



TEAM HAPPINESS

Local Leader Handbook: How to Organize a Bike Ride Event



ABOUT TEAM HAPPINESS

As an enthusiastic cyclist & prolific Negroni maker, Tony Abou-Ganim founded the Helen David Relief Fund (HDRF) at the USBG National Charity Foundation & the Team Happiness (formerly Team Negroni) program.

The HDRF, a program of the USBG Foundation, honors the memory of the beloved Port Huron, pioneering Michigan bar owner, community leader, and Tony Abou-Ganim's cousin & first mentor, Helen David. After beating breast cancer twice during her lifetime, she inspired those living with cancer. The HDRF financially assists those in the bar industry fighting breast & other types of cancer.

Team Happiness kicked off during Negroni Week in 2015. Since that first ride, groups of bartenders & spirits aficionados nationwide have jumped on their bikes to raise funds & awareness for the HDRF. This highly active & well-received program aims to raise funds to support the HDRF & encourage bartenders, industry members, & spirits aficionados to choose a healthier lifestyle, all while building camaraderie & community.

WHY WE RIDE

- We ride to support those in our bar community going through treatment & fighting for their lives.
- We ride to honor an industry pioneer & breast cancer survivor, Helen David.
- We ride to ensure our friends have a financial safety net while undergoing treatment.
- We ride in memory of those who have lost the fight.

ACTION ITEM TIMELINE

2 MONTHS OUT - FUNDRAISING & LOCAL TEAM GOAL

We fundraise under one big Team Happiness banner. The [main fundraising page](#) is currently live. Come up with a fundraising goal for your city/team (this can be \$500 or \$10k), whatever you think is achievable by your team & local sponsors!

2 MONTHS OUT - RIDE DATE & MEETUP LOCATION

Decide on the day of your ride & let the USBG Foundation know so that your city's ride information can be updated on the website. Also pick a start location for your ride (bike shop, cafe, a friend's house, office, etc.).

2 MONTHS OUT - RECRUIT RIDERS & LOCAL SPONSORS

Set up a rider registration page. This can be through Eventbrite, or something like Google Forms. Recruit riders to join the ride & local sponsors to help with water, snacks, after-ride cocktails, and safety car (more info on this can be found later in this document).

2 MONTHS OUT - AFTER-RIDE CELEBRATION LOCATION

Decide where you would like to hold any after-ride celebration. This can be a casual meet up at someone's home, or it can be at an account/venue you work with. Think of this as a mini-event and an opportunity to show off your local sponsors.

1 MONTH OUT - TEAM HAPPINESS SWAG

We have set up an online storefront where Team Happiness gear/swag can be purchased - please make sure you have let riders know about it so they can order any items they may want for the ride. www.bonfire.com/team-happiness

1 MONTH OUT - RIDE ROUTES

Determine your ride routes. You can plan one ride or two. If two, please ensure one is a shorter ride to accommodate all types of riders.

1 MONTH OUT - PROMOTE YOUR RIDE

Local bike shops, coffee shops, bars, & restaurants are a great place to start. And of course social media! Let USBG Foundation know if you need any logos or photos.

DAY-OF SUGGESTED TIMELINE

MORNING - GATHER FOR RIDE

Pick a mutual starting point for your Long & Short Ride participants to meet up for coffee (if you'd like) & snacks before checking registration/waivers, safety gear, going over the ride route, designating a ride leader & sweeper, & departing.

MORNING - LONG RIDE LEAVES

Your Long Ride participants should depart before your Short Ride participants so that they finish around the same time.

MORNING - SHORT RIDE LEAVES

Your Short Ride participants can leave a bit after the Long Ride participants so that they finish around the same time.

LATE MORNING/EARLY AFTERNOON - RIDERS RETURN

Make sure your participants ride to the designated finish area. This could be your starting point, the location for the after-ride cocktails, or another pre-determined location.

MID-AFTERNOON - AFTER-RIDE COCKTAILS & SNACKS

Enjoy after-ride beverages (and snacks if you so choose) at a pre-determined location. After which, the event will be considered complete with a HUGE thank you to everyone!

RIDER SIGN UP & WAIVER

A rider must register & sign a waiver using the online form to participate in a Team Happiness ride. Make sure that you use language similar to THIS in your waiver. Your online form should be mobile-friendly, so even if someone shows up on the day of the ride, they can go ahead and register & sign the waiver.

FUNDRAISING

You can direct riders and donors to the main Team Happiness fundraising page. Friends, family, riders, and local sponsors can donate there.

TEAM HAPPINESS SWAG & OTHER ITEMS

We have set up an online storefront where riders, friends, & family can help support Team Happiness & the HDRF by purchasing t-shirts. That storefront is available here.

RIDER SAFETY

All riders should wear proper safety gear, including a helmet at all times when on any form of bike. Failure to do so should forfeit their participation rights in Team Happiness. We take safety seriously! Participants should not consume any alcoholic beverages before or during the active bike ride portion of the day. Failure to do so will forfeit their participation rights in Team Happiness. Alcoholic beverages may be consumed at the after-ride event.

If an event waiver or security is needed due to the number of participants in a planned ride, please check with your local police, sheriff, and/or fire department for local regulations to ensure compliance.

COVID-19 SAFETY

Team Happiness is an outdoor event and should abide by all local & national safety guidelines in place at the time of the event.

LOCAL SPONSORS

You will want to find local sponsors for water/energy drinks, snacks, after-ride cocktails, and a medical/safety car. There is a deck available upon request..

LOCAL SPONSOR OPPORTUNITIES

MEDICAL/SAFETY CAR(S)

You may want at least one car with a volunteer driver to follow the group while riding. They should carry water, a first aid kit, and necessary bike repair tools. You may want two (2) cars if the Long and Short rides have significantly different routes.

COFFEE & SNACKS

You may want high-energy snacks available (power bars, bananas, nuts, etc) before and during the ride, and coffee is always an excellent way to start a ride on a chilly October morning.

WATER/ENERGY DRINKS

At a minimum, you will want water bottles available for all riders. If you would like to add energy drinks, feel free to do so.

AFTER-RIDE BEVERAGES

Team Happiness rides usually culminate with a round of cocktails at a location/account of your choice.

BIKE RENTAL

It is usually a good idea to identify a local bike rental store that participants can contact to rent a bike for the ride since not everyone has a bike!

C O N T A C T

PROGRAM SUPPORT

You may reach out to USBG Foundation Staff at any time. They are the main point of contact when needing answers re. the Team Happiness program, web assets/logos, and sponsor questions.

We are here for you!

- USBG Foundation Staff, foundation@usbg.org

WEBSITE

Team Happiness Webpage

www.usbgfoundation.org/team-happiness

Team Happiness Fundraising Page

<https://usbgfoundation.networkforgood.com/projects/227745-team-happiness>

Team Happiness Store

<https://www.bonfire.com/team-happiness>

The Team Happiness fundraising page is hosted on Network for Good, a secure online giving platform.

SOCIAL MEDIA

X/FB/IG: @usbgncf

X/FB/IG: @thehdrf

#TeamHappiness