

Armstrong Wolfe
The Power of Collective Ambition

Goražde Charity Ride

30th July - 3rd August **2025**



GCFBOSNIA
FOR THE CHILDREN OF GORAŽDE



ARMSTRONG WOLFE™

The history behind the charity and it's 2025 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)

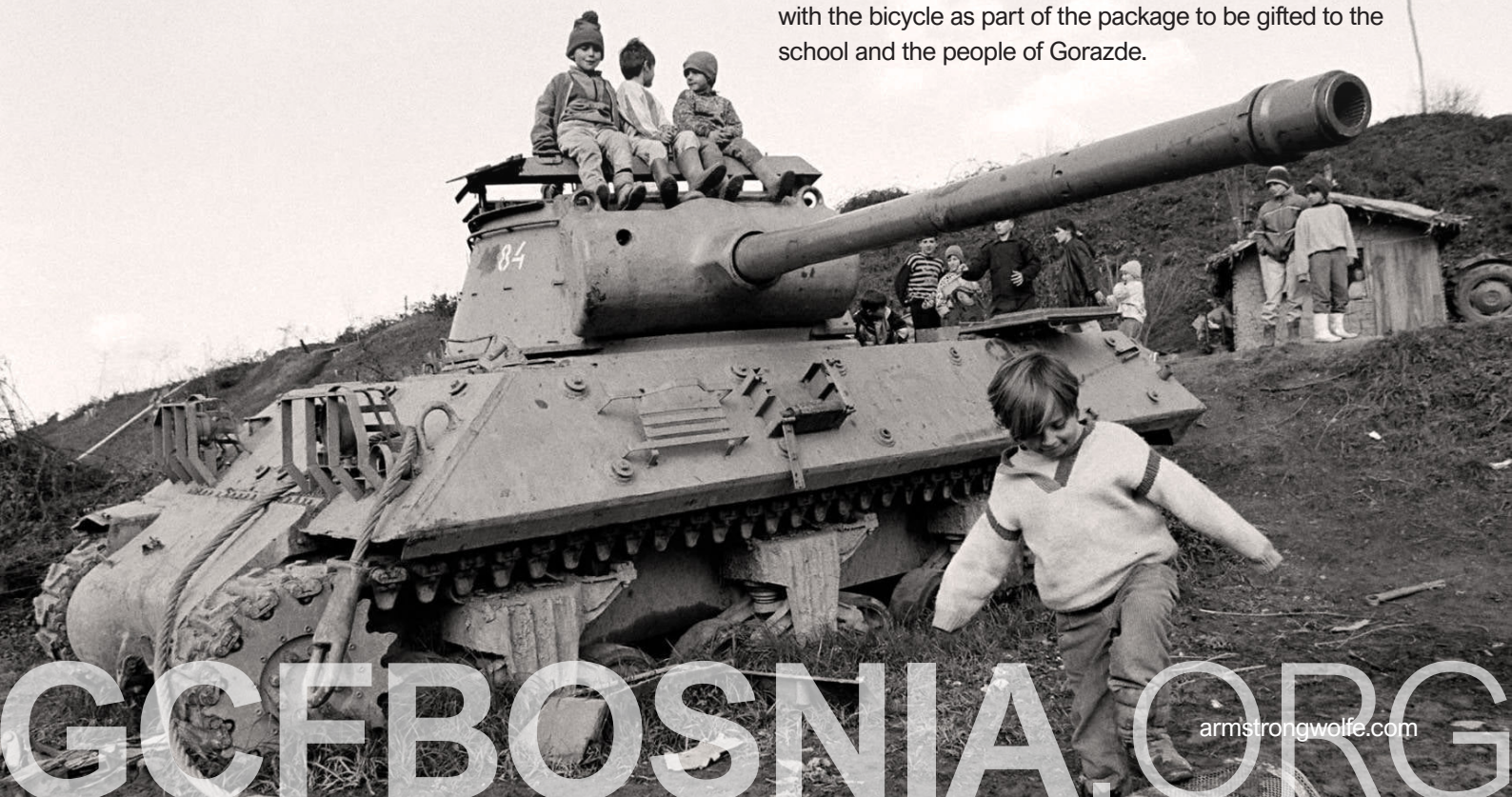


The 3 battalions' mission was to protect the people of central Bosnian town of Goražde. 6 British soldiers gave their lives on this deployment, many injured, some suffering PTSD to the present day.

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 2025 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.



Goražde Charity Ride

30th July - 3rd August 2025

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

Your organisation can be one of a select number for whom GCF Bosnia UK are fortunately in the position of being able to offer Corporate Team Sponsorships at the GCF100 event.

Corporate Cycle Team sponsorship will allow a company to nominate riders to represent their organisation, and contributions will cover:

- » Your representative's cost of entry
- » A charitable donation to GCF Bosnia
- » All internal airport – hotel transfers
- » Accommodation package with hotel and ski lodge premises in Sarajevo and Goražde

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

In return for this, we 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 100 planned events internationally, over the next 12 months.
- » Company logo to be prominently displayed at the entrance to the new sports hall when it is renamed in honour of our former monarch and head of the British Forces, Queen Elizabeth II
- » Advertise the support from your company to this worthwhile cause, with 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 where we will be pleased to make personal introductions to our guests of honour and other, like-minded sponsors.

We are happy to discuss bespoke arrangements for sponsorship.

Please email either **Maurice Evlyn-Buften**, **Nick Scott** or **Claire Flanagan** for more details.

We will also be seeking one piece of targeted sponsorship for the ride; GCF Bosnia will adopt a sponsor for it's new merchandise - the cycling jerseys for the 2025 ride will reflect the corporate logo of the relevant institution.



Corporate Sponsorship

30th July - 3rd August 2025

Options for **Corporate Sponsorship** for the GCF100 event

Option 1: Rider Sponsorship Package - £5,000

- » Enroll a team from your organisation (or can be a mixture of cyclists and supporters) to join the elite riders cycling from Sarajevo to Goražde through the scenic mountains of Bosnia and Herzegovina. This covers:
- » 3 night's bed & breakfast accommodation (double/single room).
- » All transfers from point of landing in Sarajevo until return to the airport for home-bound flights.
- » Internal transport by minibus/coach whilst in Bosnia & Herzegovina
- » Subsistence snacks provided - sandwich lunches, bottled water etc., on the ride.
- » 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
- » GCF100 Hoodie / Sweatshirt, T-Shirt or Cycling Jersey
- » Your Company Corporate Logo and Name to be prominently displayed at all Armstrong Wolfe events internationally (over 100+ planned in 2025) and referenced as prime sponsors of the COO Charity in all communications, literature, social media postings, etc., throughout 2025.

Option 2: Shirt Sponsorship - £10,000

- » Have your Company Logo feature prominently on the 2025 version of the GCF100 Hoodie / Sweatshirt or Cycling Jersey for distribution to all riders, 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.
- » Your Company Corporate Logo and Name to be prominently displayed at all Armstrong Wolfe events internationally (over 100+ planned in 2025) and referenced as prime sponsors of the COO Charity in communications, literature, social media postings, etc., throughout 2025.
- » Your Company logo to be prominently displayed at the entrance to the new sports hall when it is renamed, in honour of our former monarch and head of the British Forces, Queen Elizabeth II.

Please note: This year prices are held for the single package being offered per person cycling at £975.00 per person. All corporate sponsors are asked to encourage their team members to fund raise for GCF, and that where possible, they apply a tax-deductible matched funding to the amounts raised.

- » Travel to and from Sarajevo is not included and should be covered at cost to your corporate travel budget or the individuals joining the ride. (Return flights from London approximate cost £150 - £400, depending on provider and chosen route).

Trustees



Maurice Evlyn-Buften
Armstrong Wolfe



Andrew Murfin
UBS



Nick Scott
BNY

iCOOC Partners



Olivier Bouteille
Amundi



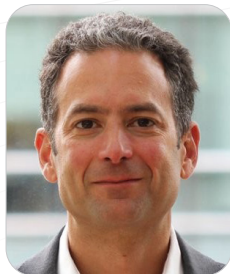
Rachel Scandling
KPMG



Stephen Mascall
Credit Suisse



Ibrahim Benmahamed
Wells Fargo



Joseph Rondinelli
JP Morgan

iCOOC Alliance Partners



Fahreen Kurji
Behavox



Mike Wolff
Control Risks



John Rosling
Contexis



Peter Okane
AW Business Advisor

Sponsoring Companies



BEHAVOX



J.P.Morgan



WELLS FARGO



"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



"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





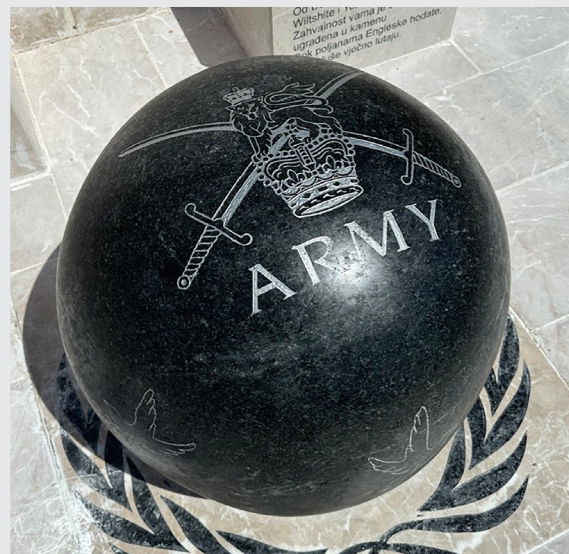




The School & Donated Bikes



Memorial to the Fallen



Contact

Nick Scott

Trustee, Goražde Children's Foundation Bosnia (U.K.)

nick@gcfbosnia.org

Claire Flanagan

Executive Assistant to the CEO, Armstrong Wolfe

claire.flanagan@armstrongwolfe.com

Maurice Evlyn-Buften

CEO, Armstrong Wolfe

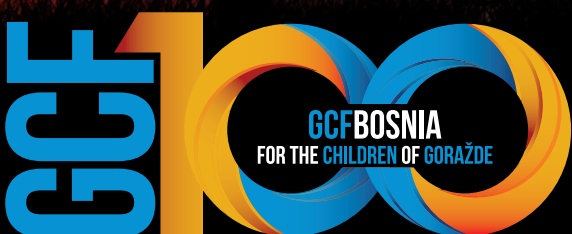
maurice.evlyn-buften@armstrongwolfe.com

Find us on LinkedIn: Armstrong Wolfe

Find us on LinkedIn: Women in the COO Community



GCFBOSNIA
FOR THE CHILDREN OF GORAŽDE



ARMSTRONG WOLFE™