



**IN SOUTH AFRICA
A CHILD IS
RAPED
EVERY
3 MINUTES**

**MOST OF
THEM ARE
YOUNG GIRLS
BETWEEN 8
AND 12**

In 80% of the cases they have been raped by someone they know, like a father, a grandfather, a brother, a stepfather.

In 97% of the cases men were responsible.

www.matlaabana.co.za



matla a bana
a voice against child abuse



THIS YEAR THREE XTREME CYCLISTS DECIDED TO TAKE A STAND AGAINST THIS ABUSE

They
cycled
1800 kms

They
spoke to
8000 school
children

Their
message
reached more
than 1 million
people



**ALL THREE
WERE MEN**

Two child-friendly reporting facilities (Johannesburg and Paarl) were implemented at SAPS Child Protection Units with the funds raised in 2013.

These facilities will help 1200 children a year.

Men Against Child Abuse...

This group of men originally entered to cycle the Cape Argus in aid of Matla A Bana - A voice against child abuse. When they saw the statistics of young girls being raped and heard the call from WC Provincial Commissioner Lamoeer for men to stand up against abuse, they decided to undertake this cycle tour.

Everything about **Xtreme for kids** was extreme. These cyclists undertook the tour with no sponsorship, no back up support, no medical teams, relying on one supporter and the goodwill of Samaritans on the way. Police units were invited to join them at the schools in order to have assistance if a child wanted to report.

As the news of this effort started spreading amazing things started to happen:

- They were joined by celebrities who cycled with them, with the highlight being the visit by paralysed singer, Mathys Roets who joined them on day one in his hand cycle.
- They were joined by local police officers who cycled with them to encourage them. In George, Mr Crimestop, who is an amputee, joined them.
- The police took it upon themselves to escort the cyclists into towns and cities. In the section between Swellendam and Wolseley 6 police and traffic police vehicles secured their safety on the highway!
- They survived challenges like getting lost in the Freestate resulting in a 12 hour cycling day. In the Karoo they faced scorching heat of 45 degrees, with tires melting on the trailer. In the Cape they were welcomed with storm strength winds and rain.
- The media got hold of the story resulting in daily newspaper and radio interviews.
- They were welcomed in Cape Town at a public event attended by press and the Deputy Provincial Commissioner of SAPS WC, General Jephta.
- They ended off their tour by cycling the Argus the day after they arrived in Cape Town. One of the cyclist went on to participate in the Cape Epic for Matla A Bana.



Their journey...

The sea finally. Steam in the Freestate. Conquering the Outeniqua Pass.



Sharing a message...

Keeping the attention of the kids during the school visits. Total of 7 schools was visited.



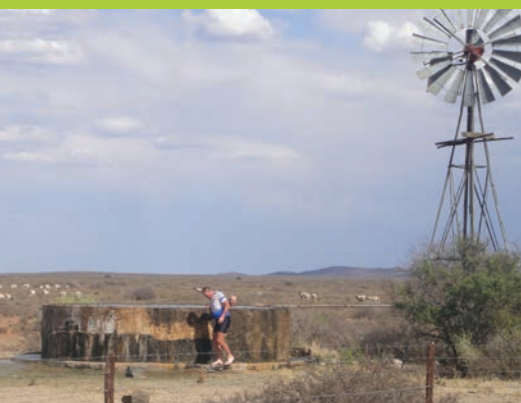
The challenges they faced...

Night cycling. High temperatures. Cape of Storms



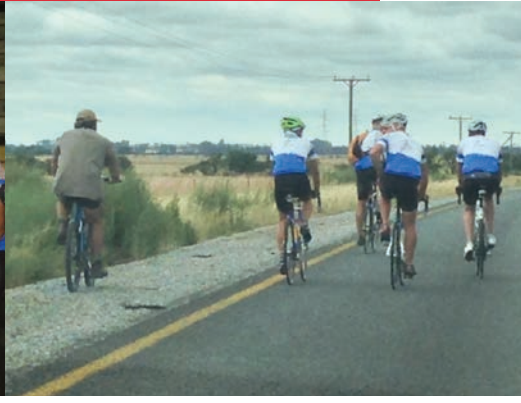
Chill out time...

Cooling off in a Karoo dam. Heating up the braai. Rest for those weary legs.



The people they met...

Apple farmer in Uniondale. Freestate farmer on an electric bicycle. Mr Crimestop in George.



A hero's welcome...

Arriving in Durbanville to a big welcoming event with SAPS units sharing their skills and welcome!



The Cape Argus...

The team is joined by the MAB Cape Argus riders.



Xtremeforkids Cycle Tour



WHAT WAS SAID...

Knowing that this cycle tour would be a great and unique way to spread the message against child abuse throughout the country, I could never foresee the huge impact it would have had on my own life.

After speaking to the first group of children the morning of our departure and witnessing their response and impact the message had, the group of cyclists sensed that this was going to be a life changing experience.

We were shocked when the principals and teachers shared the horrific stories regarding child abuse in their respective areas. Realizing more and more what children must be going through and how tough it must be on them to endure in circumstances like this made us more determine to keep on going no matter what the elements through at us.

The support along the way from the different communities that we visited and people opening their homes for us to stay also highlighted that there are a lot of great people out there willing to stand together to see this in-justice to our children being eradicated.

Judging from the response and support we got from the organizations and media involved in this year's tour, we know that next years tour will be even bigger and better and with different schools and communities formally being visited the knowledge and awareness regarding child abuse will be spread even further. - Dirk Lourens (Sport Scientist)

Our children were inspired by the message of these strong and determined group of men. Not only did they talk about the importance of a healthy lifestyle, but they also shared the message that men should not hurt women. Coming from this group, I think it definitely made an impact on all the children. - School teacher (Johannesburg)





WHAT WAS SAID...

I joined the tour because I wanted to give something back to the world - my own + family time. However, the 'world' provided us with a new perspective and framework to work with.

It left me with a lifetime of memories. I think it made a huge impact in the lives of those children, teachers and even parents that assisted us along the way. The awareness created discussion within the community and reconfirmed that children abuse should be reported - Bert vd Walt (Absa Manager)



To cycle from Jnb to Cpt was a dream come true, but doing it for a great cause was a huge privilege. Visiting the schools and sharing the message with the children opened my eyes. It touched me when I saw how sad some of the children were and you could see in their eyes that they knew what we were talking about. I think we made a huge impact on the people and schools we visited. - Andre van B (9th in the Cape Argus 2013 tandem division)

I joined the cyclists for the last 50kms to Graaf-Reinet at Lootsberg (one of the highest passes in the Karoo). The temperature was 45 degrees and cycling was extremely difficult in the heat. I will never forget how the Dirk and Bert (who already did 150kms that day) cheered when they reached the top of the pass. Andre was behind because he stopped to help a motorist who had problems with his car. When they shared the purpose of their trip I could see their passion for their message. - SAPS Police Officer (Graaf Reinet)

The tour made me aware of our existing state of existence: to be healthy, to appreciate the warm hearted 'friends' that supports us in life and the freedom to raise concerns if we get intimidated with things that are not ethically sound (just to mention a few). - SAPS officer (Johannesburg)



X for kids XTREME CYCLE TOUR HERO

27 FEBRUARY TO 9 MARCH 2014

THEME

BE A HERO

MESSAGE

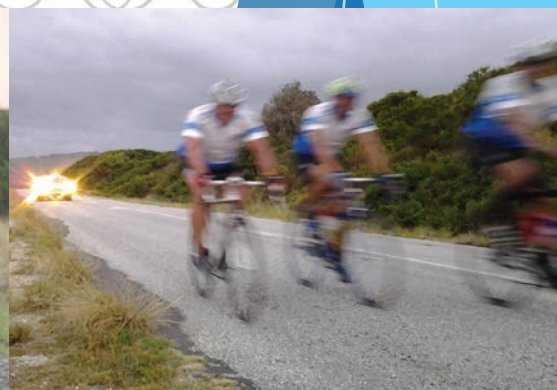
You can be a hero!
Tell someone if you are being hurt.
Help a friend are being hurt.
Don't hurt others.

ACTION

Show that you are a hero by signing the Hero pledge form.

REWARD

At each school at least one child will stand the chance to win a bicycle by pledging to be a hero. Not only will children be made aware of their rights and responsibilities, but they can commit to practice these rights and responsibilities.





matla a bana

a voice against child abuse



Matla A Bana was founded by ex-hostage, Monique Strydom, after the rapes of babies Leratho and Tsepang in 2002. The aim of MAB is to minimise the secondary abuse children suffer when they report rape and abuse against them.

THE CHARITY...

The successes of Matla A Bana include:

- Since it's beginning in 2002 more than 200 000 children have been helped.
- The only NGO working in the field with whom SAPS has signed a Memorandum of Understanding, giving MAB permission to present any project at any police station in the country.
- MAB has a similar agreement with the National Prosecution Office.
- MAB has the support of large media groups like Primedia, News 24 and lobbying groups like Shout.
- MAB has close working relationships with a many NGOs working in the field, both in Gauteng and the Western Cape.
- MAB has received national and international media coverage on the projects and impact of projects.
- MAB and CEO, Monique Strydom, have received numerous awards, including the international Rotary Paul Harris award, Lions Hero of the Year Award and Fair Lady White Ribbon Award.
 - Matla A Bana has the support of various national and international companies like Old Mutual, Absa Barclays, Rotary International, Roman's Pizza, Dischem Foundation, City Lodge Group and Sun International.
- This year more than 20 000 children will be helped through MAB projects.



HE GETS HIS LOOKS FROM HIS FATHER.

AND THEY VARY DEPENDING ON HIS FATHER'S MOODS.

IF YOU KNOW OF A CHILD CURRENTLY BEING ABUSED, OR, IF ABUSE OF ANY KIND EXISTS IN YOUR HOME, CALL THE CHILD ABUSE HOTLINE AT 1.800.621.5000.

2012 impact

CHILD FRIENDLY REPORTING FACILITIES

(Victim Support & Community Mobilisation)

Direct Impact: 13 000 child victims

Minimising secondary abuse by creating child-friendly reporting facilities or rooms at police stations or hospitals. Including audio-visual recording facilities and two-way mirror, waiting area, assessment & monitoring room. Where there is no funding secured, Child-Friendly rooms are implemented.

Child-Friendly Facilities:

Western Cape (7), Gauteng (6), Mpumalanga (1)

Child Friendly Rooms:

Western Cape (3), Gauteng (21)

ADOPTION PROJECT (Community Mobilisation)

Direct Impact : 2000 children

Mobilising community groups to adopt and assist SAPS Family Violence, Child Protection and Sexual Offences Units and Sexual Offences Courts. Current adoptions include:

19 SAPS & FCS Units and 3 Soca Courts (Gauteng), with more than 100 volunteers involved in this project.

Assisted with:

Supplied 2020 comfort packs to units.

More than 60 visits to units.

13 Team Building events (390 members)

COMFORT PACKS (Victim support)

Direct Impact : 15600 children

Supplying comfort packs to SAPS FCS officers and rape clinics to give to the child when the crime is first reported. The pack contains items that will assist in the emotional, physical and emergency needs of the child. 15600 comfort and snack packs were packed and supplied by various sponsors in all the provinces

INCENTIVE AWARDS (Lobbying)

Indirect impact : 850 child victims

Awarding Gauteng Child Protection Detectives who have gone beyond the call of duty in helping child victims by hosting a bi-annual award ceremony. 40 Detectives were honoured during the last year.

MEDICAL PRACTITIONERS TRAINING

No training was hosted during 2012 due to lack of donor funding. More than 200 doctors were trained in the previous year.

UNIQUE PROJECTS (Advocacy and crime prevention)

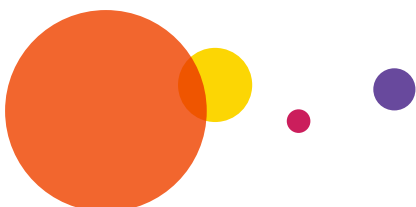
Indirect Impact : 500 000 Plus

Awareness, advocacy, crime prevention, support and training projects. Includes national media campaigns, community awareness projects, implementation of child protection policies etc.

SPECIALISED TRAINING (Education)

Indirect Impact : 24000 plus victims (Children and adults)

Training of officers of the law in special skills and legal aspects needed to deal with rape and abuse victims. In the Western Cape 50 detectives were trained and in the Gauteng 142 detectives were trained in Mentorship, Serial Rape Investigation, DNA protocols.



2014 FORMAT...



The 2014 tour will be limited to 20 riders and made up out of :

- 4 Original cyclists as team leaders
- 5 Hand cycle members including Mathys Roets (celebrity) and Andries Scheepers -(previous Argus hand cycle winner). This group will cycle in relay.
- 10 Paid cyclists
- 1 Celebrity cyclist
- Plus 4 ground support team members
- An additional 10 cyclists will join the group for the Cape Argus Cycle Tour 2014.

CYCLE CLUB CHALLENGE

Cycle Clubs in each town/area will be invited to join this campaign by raising funds in their own areas. (These funds will be used to assist children in their area). These groups will also be invited to join the cyclists for a section/day of the tour and also the school visits.

CONFIRMED SUPPORT

Cape Argus Cycle Tour: Confirmed entry for 30 Matla A Bana cyclists for 2014 tour.

PRIMEDIA

Coverage of tour for duration plus support from Shout and Lead SA.

LOCAL MEDIA

Local radio stations and newspapers who participated in 2013 has already committed to covering the event again. This include:
Big Radio (Pretoria), Rosestad (Bloemfontein), Radio Tygerberg (Cape Town), Radio Pulpit, Media 24 main stream and community newspapers, Independent Newspapers

SAPS

The National Office of the South African Police have already committed their support to the project. They will provide escorts into and out of towns. The Family Violence, Child Protection and Sexual Offences Units will join the group at the schools to assist children who need help.



THE ROUTE...



Stage and Date

Schools

STAGE 1 (27 Feb)	Jo'burg (108km)	Johannesburg School
STAGE 2 (28 Feb)	Parys (108km) (187km)	
STAGE 3 (1 Mar)	Welkom (154km)	Mid Morning Kroonstad School
STAGE 4 (2 Mar)	Bloemfontein via Jagersfontein (266km)	Possibly shopping centre promotion with local cycle club
STAGE 5 (3 Mar)	Colesberg (276km)	Mid Morning Middelburg School
STAGE 6 (4 Mar)	Graaff Reinet (235km)	Mid Morning Aberdeen School
STAGE 7 (5 Mar)	Uniondale (162km)	Mid Morning George School
STAGE 8 (6 Mar)	Mosselbaai (172km)	Mid Morning Riversdal School
STAGE 9 (7 Mar)	Swellendam (157km)	Mid Morning Robertson School
STAGE 10 (8 Mar)	Wolseley (104km)	
STAGE 11 (9 Mar)	Durbanville	Afternoon shopping center promotion
	2014 Cape Argus Cycle Tour	



We need your help to
make this possible.



2014...

We would like to invite your company to assist us to host this project by joining as a sponsor.

MAIN EVENT SPONSOR

We will need a main sponsor to cover the basic costs of the event.

This will include all administrative costs in organising the event, ground support staff, rentals and equipment, educational material to be handed out to the children, meals and accommodation. As this is also a fundraising event for the charity, we would like to donate all the funds raised through entries to the projects of the charity.

DAY SPONSOR

We would like to join day sponsors who will partner with the main sponsor. The funds raised with day sponsorship will be allocated to projects in the region.

SERVICE SPONSORS

With such a big group participating we will need the back up assistance of services like emergency services, medical and technical.

PRODUCT SPONSORS

We need the support of sponsors with regards to the following products:

- Supplements for cyclists
- Meals for cyclists
- Snacks and drinks
- Accommodation
- Equipment
- Transport vehicle and fuel
- Sponsorship of cycles to be handed out to schools (minimum of 9)

DON'T KEEP SILENT WHEN THERE IS A PROBLEM!

