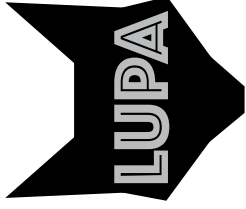


ALOHA INITIATIVE



HELPING WOMEN REACH THEIR POTENTIAL
THROUGH ACCESSING PINNACLE SPORT
EVENTS

AN INITIATIVE OF LUPA CYCLING LIMITED

WWW.LUPACYCLING.COM

2023 AT A GLANCE

112 Initiative Supporters
\$4059.01 Raised
60 Women in the LUPA Crew

THE FUND DETAILS

HOW ARE THE FUNDS RAISED?

LUPA commits to donating all profits from the sale of one unisex jersey each year into the ALOHA Initiative Fund. Legendary people purchase the jersey or choose to make a monetary donation direct into the fund. We are also fortunate to have other business supporters make donations as listed.

FUNDING ELIGIBILITY

To access the fund applicants must:

1. Be a LUPA Crew Member for the qualification and year their pinnacle event occurs.
2. The pinnacle event must be outside of the applicants home country of residence.
3. A pinnacle event is considered to be an event that requires qualification and/or invitation; is considered a world championship event or a prestigious international level event in cycling, triathlon, multisport, adventure racing or running.
4. The applicant must be able to demonstrate their acceptance to compete at their pinnacle event with a confirmed entry; and must be participating as an individual.
5. The applicant commits to racing in LUPA Crew attire for the pinnacle event; unless there are specific requirements to wear National Representative Team Kits. No other branded attire may be worn.

THE APPLICATION PROCESS

1. At the start of the Crew Season LUPA will ask all members to indicate if they are considering qualification and participating at an eligible pinnacle event. This is to provide an indication on approximate number of applications and timing for potential funding allocation. The Fund amounts are limited but we want to ensure equitable access for eligible athletes across the entire season.
 2. All eligible applicants may complete the Aloha Application Form and provide any required supporting materials for consideration at any time but no later than 4 weeks prior to their pinnacle event.
3. LUPA will review all applications and determine initiative funding on the following criteria:
 - (a) NEED - the proposed budgetary cost & economic impact on the individual athlete of participating in the pinnacle event; and
 - (b) IMPACT - the long term benefits for the sustainability of the athletes participation & performance in their sport.

APPLICATION NOTIFICATION AND PAYMENT

Applicants will be notified in writing of the outcome of their application no later than 14 days before their pinnacle event. Successful applicants will be required to provide relevant bank details for the transfer of granted funding.

LUPA will report on the total number of applications received.

For all applications where funding is granted; LUPA will list the name, event, and amount provided to the applicant on the website.

CORPORATE SUPPORTERS & PARTNERS