



2023 - 2026

STRATEGY SUMMARY

Community Connection

The Ride brings relevance and fosters community engagement beyond the school visits.

Partner & Sponsor Engagement

The Ride is able to attract and secure long term funds through our highly valued and engaged network of partners and sponsors.

OUR STRATEGIC OBJECTIVES

Rider & Alumni Engagement

We have an actively engaged and involved Ride community, which includes both current and past (Alumni) riders.

Diversity & Inclusion

The Ride community embraces diversity and inclusion across age, gender & cultures.

OUR VISION

To cultivate a community that's fun, safe and promotes better mental health among young West Australians

OUR PURPOSE

To raise funds and awareness for Youth Focus and youth mental health

OUR VALUES



RESPECT



COLLABORATION



SAFETY



CAMARADERIE



FUN