



**MOBILISING PEOPLE
WITH BICYCLES**
qhubeka.org

About Qhubeka

Qhubeka helps people move forward and progress by giving bicycles in return for work done to improve communities, the environment or academic results. Having a bicycle changes lives by increasing the distance people can travel, what they can carry, where they can go and how fast they can get there.

We are World Bicycle Relief's programme in South Africa. World Bicycle Relief is a non-profit organisation transforming individuals and communities through The Power of Bicycles.

We accomplish this mission by designing, sourcing and manufacturing bicycles created to withstand rough terrain and load requirements while meeting the needs of students, healthcare workers, farmers and entrepreneurs.

We strengthen local economies and promote long-term sustainability by assembling bicycles locally, training mechanics, improving the spare parts supply chain, and providing high-quality, affordable bicycles to people in need of transportation.

Why Bicycles?

Many people living in poverty struggle to overcome daily survival barriers, such as limited access to water, food and fuel. Often lack of transportation makes their suffering worse as they are unable to access education, economic and healthcare opportunities.

Bicycle transportation multiplies an individual's efficiency. Compared to walking, bicycles increase carrying capacity and accessible travel distance while decreasing the time it takes to commute to and from schools, clinics and markets.

How?

At Qhubeka we believe in empowering people and giving them dignity. Because of these principles, all of our programmes have a work-to-earn element to them. Whatever method is used to earn a bicycle the result is always the same: improved access to education, healthcare and economic opportunity.

Qhubeka provides a robust, purpose-built bicycle to close the transportation gap between needs and resources. Our bicycle, developed by World Bicycle Relief and branded the Buffalo Bicycle, is designed, tested and assembled in Africa with close attention to end-user feedback and rigorous quality control.

Qhubeka also builds local infrastructure for bicycle maintenance, promoting long-term sustainability and ensuring that owners can keep their bicycles working. By working with a network of local distributors, bicycle owners have ready access to replacements.

Timeline

1998

Qhubeka starts a Corporate Social Responsibility programme to put internet into rural areas.

2005

Qhubeka changes focus from internet provision to focusing on supplying bicycles to school children in exchange for growing trees to meet a need for children to access education.

2005

Qhubeka partners with Wildlands Conservation Trust to roll out the Bikes4Life programme.

2006

Development and testing of the Buffalo Bicycle by World Bicycle Relief.

2008

Qhubeka partners with Shova Kalula National Bicycle Partnership project in South Africa.

2008

25 000 bicycles distributed.

2011

Launch of Buffalo Bicycle as a wholly-owned for profit subsidiary of World Bicycle Relief. Profits from the sale of Buffalo Bicycles help fund World Bicycle Relief philanthropic programmes and build a sustainable bicycle infrastructure in Africa.

2012

Team MTN-Qhubeka p/b Samsung becomes Africa's first ever UCI registered Professional Continental cycling team.

2013

Qhubeka and World Bicycle Relief announce the formalisation of their relationship, whereby Qhubeka becomes World Bicycle Relief's programme in South Africa.

2013

Bicycles for Educational Empowerment Programme (BEEP) launches in partnership with World Vision South Africa. This educational initiative distributes bicycles to students (70% girls), teachers and education workers.

2014

44,000 bicycles distributed to date.