

Armstrong Wolfe



Goražde Charity Ride

6th - 9th June 2024



GCFBOSNIA
FOR THE CHILDREN OF GORAŽDE



ARMSTRONG WOLFE™

The history behind the charity and it's 2024 ambitions

In 1994 -1995 3 battalions of the British Army were deployed to Bosnia as part of Operation Grapple.

This was the codeword used to cover UK defence operations in support of the UN peacekeeping missions in the former Yugoslavia, including the deployment of British forces in Bosnia and Croatia from October 1992 until December 1995 as part of the United Nations Protection Force (UNPROFOR)



The 3 battalions' mission was to protect the people of central Bosnian town of Goražde. 6 British soldiers gave their lives on this deployment, many injured, some suffering PTSD to the present day.

We are now celebrating the 30th anniversary of that military deployment, and the UK Charity GCF Bosnia will once again host its' annual fundraising cycle ride, from Sarajevo, to Goražde, in memory of the British armed forces that served in Goražde at that time. The journey ends at the school which has been the beneficiary of the charity's work since 2012, usually to the tumultuous welcome of all students, teaching staff and other dignitaries - a truly uplifting experience.

In 2024 the charity has ambitious plans to get 100 charity riders to join the annual 100 km cycle ride in Bosnia. The ride will begin from Vijećnica (Sarajevo City Hall), climbing out of the bowl the city rests to Hrenovica, high into the mountains to Bijele Vode before downhill for the last 20 km to finish at the school in Goražde.

The route will take you on a breath taking and beautiful journey through the mountains, around the Miljacka River, and ending in the eastern city of Goražde that rests astride the River Drina. After the bike ride, the rest of the weekend will be spent relaxing and exploring the sights of Sarajevo. The package is fully catered from the point of landing in Sarajevo to the drop off at the airport for your departure, with the bicycle as part of the package to be gifted to the school and the people of Goražde.



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Come and join us in our efforts to **raise £100,000** and to completely renovate and re-equip the school gymnasium, which the local community have asked be renamed as the **Queen Elizabeth II Sports Hall**.

This year we have ambitious plans to capitalise on the rewarding and uplifting experiences enjoyed by an ever-growing group of people from the COO Community, who join with us in helping to bring modern amenities in a region which severely lacks them.

The gymnasium at O.s.Fahrudin Fahro Basclieja in Gorazde town centre has seen no new equipment nor has it been repainted, refurbished or had the flooring re-sprung since the early 1960's. It is in absolutely dire need of an overhaul, with modern equipment that teachers and students can feel proud of, and more invested in.

GCF ran its initial Sarajevo to Gorazde Charity Cycle ride in 2019, with just three people travelling from the U.K., and a small local contingent. Following a pause for the pandemic, we restarted in 2022 and have trebled our number each time out, with nine travelling in September 2022, and 27 cyclists along with a large party of veterans in April 2023, all who came for the ride and also the commemorative service at our newly created memorial in the hills above Grad Gorazde.

In 2024 the ride will take place in June, at the end of the school summer term, to capitalise on good weather and an opportunity for cyclists and visitors alike to appreciate the beauty of Bosnian countryside.

Our target is to bring together 100 cyclists for this cause, riding 100 kilometres and raising the sum of £100,000, hence **“GCF100”**



“This was an experience of introspection, of breaking our habits and of friendship. Throughout the trip we constantly went through extreme emotions, from being touched by the tragedy of the war in Yugoslavia and the incredible welcome we received in Gorazde.”

Rachel Scandling
KPMG

Details of individual travel packages and corporate sponsorship are shown overleaf.

Corporate sponsorship is new for 2024, facilitating broader participation for 3, 4, 5 person representative teams at modest cost. In return for covering your nominated team members cost of entry, flights to join up with all the riders in Sarajevo, and a charitable donation per rider, GCF will be pleased to:

- » Place your organisation and it's corporate emblem to feature prominently as a part of all Armstrong Wolfe marketing for the GCF100 ride, at more than 150 planned events internationally, over the next 12 months.
- » Advertise the support from your company to this worthwhile cause, within our partnership group, the iCOOC, WCOOC and other connected parties, veterans groups in each of the next four “COO Magazine” periodicals, published by Armstrong Wolfe.
- » Opportunity to obtain priority VIP tickets for the annual GCF Charity Dinner in April 2024, with opportunities to meet our guest of honour and network with other, like-minded sponsors.

Corporate Sponsorship

Two options exist for Corporate Sponsorship for the GCF100 event in June 2024:

Option 1: Team Sponsorship Package - £5,000

- » Enroll a team from your organisation of up to five cyclists (or a mixture of cyclists and supporters)
- » 3 night's accommodation (double room/single) (bed & breakfast)
- » All transfers from point of landing in Sarajevo until return to the airport for homebound flights
- » Internal transport by minibus/coach whilst in Bosnia & Herzegovina
- » Subsistence Snacks provided, sandwich lunches, bottled water etc.
- » Includes the rental of a new bike that will be donated to the school or the local Goražde community at the end of the ride
- » Cycling Jersey
- » Your Company Corporate Logo and Name to be prominently displayed at all Armstrong Wolfe events internationally (over 140+ planned in 2024) and referenced as prime sponsors of the COO Charity in communications, literature, social media postings, etc., throughout 2024

Option 2: Cycling Jersey Sponsorship / Shirt Sponsorship - £5,000

- » Have your Company Logo featured prominently on the GCF100 Cycling Jersey, to be distributed to each of the 100 riders, and also be featured prominently in all marketing
 - » Your Company Corporate Logo and Name to be prominently displayed at all Armstrong Wolfe events internationally (over 150 planned in 2024) and referenced as prime sponsors of the COO Charity in communications, literature, social media postings, etc., throughout 2024
- Alternative option:**
- » Have your Company Logo feature prominently on the GCF100 Sweater/T-Shirt, for distribution to all ride support staff and for broader sales to those wishing to own/share a part of the experience and at the same time contribute to GCF fundraising
 - » **Please note:** We hope that all corporate sponsors will encourage their team members to fundraise for GCF, and that where possible, will apply a tax-deductible matched funding to the amounts raised

Please note that travel to and from Sarajevo is not included and would be a cost to your corporate travel budget or the individuals joining the ride. (Return flights from London approximate cost £250 - £400).



“Behavox are delighted to be sponsoring and participating in the CEO’s charity, GCF100 Charity Cycle Ride 2024.”

Fahreen Kurji
Behavox

Individual Fund Raising Travel Package

This year the single package being offered has a slight increase in cost, to £975.00 per person, reflecting inflation of our costs, but will include one or two extras, such as a cycling jersey, for the ride.

Charity Ride Package - £975

- » 3 night's accommodation (double room/single) (bed & breakfast)
- » All transfers from point of landing in Sarajevo until return to the airport for homebound flights
- » Internal transport by minibus/coach whilst in Bosnia & Herzegovina
- » Subsistence Snacks provided, sandwich lunches, bottled water etc.,
- » Price includes rental of a new bike to be donated to the school or the local Goražde community at the end of the ride.
- » Cycling Jersey

Flights are not included - please follow these steps to book your flight

- » **Step 1** Book your flights and inform Tracey Elstone by e-mail at t.elstone@armstrongwolfe.com that you will be attending.
- » **Step 2** Send confirmation of your flight & details to us.
- » **Step 3** You will then receive information as to how to pay for your trip.

Note: Return flights from London cost approximately £250 - £400

Target for fundraising is £1,500 per person, donated through **JustGiving** with the addition of Gift Aid, where applicable (please do not anonymise your donations as the Charity does like to recognise individuals efforts)

Itinerary

Day 1: Arrival at Sarajevo; cycle team and group early evening briefing; free time and dinner, drinks in the Old Town; accommodation Hotel Europe, central Sarajevo

Day 2: Near 100km cycle ride from Sarajevo to Goražde, with a welcome celebratory finish at the primary school in Goražde; prize giving and school visit; opportunities for exploring the town, followed by dinner and drinks in the town or the mountain lodges of Bijele Vode

Day 3: Join the International Day celebrations in Goražde with multiple activities throughout the day, culminating in a concert at the central sports academy with local bands, musicians providing the entertainments. **Further details will follow in January 2024, once we have confirmed the activities with the local authorities.**

Day 4: Morning at leisure to explore the Old Town in Sarajevo, visit shops and make your transfers to the airport.



“Coming in, we thought it would be 90% about the ride and 10% about the experience and it ended up being the opposite, a great human adventure with a bit of cycling.”

Marcio Moreira de Souza
KPMG

International COO Community Participation



Ibrahim Benmahamed
Wells Fargo



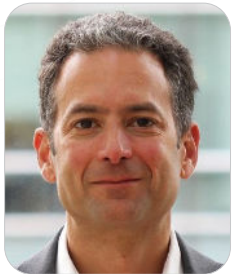
Olivier Bouteille
Amundi



Stephen Mascal
Credit Suisse



Andrew Murfin
UBS



Joseph Rondinelli
JP Morgan



Rachel Scandling
KPMG

iCOOC Alliance Partners



Mike Wolff
Control Risks



John Rosling
Contextis



Fahreen Kurji
Behavox



Peter Okane
AW Business Advisor

WCOOC Participation



Yvonne Waldron
BNY Mellon



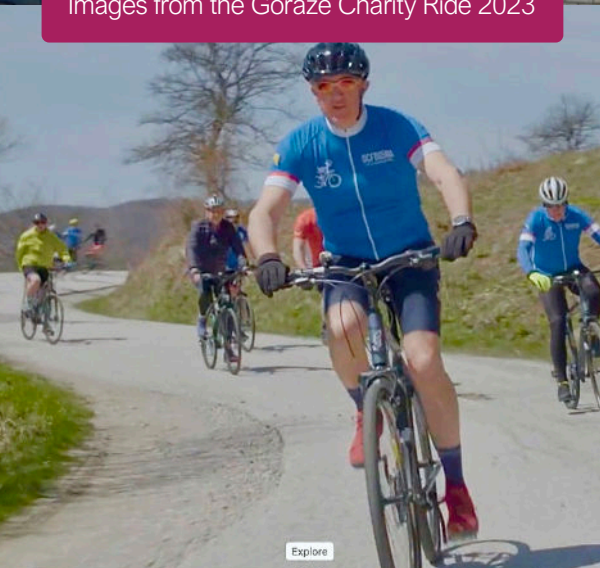
Emma Prophet
TPICAP



Images from the Goraze Charity Ride 2023



The Charity's School



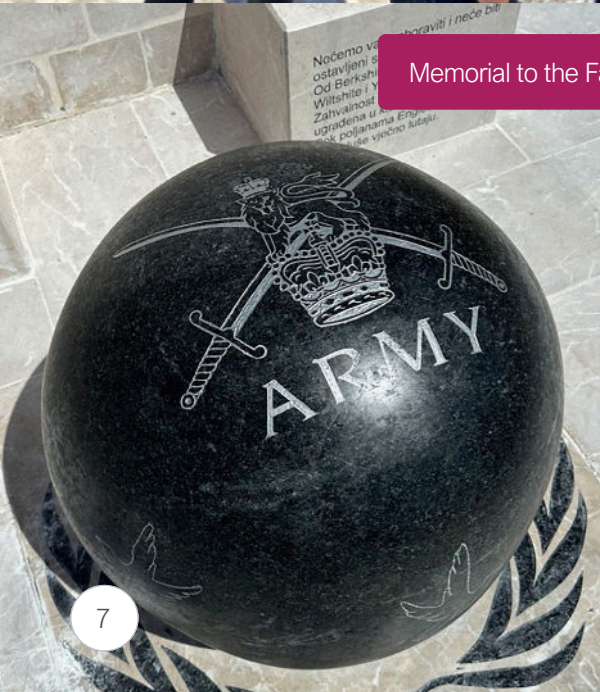
Explore



The donated bikes



Memorial to the Fallen



To Honour and Inspire
In memory of the 6 British soldiers that gave their lives
and in recognition of the service, bravery, and sacrifice
of the British servicemen and women that operated as
part of the United Nations Protection Force, Gorazde
1994 – 1995

Čast i inspiracija
U spomen na 6 britanskih vojnika koji su dali svoje živote
i u čast službe, hrabrosti i žrtve koju su dali Britanske
vojne osobe koje su bile dio UNPROFOR-a, Gorazde

1994 – 1995



Trooper Fergus M. Rennie
22 SAS (Logistical)
15th April 1994 Age 28



Private Shaun R. Taylor
The Duke of Wellington's Regiment
26th June 1994 Age 20



Private Benjamin Hinton
The Royal Gloucestershire
Berkshire and Wiltshire Regiment
10th September 1994 Age 22



Private Philip R. Armstrong
The Royal Gloucestershire
Berkshire and Wiltshire Regiment
12th September 1994 Age 21



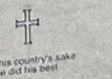
Private Martin D. Dowden
The Royal Gloucestershire
Berkshire and Wiltshire Regiment
17th September 1994 Age 19



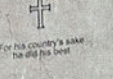
Private Christopher M. Turner
The Royal Gloucestershire
Berkshire and Wiltshire Regiment
15th September 1994 Age 28



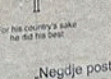
For his country's sake
he did his best



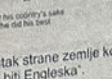
For his country's sake
he did his best



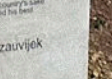
For his country's sake
he did his best



For his country's sake
he did his best



For his country's sake
he did his best



For his country's sake
he did his best

"That there's some corner of a foreign field that is for
ever England".

The Soldier, Rupert Brooke

"Nigdje postoji kutak strane zemlje koji će zauvijek
biti Engleska".

Vojnik, Rupert Brooke

Memorial design derived
from Gary Broeze.

gcfbosnia.org

Contact



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If you would like further information or to register your interest, please email: info@gcfbosnia.org

Sponsoring Companies



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