

CYCLE

FOR SMART WORKS



WELCOME TO CYCLE FOR SMART WORKS 2024

23 FEBRUARY – 8 MARCH 2024

Pedal with a purpose this International Women's Day and join Smart Works on our mission to double the number of women we help from 5,000 to 10,000 a year by 2025.

Cycle for Smart Works is back for 2024. This year we're taking it up a gear and encouraging everyone in our community to get involved. Whether you're a seasoned cyclist or a total novice, this challenge is for you.

Sign up with a team of friends, join your company's national Cycle team, or set yourself your own personal challenge – every pedal and every pound matters.

Join Cycle for Smart Works 2024 this International Women's Day and help raise vital funds for our service. Together we will help unemployed women with the clothes, coaching and confidence they need to get the job and transform their lives.

The Smart Works Team

CYCLE

WHAT IS CYCLE FOR SMART WORKS?

Cycle for Smart Works is your opportunity to empower women for job success.

Cycle is first and foremost a team challenge – and with live leaderboards showing your progress against other teams, there'll be no shortage of healthy competition for Cycle 2024. You can reach your distance target on any bike of your choice – at the gym, round the park, or in the office.

Reach your £100 fundraising target for your local Smart Works centre or for the central Smart Works Charity. Every extra pound raised will help unemployed women across the UK to feel prepared, confident and empowered ahead of their job interview.



OCT-DEC 2023

**Register your interest, recruit your team
and/or register your corporate with us**

8-9 NOVEMBER 2023

**Discovery Sessions:
Intro to Cycle for Smart Works 2024**

JANUARY 2024

Official sign-ups open

23 FEBRUARY 2024

Cycle for Smart Works 2024 begins

100, 150 or 250 miles

This year, participants will be able to choose from three distances or set their own target. Whether you're a seasoned cyclist needing a wheel challenge or a total novice to Cycle, you can tailor your target to suit where you're at on your cycling journey.

23 February – 8 March 2024

The challenge will run for a whole two weeks in the run up to International Women's Day on 8 March. This gives you even more time to clock in your miles and raise as much as possible for Cycle for Smart Works.

One Purpose

Help even more unemployed women into work. Regardless of whether an individual cycles on their own, with a team of friends, or with colleagues, you are all pedaling for one purpose.

3

DISTANCES

2

WEEKS

1

PURPOSE



PUT THE WHEELS IN MOTION

It's time to register your interest, assemble your team and spread the word:

Each team will benefit from:

- A welcome pack with fundraising advice and a guide to completing the challenge, including cycling tips and merchandise
- A sponsorship page for you and your team to fundraise for your chosen Smart Works centre
- NEW THIS YEAR: as well as your team page, your workplace will also have its own central fundraising page – including your company branding, fundraising totals and personalised leaderboards to really spark that inter-team competition
- The chance to win exciting prizes and exclusive event access



REGISTER YOUR INTEREST HERE

By registering your interest, we can keep you up to speed with updates for Cycle for Smart Works 2024

The official sign-up period for teams will open in January



OUR CENTRES

Follow your local centre on Instagram to see how your fundraising will make a difference to unemployed women across the UK.

Smart Works Charity/London @smartworkscharity

Birmingham @smartworksbhm

Greater Manchester @smartworksgm

Leeds @smartworksleeds

Newcastle @smartworksncl

Reading @smartworksr dg

Scotland @smartworksscotland





SMART
WORKS

Smart Works is a UK charity that exists to give women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.

Go the distance and join the Smart Works community. We can't wait to welcome you.

Contact us: cycle@smartworks.org.uk

SMARTWORKS.ORG.UK | @SMARTWORKSCHARITY | CHARITY NUMBER: 1080609