



XTREME
FOR KIDS 2019



Sponsorship PROPOSAL

27 FEBRUARY - 10 MARCH 2019

An extreme cycle tour
with a difference.

A tour that will impact your life
and change the lives of others.

A tour unlike any other
cycle tour in South-Africa.



MATLA A BANA
a voice against child abuse

 xtremeforkids cycle tour

 www.matlaabana.co.za

the BEGINNING

**IN 2013 THREE BUSINESSMEN AND
EXTREME CYCLISTS DECIDED TO TAKE
A STAND AGAINST CHILD ABUSE...**

Not only did they commit to cycle from Johannesburg to Cape Town to raise awareness of child abuse in South Africa, but they also agreed to reach out to rural communities by speaking at schools on the way.

The first Xtreme for Kids Cycle tour in 2013 had three participants, no sponsorship, little back up support, relied on the good will of Samaritans on the way and the support of the South African Police Services. Through media exposure millions heard their messages and they reached thousands of children. The successful impact of the visits to the schools in the rural areas, motivated Matla A Bana to develop several school programs to accompany the tour.

During the next tours, actors like Ivan Zimmerman and Llandi Beeslaar (Republic of Zoid) joined on the stage. Our child protection heroes - Captain Bully Buster, Moompi and Smiley educated the kids on bullying, the dangers of keeping secrets, recognizing tricksters and their tricks and protecting themselves against them. To date thousands of children have heard these important messages.

During the six years of its existence, more than 45 cyclists have entered. To date only four cyclists have managed to complete the full tour – Dirk Lourens (our tour leader – 6 successful tours), Allan Klette (business consultant – two successful tours), Andre Van Rooyen (SAPS Cycling team – 1 successful tour) and Marco Calitz (Professional – 1 successful tour).

Since its humble beginnings, the Xtreme for Kids Cycle Tour has made its mark as one of the most difficult, but also life changing cycling events in South Africa. This tour is not about cycling only – it is about overcoming extreme conditions, team spirit, experiencing true South African hospitality and about touching and changing lives.



2013 - 2018 **TIMELINE**

2013



Children challenged to be heroes

T hirteen children, all part of the Bronx Community Center's (BCC) Summer of '88 program, are studying at the Manhattan Museum of Art. They have been cycling from downtown Manhattan to the museum for the past two weeks, and will be spending the next two weeks at the city's largest art museum. The group started in 1983 when four adolescents from the BCC were invited to spend a week at the Metropolitan Museum of Art. The program was so successful that it has since grown to include 13 children from the BCC, and the program is now a permanent part of the museum's summer program. The children are studying in the museum's galleries, and are being taught by museum staff. The program is a partnership between the BCC and the museum, and is a great way for the children to learn about art and the museum. The program is a great way for the children to learn about art and the museum. The program is a great way for the children to learn about art and the museum.



The highlight of the week must have been the *Black and White* show, which was held at the Sydney Theatre House. The show was a tribute to the late actor, and it was a very moving experience. The show was held on the 10th of the month, and it was a very successful one. The show was held at the Sydney Theatre House, and it was a very moving experience. The show was held on the 10th of the month, and it was a very successful one.



2014

Uitmergelende rit vir geld teen molestering

ESMÉ ERASMUS

[illegible]

Kids-Gedichten, zucht de Krennen der Klad-
gaten, die met het feest van de
Kaspodt Gedichten geyt.
Soren 18-000 daerom is ingesandert deur
de Krennen der Kladgaten, die met het
Kaspodt Gedichten geyt.
Stredem het geel die fletters het tyden
het met met 1000 linders van linder-
gaten, die met het feest van de
Kaspodt Gedichten geyt.
De tzen 18-000 daerom is ingesandert deur
de Krennen der Kladgaten, die met het
Kaspodt Gedichten geyt.
Soren 18-000 daerom is ingesandert deur
de Krennen der Kladgaten, die met het
Kaspodt Gedichten geyt.



Luc Strydom, seun van Calle en Monique Strydom van Welgemoed, kom hier op die tandem by die seepdop in Durbanville aan met Bert van der Walt van Johannesburg aan die stuur. Luc het R6 000 inasemal met sy eerste Koopstad-Ressop. FOTO: KIM FAIRMAN



2015

Cycle tour raises R150 000

About R100 000 was raised this year with Mads A. Bano's annual Xtraz for Kids cycle tour.

Among them were the actor Ivan Zinnerman, who is also known for his cameo to Cape Town cycling adventure, and Luc Strydom (44), son of Monique Strydom, founder of the Matla & Bona project.

Under the guidance of Zimmermann they performed a play to educate learners of seven schools in Krugersdorp, Bothaville, Middelburg (Northern Cape), Aberdeen, George, Mossel Bay and Durbanville. All monies raised were in aid of Matla A Rosa's "No 1 Child Raps" campaign.



2016

Anti-bullying theme for cycle tour

[illegible]

Hogan Caribbean from The Citadel played the role of Captainully Better in the school's school program.



Here at the Nook at Willowridge shopping centre on Saturday are (from front left) Steven Cooper, Ian Skrydalen (winner of Holland's MasterChef), Tim van Schalkwijk, Paul Hees, Leonien Louw, Andries Huis, Nergis Kalkan and Monique Kruijsen. At the back are Geri van Schalkwijk, Rogan Crookson (who played the role of Captain Bully Bunter), Paul van Gent, Oak Lourens



2017

2018



EDUCATION

- More than 40 000 children have been reached in rural areas with the various educational school programs developed forming part of the Xtreme for Kids Cycle Tour
- As a result of this, these programs have also been presented in Gauteng and the Western Cape in high incidence areas reaching 10 000 children every year.
- A Survivor Guide (basic trauma guide) was developed and thousands of children have received this guide assisting them to deal with trauma.
- Ten bicycles were handed out to under privileged kids.

AWARENESS

- Millions of people have heard about the plight of our abused children.
- They were educated on the reality of child abuse, statistics, how to report and how to assist.

PROJECTS

- More than R 700 000 has been raised since the start of the tour.
- Child Friendly Reporting Facilities at SAPS Family Violence, Child Protection and Sexual Offenses Units were implemented with the funding. De Gamaskop (Mosselbay), Wynberg (Co-sponsor), Paarl (Co-Sponsor), Diepsloot, Bishop Lavis (Co-sponsor), Delft (Co-sponsor), Kuilsriver (Co-Sponsor), Pretoria Central (Co-Sponsor) and the Bellville Victim Support Facility. These facilities help more than a 1 000 children per year.
- Various training projects focusing on soft skills needed to assist victims were funded.
- The Getting Conversation Going Project was funded. This includes the annual Child Protection Conference hosted in partnership with UNISA and UJ and various community awareness projects.
- 2Talk Website and Help service was funded. This includes the assistance to families with reporting crimes.

the SUCCESSSES

*Success has nothing to do with
what you gain in life.
It is what you do for others.*

Danny Thomas



Main sponsors tour and school program 2018



the ROUTE

Stage and Date

School shows

STAGE 1 (27 Feb)

Jo'burg



(120km)

26 Feb Launch event

Vaal School

Parys

STAGE 2 (28 Feb)



(190km)

Free State schools (Parys region)

Welkom

STAGE 3 (1 Mar)



(157km)

Free State Schools (Welkom region)

Bloemfontein

STAGE 4 (2 Mar)



(271km)

Weekend

Gariep

STAGE 5 (3 Mar)



(248km)

Weekend

Graaff Reinet

(4 Mar)

Rest day

ECape Schools (Graaff Reinet)

Graaff Reinet

STAGE 6 (5 Mar)



(229km)

ECape Schools (Aberdeen)

Uniondale

STAGE 7 (6 Mar)



(157km)

WC Schools (Uniondale/George)

Mosselbay

STAGE 8 (7 Mar)



(168km)

WC Schools (Mosselbay region)

Swellendam

STAGE 9 (8 Mar)



(151km)

WC Schools (Swellendam/Riversdal)

Wolseley

STAGE 10 (9 Mar)



(104km)

Weekend

Durbanville

Arrival

STAGE 11 (10 Mar)



2019 Cape Town Cycle Tour (109km)



xtreme for kids cycle tour 2019

THIS IS YOUR CHANCE TO BE PART OF THIS EVENT!



Tour details

- The tour will depart from Johannesburg on 27 February 2019 and will end with participation in the CTCT on 10 March 2019 in Cape Town.
- Average cycling distance per day is 165km.
- There will be a rest day in Graaff Reinet.
- Two schools will be visited per day with the school program. The cyclist will join at one of the schools every day.
- Entries limited to maximum 8 cyclists with a support crew of two.

Requires a high fitness level and only for experienced cyclists who are able to cycle long distances.

Option 1

JOIN THE CYCLING TEAM!

Take on the challenge and join the team as one of only eight cyclists. Entry donation includes:

- Tour accommodation from 27 February to 10 March.
- Three meals and soft drinks daily.
- Automatic entry for the CTCT.
- Two Xtreme for Kids branded cycling shirts
- One Xtreme branded Xtreme T-shirt
- VIP tour gift bag

Excluded:

- Transfers to start and transfers from finish.
- Private insurance.

Donation : R 16 000 donation

Deposit to secure your entry : R 5000

Balance can be made up out of donations, sponsorships and pledges.
Full amount payable by : 30 January 2019

Please note that your entry donation is tax deductible from your personal income tax or company tax as it is considered a donation to the charity



TO ENTER : www.matlaabana.co.za/events.php Email : workhous@mweb.co.za

xtreme for kids cycle tour 2019

HELP US MAKE THIS HAPPEN!

Option 2

BECOME A SPONSOR

In order for us to host another successful event, we will need the support of great partners. The following sponsorship options are available:

1. MAIN EVENT SPONSORSHIP (R100 000 OR R50 000 CO-SPONSOR):

Administrative costs in organizing the event, ground support crew, equipment rental, accommodation, meals, travel, fuel, gear and CTCT entries

2. NATIONAL SCHOOL TOUR SPONSORSHIP (R 165 000):

Help us to reach 7000 school children in rural areas. Sponsorship will cover actors fee, vehicle rental, fuel, accommodation and meals for school team (x2), pin badges for each child, Survival Guide for each child and administration.

3. PRODUCT SPONSORS

- ⇒ SPONSORSHIP OF 14 SEATER MINI BUS WITH FUEL FOR 15 DAYS (R30 000)
- ⇒ SPONSORSHIP OF BACK-UP VEHICLE AND FUEL FOR 12 DAYS (R20 000)
- ⇒ SPONSORSHIP OF CYCLE TRAILER RENTAL FOR 12 DAYS (R10 000)
- ⇒ SUPPLEMENT SPONSORSHIP FOR OUR TEAM (R 15 000)

Sponsor benefits:

- Branding at launch and arrival events
- Name branding on all Xtreme cycling shirts (including those of the CTCT team shirts)
- Branding on back up vehicles
- Branding on website and social media
- Tax and BEE benefits

WE ALSO NEED:

- ⇒ ACCOMMODATION SPONSORSHIP and MEALS SPONSORSHIP

Sponsor benefits:

- Branding at launch and arrival events
- Branding on website and social media.
- BEE benefits



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Cycling News News Road

Xtreme for Kids Cycle tour – A cycle tour with a difference

2018-04-12



The Xtreme for Kids Cycle Tour starts annually 11 days before the Cape Town Cycle Tour and runs from Johannesburg to Cape Town with the last day cycling the Cape Town Cycle Tour.

"Put your hands on your head! Put your hands on your shoulders! Put your hands on your knees. That is what it is all about and turn!" Attempting to do the turn, the group of all male cyclists slide around on their cleats much to the delight of the 500 children watching them.

It is the 6th day of the Xtreme for Kids Cycle tour and the cycling team finds them in a small school in rural Aberdeen. They have just completed two gruelling days totalling 515km of cycling, with another long stretch of 235km still ahead. As the group look into the excited faces of the schoolchildren who are in awe of their dance moves, all they can think of is the difference they are making.

The Xtreme for Kids Cycle Tour saw the light when 2013 three business men responded to a challenge by General Arno Lamoer (then SAPS Provincial Commissioner of the Western Cape). He challenged men to stand up against child abuse. The group, under the leadership of extreme athlete, Dirk Lourens, collaborated with hostage survivor, Monique Strydom and her organisation Matla A Bana – A Voice against child abuse. The plan was not only to cycle from Johannesburg to Cape Town via the Karoo and end the tour with participation in the Cape Town Cycle Tour, but also to reach deep into rural communities with a special school program presented at schools.

"The success rate of completion of the this Xtreme tour, is not very high," explains Dirk Lourens, who rates this as one of the most difficult cycling challenges in South Africa. "This is not about physical endurance only, it is about mental strength. To cycle for such a long period up to 13 hours a day, facing extreme heat and strong winds and still be positive, is not for everyone." Up to date only 10% of cyclists who joined have managed to complete the whole tour. This year four team cyclists (with the average age of 46 years old) competed the tour.

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A very special quality of this tour is the community involvement along the way- from a treat to Karoo Sushi on the top of a mountain to home cooked meals at private homes. For business consultant, Alan Klette, who has done his third tour the impact on the children is first prize, but for him another highlight is the incredible people they meet along the way and the teamwork between the cyclists and backup crew.

"There are many cycle tours similar to ours," explains organiser Monique Strydom, "but none of them has the impact on local communities like this one has. This tour is not only about extreme cycling, but it is about extreme emotions and extreme impact and lives being changed." Every year more than 5000 children hear the child protection messages spread by the group and their support team with the special school visits along the route.

The tour has the full support of the South African Police Services who also render their assistance along the way and during the school visits, should a child wish to disclose any crime against them. During the last 6 years of its existence, more than 40 000 children were reached in rural areas where outreaches are seldom seen.

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"This cycling tour is a life changing experience," says Lt Col Andre Van Rooyen, SAPS National Team cyclist from Graaff Reinet. His is echoing the sentiment of many of the 45 plus cyclists who have participated in this tour during the last six years. For most of the cyclists, this tour of 1890 km, starts out as an endurance cycle challenge, but quickly becomes a stark reminder of the dangers children in South Africa face every day.

The funds raised with the tour are still affecting communities and children. Matla A Bana creates Child Friendly Reporting Facilities at police stations and such facilities were created in the Western Cape, Gauteng and the Southern Cape with these funds.

These facilities help thousands of children every year who report crimes against them. The team (Dirk Lourens, Alan Klette, Lt Col Andre Van Rooyen, Lt Col Mike Henning and junior Marco Callitz) received a hero's welcome at the welcoming event at Willowbridge on 10 March 2018. To them their passion – cycling – has become a powerful tool to bring about change in the lives of many young children.

WHY ARE WE GOING XTREME...

A CHILD IS RAPED IN SOUTH AFRICA EVERY
3 MINUTES

MOST OF THEM ARE GIRLS BETWEEN 8 & 12 YEARS

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

Xtreme for Kids Cycle tour helps us to educate thousands of children in rural areas. It helps us create awareness of the plight of our children. It helps us raise funds to help thousands of abused children every year.

THAT IS WHY WE GO XTREME!





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...

We help more than 30 000 children every year who report crimes against them.

- Our projects have been implemented nationally and internationally.
- MAB and CEO, Monique Strydom, have received numerous awards and acknowledgements including the international Rotary Paul Harris award, Lions Hero of the Year Award, Johnnie Walker Nations Greatest Hero (Finalist), Newsmaker of the Year 2000, Unashamedly Ethical Award and the ROCCI Business NGO Gold Certificate.
- MAB is the only NGO working in the field of child protection 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 received national and international media coverage on the projects and impact of projects.
- Matla A Bana was chosen by the Old Mutual Foundation as one of only two flagship projects in South Africa.
- MAB has close working relationships with a many NGOs working in the field, both in Gauteng and the Western Cape.

TO SPONSOR: Contact Monique Strydom on workhous@mweb.co.za or 083 212 9824