

In aid of



presentation

Arguably the most extreme event on the international mountain bike calendar, if not the toughest.

Article Bicycling, November 2009

Xtremeforkids is a fundraising initiative by Jos Malerbe in partnership with Matla A Bana – A voice against child abuse. Jos is one of the participants in the 2010 Tour D'Afrique Bicycle Race. Although the race has a Foundation, the riders are motivated to find a worthy cause close to their heart. The total raised during the last few years has now surpassed \$900 000 US. Jos's aim is to raise more than R 100 000 for Matla A

Bana and to use this as a vehicle (or bicycle!) to spread the message that children should be protected and loved not abused.

We are approaching you because we feel that this project will not only offer some fantastic and exciting branding opportunities, but also a wonderful opportunity for social responsibility.

But before we tell you what we need – some info on the race, the racers and Jos.

Aim is to Raise Spread the Message Social Responsibility



2010 TOUR D'AFRIQUE BICYCLE RACE

BACKGROUND TO THE TOUR

This year marks the eight annual bicycle expedition from Cairo to Cape Town. This is a very unique experience. It is a real journey, both mentally and physical, a pilgrimage of body and spirit, a voyage of discovery, a trip into the unknown.

The Tour's mandate is several fold: first, to cross Africa by human power and to experience its beauty and diversity from the best seat in the house – a bicycle seat; second, to create a unique athletic endurance event for both amateurs and professionals; third, to give something back to Africa by raising funds for a worthy cause; fourth, to raise consciousness about bicycles as an alternative and appropriate means of transport.

The Tour features 96 cycling days or stages, averaging 123 km (77 miles) each, broken up by 22 rest days and 2 days of ferry boat travel for a total of 120 days in traversing Africa from north to south. Stages range from 60 km on rough terrain to more than 207 km on the best paved roads.

It begins on 16 January 2010 in Cairo, Egypt and will pass through 10 African Countries (Egypt, Sudan, Ethiopia, Kenya, Tanzania, Malawi, Zambia, Botswana, Namibia, South Africa) ending on 15 May 2010 in Cape Town. The total distance is 11,844 kms.

The original Tour d'Afrique holds the Guinness World Record for the fastest human powered crossing of Africa.

THE PARTICIPANTS

There are three basic types of participants:

- Expedition riders, who make up the majority of participants, and who cycle the daily distances at their own pace.
- Racers, who intend on racing all the way or for 1 or more Tour sections.
- Sectional riders who ride a portion of the Tour, from a one week section to half or more of the distance.

THE CHALLENGES

While the thought of cycling across Africa will intimidate most people, anyone who is in decent shape, and who has a solid dose of determination, an open mind, and a spirit for adventure can do it. Of course, there are also challenges and the occasional danger to watch out for. On the hottest days dehydration is a real possibility and the need to keep pumping fluids and fuel into oneself is key. In Ethiopia stone throwing children will try the patience of riders and keep them on their toes. The terrain varies from dessert to reaching highs of 3000m above sea level in Ethiopia. Breathing at this altitude can be challenging never mind cycling.

The route will take the riders on probably the worst "roads" in the world in Kenya & Tanzania. While much of the Tour is on roads with relatively little traffic, there are a few days where the traffic is heavier and faster and defensive cycling is de rigueur. Some participants strive to attain elusive EFI ("Every Fabulous Inch") status, with about a dozen riders succeeding each year.

The riders will burn an average burn 5000 calories day, have to consume 10 litre of liquids and spend 6-7 hours a day in the saddle. Accommodation is camping with at least 50% of the time in the bush with no facilities. For some riders the camping is more daunting than the cycling.

A DAY IN THE LIFE

Wake up time is early and after a quick breakfast, riders will load their bags and depart on the day's journey. There is a quick lunch break and at the end of the day the riders will arrive at the camp. Here they will have to pitch their tents and get ready for the Rider Meeting. During this meeting they will be briefed on the next days route – the navigation, the hazards, interesting sites etc. There will however be a bicycle mechanic, a chef and drivers, as well as a medical support team. One of the most important tools the drivers will need is a cell phone to keep friends updated and call in case of an emergency.

Human Power Athletic Endurance Spirit for Adventure Dehydration



THE ROUTE

This Trans-Africa odyssey ride begins at the fabled pyramids near Cairo and follows the Nile River southwards into Upper Egypt, and thence the Sudan, a much maligned country whose peoples are among the world's most friendly. Leaving the Arabic world and the heat of the eastern Sahara desert, the Tour ascends into the spectacular biblical landscapes of the Ethiopian plateau before descending towards the notorious lava road across northern Kenya.

The safari capital, Arusha, Tanzania marks the Tour's midway point and the chance for riders to explore the legendary landmarks of Mt Kilimanjaro, the Serengeti Plain, and Ngorongoro Crater. Departing East Africa, we descend once again into the Great African Rift Valley and Lake Malawi's beaches before turning our wheels southwest towards Zambia and the magnificent Victoria Falls.

While each year brings more pavement to the route, the Tour is designed and redesigned to ensure that riders experience every kind of surface imaginable, from the smooth flat tarmac of Botswana alongside which elephants roam, to the corrugated and sandy off-roads that lead to the world's highest sand dunes and the Fish River Canyon in Namibia. Finally, the Tour spins into South Africa where riders meet the Atlantic Ocean and, with Cape Town and Table Mountain in sight, raise their bikes in celebration of this unique and intrepid journey now completed.

Route	Distance
Pharaoh's Delight Cairo to Khartoum	1 996 km
The Gorge Khartoum to Addis Ababa	1 592 km
Meltdown Madness Addis Ababa to Nairobi	1630 km
Masai Steppe Nairobi to Iringa	1 012 km
Malawi Gin Iringa to Lilongwe	1 124 km
Zambezi Zone Lilongwe to Victoria Falls	1 264 km
Elephant Highway Victoria Falls to Windhoek	1 576 km
Diamond Coast Windhoek to Cape Town	1 690 km

Nile River Sahara Desert Mt Kilimanjaro Lake Malawi Victoria Falls Fish River Canyon Table Mountain



A VOICE AGAINST CHILD ABUSE!

JOS MALHERBE CYCLING FOR OUR CHILDREN

Meet Jos:

My name is Jos. I am an a 'cycle-olic' and this is my first confession... This affair started about 10 years ago. Did it happen when I put my leg over for the first time, setting off with great expectations in the early morning sunlight? Was it scaling the first hill, or feeling the thrill of flying as I made it down the other side? I'm not sure - but it happened and I was hooked. I am a social cyclist and have never entered any event longer than a day race and I am most definitely not the camping type, so not sure what is the most daunting the cycling or the camping!

Why am I going on this journey?

My friends and family call it a mid-life crisis! I laugh them off - I'm living my life. I love cycling, travelling, Africa and making a difference in the lives of others. With this expedition I can do all of that. My aim is to also join the EFI club.

What is my background?

I am a trained accountant who grew up in Pretoria and spend most of my professional career in banking. I have worked & lived in a number of African countries, as financial director or COO of various banks. I left the corporate world last year and stumbeld accross this event. A great way to start a sabbatical! I am an old timer at one day races Argust Cycling Tour (5) , Highveld 94.7 (5), and the Karoo to Coast. How will I survive such a challenging race? I will focus on the hundreds of children my effort will help.

My cause:

Matla A Bana – A voice against child abuse, is my chosen charity for two reasons. This national, South African, organisation helps to minimise the abuse children suffer when they report crimes against them. It is said that a child is raped every 3 minutes in South Africa. This organisation reaches more than 5000 children a year. It was founded by two of my good friends, Callie and Monique Strydom, who survived a four-month hostage ordeal in the hands of Al Qaeda terrorists. This is the second reason why I support this charity. The two of them have great understanding for living and operating under extreme conditions – and they are most probably the only two friends who will understand the suffering awaiting me!

Great Expectations Definitely not Camping How will I Survive My Effort will Help



Jos Malherbe is determined to make a difference in the lives of children and at the same time live a dream. He is footing the bill for all the costs of this event himself and therefore all the funds raised with the project will be solely for Matla A Bana.

THE CAUSE

MATLA A BANA, A VOICE AGAINST CHILD ABUSE

Matla A Bana was founded in 2002 by Monique Strydom after the highly published rapes of Baby Leratho and Tsepang. A recent report stated that a child is raped in South Africa every 3 minutes. In 80%+ the perpetrator is known to the child and it is said that only 30% of children report crimes against them.

The focus of MAB is to minimize the secondary abuse of children when they report crimes against them. This secondary trauma is a result of an unsympathetic legal justice and reporting system and is said to be often worse than the primary trauma. Matla A Bana therefore works very closely with the South African Police, National Prosecuting Authority and Medical Practitioners.

During this year the MAB has reached more than 5000 children with six projects:

Adoption Project Mobilising of community groups to assist with trauma debriefing, needs and support to SAPS Family Violence, Child Protection and Sexual Offences Units, Sexual Offences Courts and victims. Cost of project (Gauteng and Western Cape): R 300 000

Comfort Packs MAB will supply more than 5000 comfort packs to child abuse victims who report crimes to the police. These packs are designed to aid the child in this traumatic time and include goods like food, comfort toys and sanitary needs. Cost for 5000 packs: R 600 000

Incentive Awards With this project MAB awards top performing police officers and members of the public who has gone beyond the call of duty to help and protect children. Hosted in Gauteng and Western Cape. Project cost: R 240 000

Training MAB has trained more than 1000 police officers during the last few years in soft skills. This training is aimed at equipping them to deal with the victim, the family and their own stress. MAB has also trained more than 40 doctors during the last year in the highly specialised Forensic Medical Examination and Expert Witnessing, designed to equip doctors to do efficient medical examinations of rape victims. Project Cost (2009 training): R 600 000 plus

Child Friend Facilities MAB has created more than 5 dedicated Child-Friendly Reporting Facilities at police stations in Gauteng and the Western Cape. These facilities are designed with the safety of the child in mind. These facilities include a dedicated waiting area, assessment room (child friendly with bed and toys) linked to a monitoring room with two-way glass. Each facility has state-of-the-art audiovisual recording facilities. Interviews with the child can now be recorded and used for future reference. MAB also creates Child Friendly environments at police stations where there is no space for the above facility.

Cost per unit : R 150 000

WC (15 units) : R 2 plus million

Gauteng (10 units): R1,5 million

Unique Projects MAB hosts various lobby and awareness projects to highlight the plight of abuse children.

Cost for 2009: R 120 000

Projects of this NGO carry the support of both Provincial SAPS Commissioners, as well as the National SAPS Office.

Perpetrator is known to the Child To Minimize the Secondary Abuse of Children



WHERE YOU FIT IN?

Relax, you don't have to start cycling now! You can help Jos help us to taking part in any of the following:

FIRST “INSPIRE JOS” TO GO TO THE END (MAIN SPONSOR)

Help to inspire Jos to finish this challenge by becoming the main sponsor for the project. As the main sponsor you will receive the following branding:

- The project will carry your name, eg Alice Art Gallery XtremeForKids Project.

This will be displayed and included in all media released, blogspot, web sites and all updates with regards to the project. Imagine 700 hours of exposure!

- Branding of Jos. Jos will wear your branding wherever you want him to wear it! (You need to supply branding for gear – let us know if you need the list).
- If he survives the race, he will visit your company to share his experiences with your staff.
- You are most welcome to design your own campaigns around this project.

The idea is for the main sponsor to pledge a start amount (“get him going”) and a further amount on completion of the race (“welcome home”). Should Jos for any reason at all not complete the race, the sponsor is not obliged to pay the “welcome home” incentive.

SECOND “HELP HIM ON”

There are 96 days. We would like to challenge companies and individuals to motivate Jos by pledging a donation of R1 000 per day. Each of these days will be published on the blogspot on a daily basis, as well as in the news updates. Should you have a love for Kenya and the Serengeti, then you should support Jos on that day.

IMPORTANT

We can issue the following:
Form 18A (Tax deductible)
BEE Certificate



PROJECT COVERAGE

MAB Website

This project will be listed on the MAB website for the duration of the project.

XtremeforKids blogspot

The project and daily updates, with sponsors will be listed on the blogspot. Jos will have a cell phone and he will be in daily contact to give feedback and a progress report. This will all be posted on the blog.

Media

MAB has strong support from both the electronic and printed media and we hope to secure exposure for this project. Ideally we would like to secure a media partner where daily updates can be given.

My aim is to join the EFL (Every Fucxxx Inch) Club which means I cycle the whole route unassisted. Only about 25% of the participants achieve this. To keep me focused and motivated I ask that you support my fund raising initiative by donating generously". Jos



Support My Fund

