



# Frequently Asked Questions

Thank you for your participation in the 2022 Golden Cup. We want to make your experience as fulfilling and enjoyable for you as possible. Please read our FAQs to learn more about this year's event.



01

## What is the Golden Cup, and who is Michael Cook?

Two years ago, Design Outreach engineering volunteer Michael Cook felt called to raise funds for LifePumps for people in Malawi by riding a 1,300+ mile section of the TransAmerica Bicycle Trail. His ride inspired co-workers from DePuy Synthes in Indiana to “match Michael’s miles” and support the fundraising effort, raising enough funds to provide five LifePumps installed in Malawi.

Right after they returned home from the 2020 ride, Michael and his wife Rebecca began planning for his 2021 ride covering another 1,315 miles starting at West Yellowstone, Montana, where the 2020 ride ended. For the 2022 Golden Cup, Michael will finish the third leg of the TransAmerica Bicycle Trail, with about 1,650 miles to go.

This year, the Golden Cup will be bigger and better. Michael’s awareness efforts have allowed us to recruit teams internationally. Now, the participation of multiple teams will help us multiply last year’s impact.

## Why do we hold the Golden Cup and why does it matter?

Worldwide, 2.2 billion people still don’t have access to safe and reliable water, so often they are forced to use open sources of water, such as ponds, rivers, or puddles. Approximately 2,300 people die daily from water-borne diseases, oftentimes children.

The current systems used to provide water in rural African communities can be unreliable, driving people back to unsafe water sources. Women and children can spend four to six hours a day seeking and carrying water, limiting their ability to get an education or earn an income. Without reliable sources of water, communities cannot thrive, and the cycle of poverty remains unbroken.

However, we all have the ability to make a difference. Design Outreach’s LifePump hand pump is a robust, heavy-duty, long-lasting, low-maintenance, deep-reaching hand pump that is monitored with a satellite-based sensor for remote monitoring. Help us raise funds to get more of them installed in Malawi!

02



03

### Who is Design Outreach?

Design Outreach, or DO, is a nonprofit organization that creates innovative and appropriate technologies that improve the lives of people living in poor and marginalized communities to see them transformed physically, economically, and spiritually. DO's flagship project, LifePump, is helping to solve the global water crisis and bringing the many benefits of reliable water to people across Africa, Central America, and the Caribbean.

### How do I complete the Golden Cup?

**Register.** <https://give.doutreach.org/goldencup2022-teams>

**Plan.** Determine the activity you will do and establish your fundraising goal. Make sure it's an activity you enjoy and be ambitious with your goal! Check the Goal-Setting Guide for great ideas!

**Train.** Work hard to prepare your body and mind for the event.

**Fundraise.** Raise money, collect prizes, and get closer to your goal!

**Move!** Complete your chosen activity and collect your donations.



04



05

### Why should I participate?

With six different prize levels and fun gifts ranging from an event tee to a Fitbit Smart Watch, we will make meeting your fundraising milestones exciting. Let the Golden Cup be the nice "jumpstart" you need to dive into a fitness regimen, or it can augment your existing training. Regardless, your body will benefit from the exercise, your heart will benefit from giving of yourself, and Malawians will benefit from safe, reliable water.

### How will my donations be used?

Design Outreach will designate all funds raised for the Golden Cup to LifePump campaigns in Malawi, Africa. In addition to installing a LifePump with a LifePumpLink monitoring system, Design Outreach provides training on installation and maintenance and partners with local pastors for Gospel outreach and passing out Bibles.



06



07

### What's the role of the Team Captain?

A Team Captain is a person who volunteers or is designated to lead a group of people who have committed to personally raise funds for Design Outreach. Personally raising funds is also referred to as peer-to-peer fundraising and means that each individual person reaches out to their network of professional contacts, friends, and families to solicit donations. The people you reach out to can then spread the word with their networks, which multiplies the fundraising effort. The Team Captain is the point person for this group effort.

The Team Captain also disseminates important information from Design Outreach, encourages and supports the team's effort, and acts as a liaison from the team to Design Outreach.

### What's the role of a Team Member/Virtual Athlete?

The Virtual Athlete's role is to fundraise through their own personal and professional networks. They train in an activity of their choosing and collect donations to go toward LifePump campaigns in Malawi, Africa. Virtual Athletes will do their activity on their own, without the team, unless the team has decided to do a group gathering. Participation in a group fundraiser is encouraged.



08