

Support Adaptive Sports

Join the Revolution and see what ability is all about!

Is your company looking for a unique opportunity for your employees to give back to the community? If so, form a BORP Revolution Corporate Team! Founded in 1976, Berkeley-based non-profit BORP offers year-round sports and recreation programs to people with physical disabilities and visual impairments.

Teams of at least three cyclists will raise funds ride and ride together in the BORP Revolution Ride that directly support BORP's adaptive recreation programs. Prizes will be awarded to the top fundraising team and top individual fundraiser.



The 12th Annual
BORP Revolution Ride
September 27, 2014

The "REV" is a fully supported ride in the California's stunning wine country. People of **ALL** abilities ride one of four routes of varying length and difficulty making the REV one of the most inclusive and inspiring cycling events of the year.

Route options (subject to change):

5k – 10 mile: Trentadue Roll & Stroll (EASY)

25 mile: The Vineyards Tour (MODERATE to EASY)

45 mile: Tour of the Wine Country (MODERATE)

65 mile: Revolution Challenge (DIFFICULT)

After riding, participants enjoy a gourmet meal, recharge with a free professional massage, and relax with teammates and new friends on the beautiful grounds of Trentadue Winery.

For more information on how to start a corporate Rev team, hold an informational meeting, or for other recruitment ideas, contact the BORP Revolution Staff at:

**(510) 225-7035 or
revolution@borp.org**

Fundraising Requirements

While non-Corporate Team participants must each raise a minimum of \$400, Corporate Team requirements are based on the number of participants per team:

No. of Riders	Fundraising Minimum
3-4	\$375 per rider or \$1,125 - \$1,500 per team
5-7	\$350 per rider or \$1,750 - \$2,450 "
8-9	\$325 per rider or \$2,600 - \$2,925 "
10-14	\$300 per rider or \$3,000 - \$4,200 "
15-20	\$285 per rider or \$4,275 - \$5,700 "

Discounted registration fees for Corporate Team members

Members of Corporate Teams receive **50% off** the standard registration fee of \$50.



CORPORATE TEAM OPPORTUNITIES

Companies can support their team in a number of ways:

- **Full Sponsorship:** The company pays 100% of the registration fees and minimum fundraising requirement.
- **Partial Sponsorship:** The company pays a portion of the fees and provides logistical support to the team members who will be responsible for the balance of the fundraising.
- **Logistical Support:** With this option, your employees will be responsible for their own fundraising, but the company can offer incentives to increase participation. Additionally, employers can support team recruitment efforts, underwrite equipments such as team jerseys or water bottles, or provide matching funds.

Benefits of a REV Corporate Team:

- Encourage team building and camaraderie among employees.
- Enhance corporate pride, employee retention and engagement.
- Promote health and wellness within your organization.
- Increase company visibility in the community.
- Foster collaboration across departments.
- Create opportunities for business networking internally and with other corporate teams
- Opportunity to ride with a BORP athlete at the REV.

Besides enjoying an invigorating bike ride in beautiful Sonoma County, REV Corporate team participants will also receive:

- a 2014 Rev t-shirt & swag bag
- a gourmet meal after the ride with complimentary wine and beer
- a free massage after the ride from a professional massage therapist.
- plus, the top fundraising team and top individual fundraiser are eligible to win great prizes.

To Get Started:

Contact the BORP Revolution Team to obtain your Corporate Team discount code and learn how to register.

Call **510-225-7035** or email **revolution@borp.org** to speak to a member of our team today.



Enhancing Employee Engagement and Customer Loyalty through Philanthropy and Volunteerism

Extensive research shows that corporate philanthropy can have a positive impact on the bottom line. Customer/client perceptions as well as employee opinions of a company can be significantly improved through community service efforts.

Increased Employee Engagement & Retention

Even during challenging times, attracting and retaining the best and brightest talent remains a concern for employers. Supporting employee philanthropy and volunteerism is a proven way to increase employee engagement.

- 84% of Americans ages 21-35 consider companies' commitments to social issues when deciding where to work (*Deloitte 2011*).
- 81% of employees who volunteered with their colleagues reported strengthened relationships and more positive view of their employer as a result. (*UnitedHealthcare/VolunteerMatch 2010*).
- 72% of highly engaged employees said they would prefer to remain with their employer even if they had a comparable opportunity elsewhere. (*Towers Watson Global Workforce Study 2012*)

Increased Customer Loyalty

Companies that practice corporate philanthropy elevate their reputation in the community and have higher customer loyalty.

- 91% of Americans said they want to see more products, services and retailers support worthy issues (*Cone Communications 2013*).
- 89% of Americans said that they would switch brands to support a cause they cared about (*Cone Communications 2013*).
- 84% would tell friends and family about a company's support of a cause that was important to them (*Cone Communications 2013*).
- 54% of Americans bought a product associated with a cause in 2013, compared to 41 percent in 2010 (*Cone Communications 2013*).

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