



CATE GREEN

Help me Mind my Own Business
Fundraising Ride

TABLE OF CONTENTS

01	Purpose and Goal	12	Media Engagement	17	Training Schedule
02	My Story	13	Itinerary and Medical Consideration	18	Social Media
07	Dream Concept	14	Budget	19	References
09	Why? & Supporting Research	15	Fundraising Goals and Ideas		
10	Sponsorship	16	Business Models		



Purpose:

To raise money and awareness for the need for ‘business support’ for business owners with M.S (or disability in general)

Goal:

To ride around the coast of Australia (15,000-20,000km) over the course of a year. Original concept is to ride solo with support vehicle/person with me. Another option is whilst I ride the entire country, others may like to ride each me to raise extra funds.

EXPERIENCE AND BACKGROUND



My Business Story

1996 - 2010 - ran Henry Kelvin Design - Dressmaking and Pattern-making School in Melbourne (including production of 20+ gowns for fashion show in Sri Lanka)

2016 - Opened 'The Institute of Imperfection' - Dressmaking and Pattern-making School

2017 - Speaker at Bendigo Gallery for Edith Head Fashion Exhibition

2019 - Finalist in the Bendigo Business Awards,
An exhibition at Bendigo art space
Finalist in exhibition at annual Sheep and Wool Show



My Fitness Story.

2020 - Cycled from the North of Vietnam to the South on a Fundraising ride for M.S. Australia (6 months after my relapse)

- Cycled (and camped) alone 400km from Wangaratta to Bright and back

2021 - Winner of the Bendigo Triathlon Summer Series

2023 - A solo ride along the Camino in Spain (850kms)

2024 - Planned ride Solo Ride along coast of Victoria (900km)
As a 'practice ride' for 2025.

My M.S. Story.

2018 - Initial Diagnosis.

2019 - Major relapse leaving me temporarily paralysed from the neck down. Three weeks in hospital, and 4 months of outpatients Rehab led me to regain full function again, although not without challenges.



Dream Concept- Cycling for Certainty

HELP ME MIND MY OWN BUSINESS will be a Not for Profit organisation* created initially to sponsor my ride around Australia but long term it's goals are these:

1. Education for Business Advisors so that they can give specific advice to newly diagnosed people. My experience has been I've had to expend a lot of energy educating my advisors on my limitations (and often I lacked understanding of what those limitations were until it was too late).
2. Education for Business owners to gain the unique challenges that running a business with M.S (or disability) bring.



Dream Concept- Cycling for Certainty

3) Awareness: both within the business community and government.

Why is it that as an Able Bodied business owner gains support to employ a a person with a disability but the support for business owners with a disability to employ an able bodied person to help with their business is minimal (or non existent)?

4) Raising awareness of the 'Invisibility of Disability' in cases of M.S.



WHY?

My passion is to ensure others have easy access to resources necessary to either set up or manage an existing business post diagnosis.

So with the skills that I do have, which include research, fitness and a love of cycling, I figure the best way I can help that happen is via a fundraising ride.

Supporting Research:

[https://www.uts.edu.au/sites/default/files/article/downloads/Australias Disability Entrepreneurial Ecosystem Report 1240620 \(Accessible\)](https://www.uts.edu.au/sites/default/files/article/downloads/Australias%20Disability%20Entrepreneurial%20Ecosystem%20Report%201240620%20(Accessible))



SPONSORSHIP

Your brand has the opportunity to enlarge its presence and effectiveness in areas such as 'disability and business as well as disability and cycling. Coupling my commitment to building lasting and loyal relationships, alongside brands that reflect my aspirations with my lifestyle and mission to assist people with chronic illness live productive, meaningful lives. I will deliver a powerful impact for your brand.

TIER 1 SPONSOR (TITLE)

Naming sponsor whereby the brand is endorsed on the forefront of Jersey and or helmet. Mentioned in all media engagements with tailored brand content as discussed.

Cost \$15+ K (or equivalent product or service)

TIER 2 SPONSOR

Sponsor branding on jersey + social media channels. Individual face to face brand promotion as discussed. Cost \$5K (or equivalent product or service)

TIER 3 SPONSOR

Sponsor branding on jersey + social media channels. Media tags on posts + stories. Cost \$1-2K (or equivalent product or service)





MEDIA ENGAGEMENT LINKS

Podcasts

<https://www.msaustralia.org.au/raw-nerve/16/>

Articles

<https://weareexplorers.co/cate-green/>

Facebook

<https://www.facebook.com/cateMSCycleVietnam>

<https://www.facebook.com/people/The-black-cockatoo/100093280163768/>





Itinerary

Clockwise around Australia including Tasmania

Ride 6 days rest 1day

Ride 6 weeks rest 1 week

Ride 6 months rest 2 weeks

Distance 80 -100 kms per day

Approx 250 days of riding, 114 rest days

Medical

6 weekly infusion needs to be factored in - neurologist to help organise

Physio every 3 weeks

Massage 1 a week

Podiatrist 1 a month



Budget

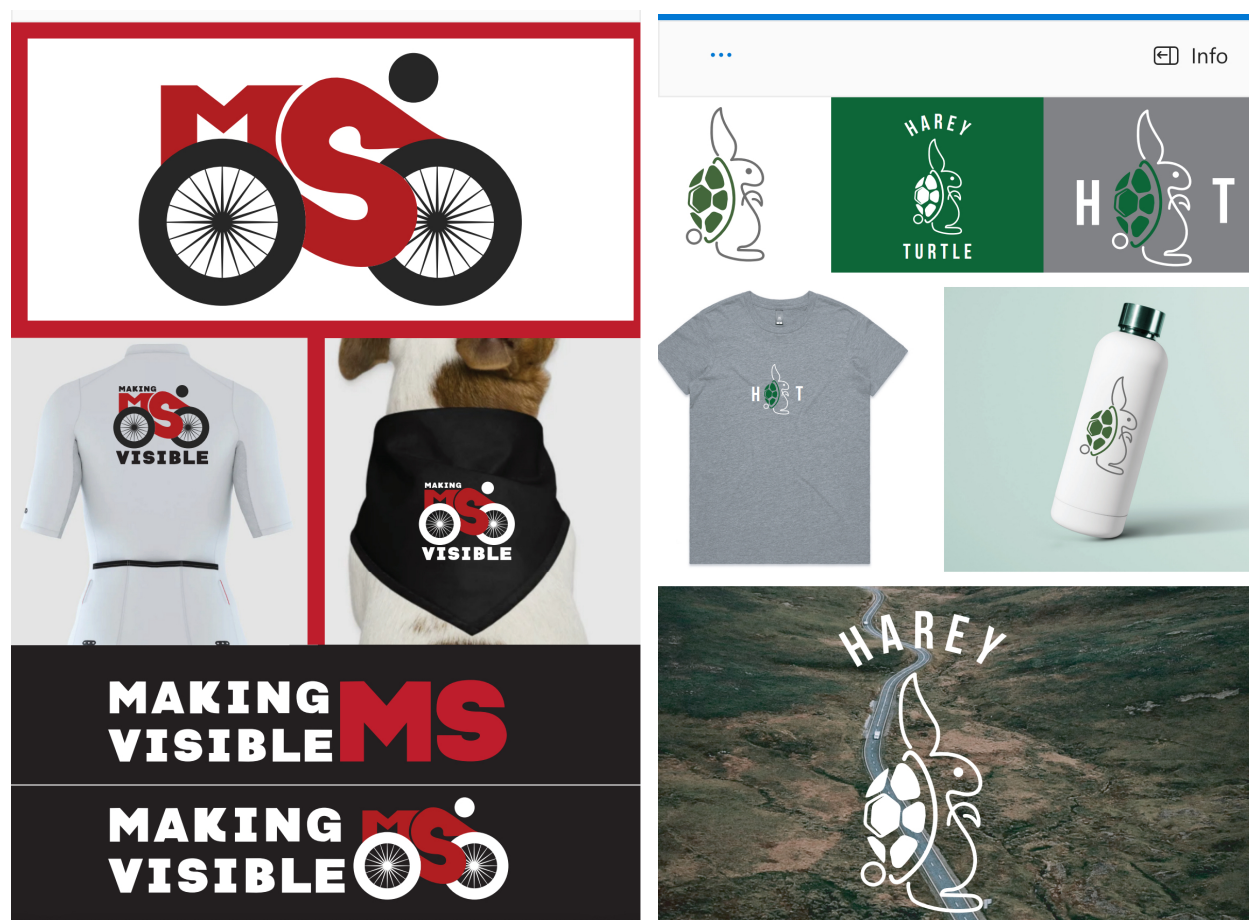
Minimum (Smell of Oil rag).

Maximum (dreams come true)

Bike +.	\$5,000	\$7,500
Training	\$25,000 + (partially funded by NDIS)	
Support Vehicle	Rental for a year ? Second hand \$30,000?	New \$100,000 +?
Fuel.	\$20,000 +	
Food	\$15,600 (\$300 a week) -	\$26,000 (\$500 a week)
Accomodation	\$11,000 (minimum \$30 a night camp site)	
Insurance.		
Admin, Publicity, Advertising, Merchandise etc		

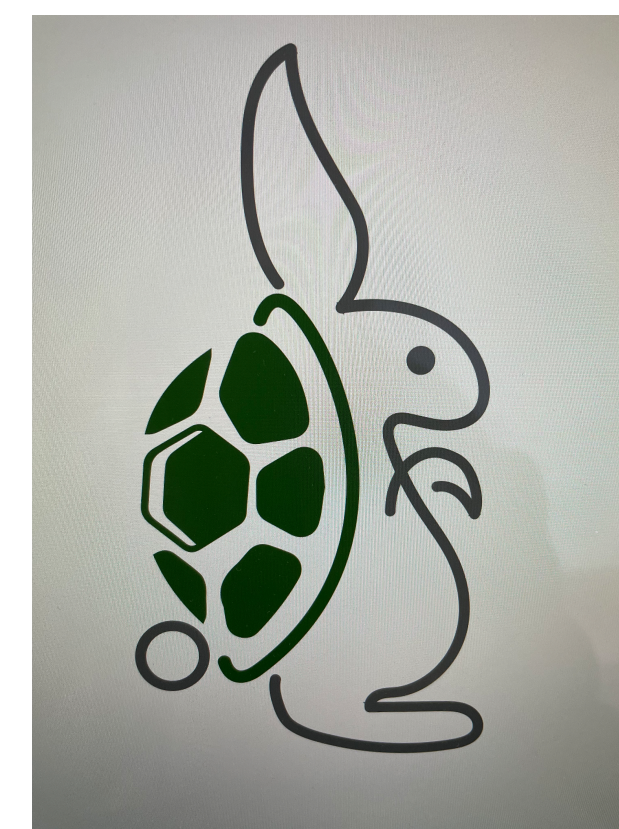


Examples of possible Merchandise



Fundraising Goals /Events

\$1 for every km	\$20,000
\$10 for every km	\$200,000
\$20 for every km	\$400,000



Mascot: The Harey Turtle -
the Mind of a Hare, the Body of a Turtle!

Additional Events to reach goals -

Cycling clubs around the country host an event of the day I'm in their town - Eg ride 5, 10 or 50km .
Part of Entry fee would go to MS

Rotary Clubs around the country host an event when I'm in town.

Other individuals cycle part of the way and raise money for kms ridden (similar to 'virtual' Gong ride)

Merchandise: T-shirts, Hats, -

<https://www.doitforms.org.au/fundraisers/categreen/cycling-for-certainty->

Business Model Potential

Whilst on Ride, sole purpose is raise money for M.S Plus and raise awareness of challenges running a business with M.S

Post Ride: A 'referral' service

Help Me Mind My Own Business aims to set up a referral service for business owners diagnosed with MS to access targeted support i.e. business advisors, Occupational Therapists, Physios, etc.





Training Schedule

Currently:

Physio, Jess Potter (The Neuro Practice)

Exercise Physiologist, Bernadette Strawhorn (The Neuro Practice)

Cycling Coach, Tasman Nankervis

Psychologist, Raquel Meyer

Massage Therapist. Jodie Herbert

Dry Needling. (The Neuro Practice)

Gym, Swim, Pilates and Cycling each week

Dance Lessons (for coordination, balance & fun) (Motion Dance Studio)
Rob Denton



S O C I A L M E D I A

Instagram cate_green5 @helpmemindmyownbusiness (still in process of being built)

Strava Cate Green

Facebook <https://www.facebook.com/profile.php?id=61558880820038>

You tube <http://www.youtube.com/@CateGreen-Kobe>

There are also plans to gain TV and radio publicity.

C O N T A C T

E-mail greence@bigpond.com

Website to be arranged.

Phone 0401 162 860

Address 33 Lethebys rd Sailors Gully 3556



REFERENCES

Ramesh Singram Business Coach NEIS program
0438 073 643

Bernadette Strawhorn Exercise Physiologist
The Neuro Practice
54462027

Rob Denton Dance Teacher/Friend
Motion Dance Studio
0401 216 549