Action to Reduce/Eliminate Risk (Including action by whom and by when)

Important Notes to be completed:-

- Are the activities of this event covered by the standard RIBI Insurance Policy?  
 Yes / No  
 (see current "Insurance Guide" and current "Confirmation of Insurance - Public Liability", both documents are available on the RIBI website in the "Downloads Library").  
 If No, take action to ensure appropriate cover, i.e. consult RIBI Insurance Brokers, Bartlett & Co Ltd.
- Is a DBS check required for any aspect of the activities?  
 Yes / No  
 (see current "RIBI Safeguarding Policy" available on the RIBI website in the "Downloads Library".)

Signed: \_\_\_\_\_ Risk Assessor    Signed: \_\_\_\_\_ Event organiser

Print name: \_\_\_\_\_ Print name: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_ Review Date: \_\_\_\_\_



## REGIONAL PRESS RELEASE TEMPLATE

*Copy and paste the text below into a word document and replace the red text with your details.*

### **[Club name]** Rotary says “On Your Bike” to prostate cancer on Father’s Day

Rotary’s national cycling event, the Rotary Ride, is returning this year to **[your town name]** bigger and better than ever after an incredibly successful last year, which saw thousands of riders take part from all over the country.

This Father’s Day Weekend **[or insert your event date]**, **[insert Rotary club name]** will join thousands of supporters from across the UK who are getting on their bikes and taking part in the biggest cycling event of its kind to raise money for the fight against prostate cancer.

**[Insert your Rotary club name]** is inviting members of the public to get involved by saddling up and getting sponsorship for their **[type of ride]** at **[insert venue details and times]** which is supporting **[name of prostate cancer charity you are supporting]**.

**[Local spokesperson name, title]**, explains: “Prostate cancer does not care who it affects or the devastation it causes to patients and their families. We do care. That’s why we’re holding this ride in our area. One man dying every 45 minutes is a startling figure and we will do what we can to bring that number down.”

“This is a chance for members of the public to fight this cancer. We have created an event for all to take part in, regardless of age and ability. Everyone will find something to do and I am delighted that we are supporting **[insert the name of your chosen prostate cancer charity]**.”

If you would like to get pedalling for Rotary Ride, please visit [ride.rotarygbi.org](http://ride.rotarygbi.org) to find your nearest event or contact the Rotary Club of **[insert your club name]**.

### Notes to Editors

For more information and interviews please contact **[name]** on **[phone number]** or **[email address]**.

Rotary International in Great Britain & Ireland is a volunteer organisation where members use their skills and their time to improve the lives of others while having great fun in the process. There are over 1,800 Rotary clubs across Great Britain and Ireland and 47,000 members. Rotary is open to anyone aged 18 and upwards. All that is required is a positive attitude and a sense of adventure. Rotary International was founded in 1905 in Chicago and is now the world’s largest international service organisation with 1.2 million professional men and women as members. There are 33,000 clubs in 200 countries and geographical areas. To find out more, visit [rotarygbi.org](http://rotarygbi.org).

Over 50,000 men are diagnosed every year with prostate cancer here in Great Britain and Ireland. One in eight men will get the disease at some point in their lives. Over 11,000 men die every year from it which equates to one man every 45 minutes. There are over 330,000 men living with and after prostate cancer.

# ROTARY Ride 2018



FOR PROSTATE CANCER



## GET ON YOUR BIKE

For more information contact:

Rotary  
Great Britain & Ireland







f [Facebook.com/RotaryinGBI](https://www.facebook.com/RotaryinGBI)

🐦 [@RotaryGBI](https://twitter.com/RotaryGBI)

[rotarygbi.org](https://www.rotarygbi.org)



Rotary International in Great Britain & Ireland  
Kinwarton Road, Alcester, Warwickshire, B49 6PB  
[info@rotarygbi.org](mailto:info@rotarygbi.org)