



XTREMEFORKIDS CYCLE TOUR

26 FEBRUARY - 8 MARCH 2015
PRESENTATION



AN EXTREME CYCLE TOUR WITH A DIFFERENCE.

A TOUR UNLIKE ANY OTHER CYCLE TOUR IN SOUTH AFRICA.

A TOUR THAT WILL IMPACT YOUR LIFE...



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

2013 TOUR...

They
cycled
1800 kms

IN 2013 THREE XTREME CYCLISTS DECIDED TO TAKE A STAND AGAINST THIS ABUSE

They
spoke to
8000 school
children

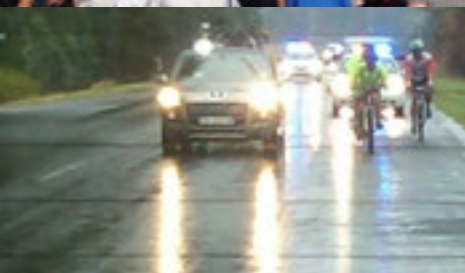
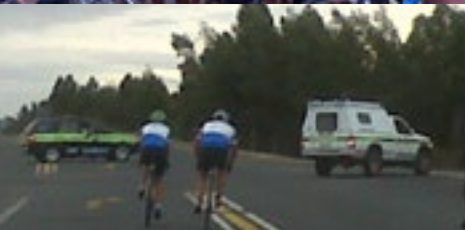
Their
message
reached more
than 1 million
people



Project outcome...

Projects implemented (direct impact on more than 1 500 children per year):

- Child-friendly reporting facilities: Johannesburg SAPS FCF and Paarl SAPS FCF
- Child Friendly Rooms: Delft SAPS FCF and Kuilsrivier SAPS FCF



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 Lamoer 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 46 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 cyclists went on to participate in the Cape Epic for Matla A Bana.



Project outcome...

Projects implemented (direct impact on more than 1 500 children per year):

- Da Gamaskop Child Friendly Reporting Facility
- Wynberg Child Friendly Reporting Facility (Co-sponsor)

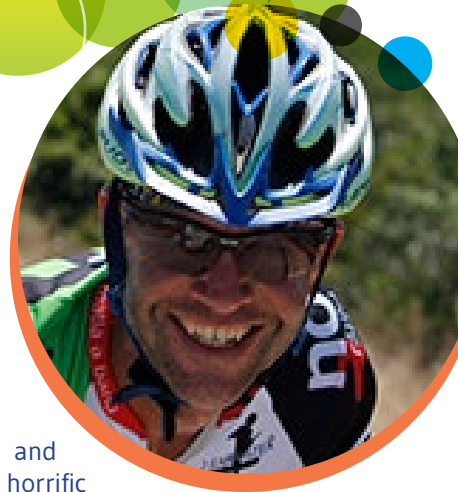
2014 Saw a bigger and better Xtremeforkids

- The three brand ambassadors were joined by a group of 10 other cyclists – some of them did a 1000 kms challenge, whilst others did the talks at the schools and shorter distances.
- This year the route changed slightly taking the group from Bloemfontein to Gariep via Smithfield. This is now the longest leg of the tour – 290kms.
- 8 Schools were visited and more than 8000 children reached.
- Children were asked to pledge to be a HERO by not abusing, by reporting abuse and by helping those who were being abused.
- Lucky draws were held at the schools and at each school the winner received a bicycle. This led to many amazing stories. In Middelburg the teachers burst out into tears when they heard the winner's name. According to them she was the poorest, but the most deserving child in the school. When the group left Middelburg after lunch, they saw the little girl on her bicycle being escorted into the informal settlement by the headmaster in his car – complete with flashing lights. In Riversdale the winner of the bicycle stood up and asked to say something. His words: "I will never bully again." It turned out that he was the school bully!
- Each child also received a Survivor Guide. This guide was developed by Matla A Bana and aims to help children who do not have access to help, to deal with trauma and abuse.
- The group also attended the opening of the De Gamaskop SAPS FCS Child Friendly Facility (Mosselbay), made possible with the funds raised with the 2014 tour.
- The group arrived to a hero's in Durbanville at a huge reception hosted by Durbanville Police Station.
- They were joined by 20 other cyclists for the Cape Argus Cycle Race a day later cycling in the brand new NO 2 CHILD ABUSE cycling shirts.





OUR BRAND AMBASSADORS 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 threw at us."

Dirk Lourens, Sport Scientist

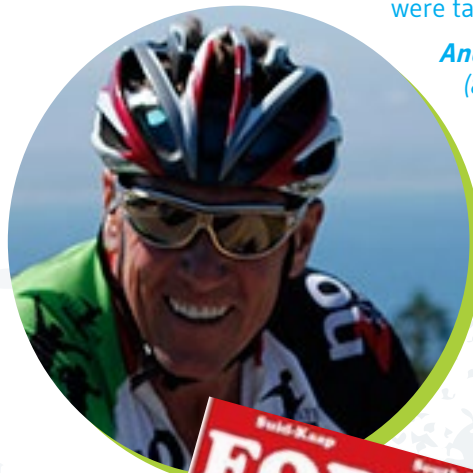


"I joined the tour because I wanted to give something back to the world - my own & family time. However, the 'world' provided us with a new perspective and framework to work with. It left me with a lifetime of memories. I think it made a huge impact in the lives of those children, teachers and even parents that assisted us along the way."

Bert vd Walt (Absa Manager)

"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."

*Andre van Bavel ,
(8th in the Cape Argus 2014 tandem division)*



2015...



We need your help to make this possible

An extreme cycle tour with a difference. A tour unlike any other cycle tour in South Africa. A tour with extreme conditions, during which you will be meeting the people of South Africa and experience real South African hospitality, where you will be able to help the less fortunate, but most importantly where you will directly impact thousands of children on the way. A tour that will impact your life...

2015 Xtremeforkids

There are many extreme cycle tours in South Africa, but none of them with such a huge and long impact of which the most important is the messages shared with the children during the school visits. During the last two years more than 16 000 children were reached with this tour. More importantly is that this project reaches into rural communities often overseen by awareness projects like these.

School Education Projects

The theme for 2015 is Getting Conversation Going and 8 schools will be visited as part of the tour. The following will be included during the school visits:

- **Theatre Play:** This will be presented by two volunteers with the aim to empower children to speak out.
- **Survival Guides:** MAB has developed a Survival Guide specifically for children who do not have access to help. This guide will help them deal with emotions like fear and unhappiness and help them formulate their own emergency plans.
- **Hero Pledge Forms:** Each child will be given the opportunity to complete one of the Hero Pledge forms in which they will pledge to not abuse, to report abuse and

to help those who are being abused.

- **Hero Badges:** Each child who completes a pledge form will receive a Hero Badge.
- **Lucky Draw:** A lucky draw will be held at each school where one child can win a prize. This year 8 children each received a bicycle sponsored by Exarro.
- **Police:** SAPS Family Violence, Child Protection and Sexual Offences Units will join the group to assist if any child wants to disclose.

Each child will be asked to fill in the Hero Pledge form, where they have to pledge to be a Hero by Reporting abuse and helping those who are being abused.

The 2015 Team

The Xtreme tour group will be limited to a maximum of 15 people including:

- 3 Brand Ambassadors (2000 km challenge)
- 1 Celebrity rider
- 5 Guests (500 km, 1000 km or 2000km challenge)

- 3 Overseas Volunteers actors/cyclists
- 2 Back up Crew
- 1 Camera Man

The group will be joined in Cape Town by 30 other Xtreme Cyclist for the Cape Argus Cycle Race on 8 March 2015.



THE ROUTE...



Stage and Date

Schools

STAGE 1 (26 Feb)	Jo'burg (122KM)	Johannesburg School
STAGE 2 (27 Feb)	Parys (168KM)	Parys School
STAGE 3 (28 Feb)	Welkom (159KM)	Local promotion on arrival
STAGE 4 (1 Mar)	Bloemfontein via Smithfield (257KM)	<i>Possible mountain bike section</i>
STAGE 5 (2 Mar)	Gariep (276KM)	Colesberg School
STAGE 6 (3 Mar)	Graaff-Reinet (235KM)	Graaff-Reinet School
STAGE 7 (4 Mar)	Uniondale via Knysna (196KM)	<i>Possible mountain bike section</i> Knysna School
STAGE 8 (5 Mar)	Mossel Bay (172KM)	Mossel Bay School
STAGE 9 (6 Mar)	Swellendam (157KM)	Swellendam School / Cape Town School (Argus Team)
STAGE 10 (7 Mar)	Wolseley (104KM)	
STAGE 11 (8 Mar)	Durbanville	Welcoming ceremony
2015 Cape Argus Cycle Tour		



2015...



X for kids TREME CYCLE TOUR

26 FEBRUARY TO 8 MARCH 2015

HERO

Join us as a Sponsor...

In order for us to reach 8000 children next year, we will need the help of partners, sponsors and cyclists. How can you join us for this very special educational, cycling, life changing event?

Main Event sponsorship (R 100 000)

- Administrative costs in organizing the event, ground support crew, equipment rental, camera man and volunteer expenses. Plus Cape Argus Hospitality.

Two mini busses with fuel for 12 days (R60 000)

2 x cycle Trailer rental (R24 000)

Sponsorship of the Celebrity Rider (R15 000)

Product sponsorship

- 8 Bicycles to hand out to the winners
- Supplements for riders
- Snack packs for riders
- Printing of Hero Pledge forms (R2 000)
- Printing of Survival Guides (R40 000 - secured Absa Trust)
- Printing of Hero Badges (R24 000)

What you get back

- The opportunity to take part in an unique cycle tour and change the lives of many abused children.
- Branding opportunity for sponsors on vehicles (to be supplied by sponsors), printed material and the opportunity to do promotional events as the tour progresses along the way.
- We are currently negotiating media coverage, including Television, Radio and printed media.
- Your donation is tax deductible and qualify for BEE.

We need your help to make this possible.

JOIN THE TEAM...



An entry fee of R15 000 per cyclist to be part of the elite group of Xtreme Riders

Join the Xtreme Team!

We have 5 places available for interested riders. The cost for participating is R 15 000 per person and includes:

- Accommodation from 26 February 2014 - 8 March 2014
 - Main meals
 - Entry to the Cape Argus Cycle Race (Charity Group Start Time) and hospitality at the end
 - Two Xtreme cycling shirts
- and an experience you will never forget!

We also ask all riders to participate in our fundraising challenge. Last year R 100 000 was raised and one of our cyclists won a wonderful weekend away.

DON'T KEEP SILENT WHEN THERE IS A PROBLEM!





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 and Crimeline.
- 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, Unashamedly Ethical Award and Johnnie Walker Nations Greatest (Finalist).
- 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 Hyprop Foundation.
- This year more than 20 000 children will be helped through MAB projects.

www.matlaabana.co.za

 **matla a bana**





PROJECT IMPACT 2013/2014

Direct Impact

ADOPTION PROJECT (Community Mobilisation)

Direct Impact : 1400 children (Gauteng)

16 Faith based groups mobilised to assist SAPS FCS Units and Sexual Offences Courts. Includes comfort packs for victims, therapy services and spiritual support for members.

COMFORT PACKS (Victim support)

Direct Impact : 2000 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.**

CHILD FRIENDLY REPORTING FACILITIES

(Victim Support & Community Mobilisation)

Direct Impact: 20 000 child victims

Creating child-friendly reporting facilities or rooms at police stations or hospitals. Up to date MAB has implemented 9 full facilities in the Western Cape, 6 in Gauteng and 1 in Mpumalanga. There are also 4 child friendly rooms in the Western Cape and 17 in Gauteng.

XTREME FOR KIDS PROJECT (Education)

Direct Impact : 8000 children (GT, EC, WC)

School outreach program using athletes to educate kids on healthy living and the importance of speaking out.

Indirect Impact

INCENTIVE AWARDS (Lobbying)

Indirect impact : 2500 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.

SPECIALISED TRAINING (Education)

Indirect Impact : 9000 plus victims

Training of officers of the law in special skills and legal aspects needed to deal with rape and abuse victims.

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.

Xtreme for Kids Cycle Tour had a direct impact on 8000 children.

Matla A Bana can issue a form 18A (Tax deduction) and a BEE certificate (product and service donations)