ABOUT QHUBEKA
Qhubeka is a charity that moves people forward with bicycles.

People earn bicycles through our programmes, improving their access to schools, clinics and jobs.

Qhubeka is an Nguni word that means “to progress”, “to move forward”.

Qhubeka CHARITY
WHY BICYCLES

/ With a bicycle, a person can travel faster and further, and carry more.
/ A bicycle saves time and money.

3 X Faster
Data collected by our Garmin Mobility Project showed that learners with bicycles travel three times faster by bicycle than on foot.
WHY BICYCLES

/ Millions of people across Southern Africa have limited access to transport. They have to walk long distances to where they want to be.
/ A bicycle makes it easier and quicker for people to get to where they want to go, and helps them to carry goods, including water and food.
/ Using a bicycle saves money that would have been spent on alternative transport, such as buses and taxis.
At Qhubeka we believe that bicycles are a simple tool to help people move forwards. **To get these bicycles to the people and communities who need them, we follow a fairly lengthy process.**
90 000 BICYCLES DISTRIBUTED TO DATE
OUR TEAM
Anthony Fitzhenry,
Founder

Founded Qhubeka in 2005 based on his belief that bicycles are the most cost-effective and efficient means of bringing last-mile delivery of resources to people in Africa.

Tsatsi Phaweni,
Executive Director

Part of the original team that established Qhubeka. Joined the Qhubeka board in 2013, bringing people management and law expertise to the team.
We have a team of 20 people, each committed to using our various skills and strengths to support Qhubeka’s goal of moving people forward with bicycles.
My favourite part of my job is to see people earning bicycles and then the part where their commuting style starts to change and they use bicycles instead of taxis. They begin to save money and use it for other needs in their households.
In 2018, we held our first ever Qhubeka team #NewBikeDay. In thanks for their service and support of Qhubeka, our team members received one of the new Qhubeka Bicycles made by our subsidiary, Real Bicycle Co. (RBC).
OUR IMPACT
IMPACT SUMMARY FOR 2018

10,856
Number of bicycles distributed

109
New Bike Days

Across South Africa
QHUBEKA SHIFT

/ A SHIFT is a Qhubeka bicycle project that aims to distribute 5 000 bicycles a year into a specific geographic area for 5 years, with the aim of helping to SHIFT the entire community.
/ In 2018, we scaled up our bicycle distributions into our SHIFT projects.
/ Qhubeka’s current SHIFT projects are located in Limpopo, KwaZulu-Natal, Western Cape, Eastern Cape, North West and Gauteng.
/ We measure the success of our programmes by their sustained impact over a decade. If we return to an area after 10 years, our hope is that we will find fresh Qhubeka bicycle tracks on the ground.
Bicycles change lives for children, youth, those Not in Employment, Education or Training (NEETs) and adults.

People earn bicycles through Qhubeka’s different programmes.

Learn-to-earn and sports programmes are focused on children, while our various work-to-earn programmes are focused on youth, NEETs and adults.

Our programmes are based throughout South Africa, with an emphasis on our SHIFT areas, and are implemented in communities together with Qhubeka’s implementation partners.
LEARN-TO-EARN PROGRAMMES

/ Schoolchildren earn bicycles by committing to improve their school attendance and performance.

/ Bicycles make it easier and faster to get to school.

"I've noticed that my life has really changed because I am no longer a late-comer and I now have time to do things that every child does but I never experienced on my own." - Sithembile
LEARN-TO-EARN PROGRAMMES

9 576
Number of bicycles distributed in 2018

57
Number of schools

Across South Africa
Between Grade 1 and Grade 12, the class of 2016 lost 760 000 students who dropped out of the school system. One of the challenges that keeps children from attending school is lack of access to personal transport. South Africa has low rates of scholar mobility.

* Source: DBE, Education Statistics in South Africa at a Glance
LEARN-TO-EARN PROGRAMMES

The need for scholar transport in South Africa:

12 MILLION CHILDREN WALK TO SCHOOL EVERY DAY

1 MILLION spend more than an hour walking each way

2 MILLION spend more than two hours walking each way

660 000
BICYCLES CHANGE LIVES
FOR SCHOOLCHILDREN

For a child walking to school daily, a bicycle:

/ Dramatically reduces travel time to school
/ Increases on-time arrival
/ Improves academic performance
/ Improves attendance

* Source: Stanford Research Institute (SRI) Impact Report
Bicycles assist with more visible and effective security patrols which, boosts safety for everyone.

"With the bicycle I move from one point to another, from point A to point B to point C without being told which transport to use. I just wake up, take my helmet and go wherever I want to go. It makes life easier. I don’t ask anyone for transport and just go!"

*My bicycle has enabled me to protect my community.*  
-Themba, Orlando CPF
WORK-TO-EARN PROGRAMMES / COMMUNITY SAFETY

722
Number of bicycles in 2018

13
Community Safety Programmes

Gauteng, Western Cape and Eastern Cape
SHIFT areas
BICYCLES CHANGE LIVES FOR COMMUNITY SAFETY VOLUNTEERS – WESTONARIA

Bicycles allow safety patrollers from community organisations to cover more ground and to patrol more regularly.

For example, in Westonaria, where the crime increase between 2012 and 2016 was the highest in the Gauteng province (including violent crimes) and youth unemployment is at 39%, Qhubeka Bicycles were distributed as part of a broader strategy to address socioeconomic issues.

The impact was:
/ 20% increase in new Community Policing Forum (CPF) volunteers
/ CPF members can cover a wider area
/ Increased visibility and awareness of CPF patrols
/ Significant reduction in car-hijacking

"CBD patrolling becomes easier, the patrollers can quickly assist each other if one spots an issue of theft or violence. They work with a Commander in Charge during their shift and they can cover the entire CBD with bicycles during their shift."

- Robert Mphaga
WORK-TO-EARN PROGRAMMES / CRAFTS

Adults can earn bicycles by making crafts

- Crochet blankets, scarfs and beanies
- Cow Bells

“By walking I would take hours to get to shops and visit friends, but with my bicycle I can drive to the shop to buy food for my children. All of my children can also drive my bicycle to get out or to go to school.”

- Elisa, Qhubeka craft programme beneficiary
WORK-TO-EARN PROGRAMMES / CRAFTS

172
Number of bicycles in 2018

2
Community Crafts Programmes

Gauteng and North West
SHIFT areas
SPORTS PROGRAMMES

/ Qhubeka sports programmes provide access to sports activities.

/ Encourage people to be fit, healthy and active.

"These Qhubeka Bicycles will add immense value to help the younger Change a Life Academy athletes to commute a lot quicker from home to school and back."

- Martin Dreyer, Founder of Change a Life Academy
SPORTS PROGRAMMES

168
Number of bicycles in 2018

8
Sports Programmes

Gauteng, Western Cape and KwaZulu-Natal
SHIFT areas
WORK-TO-EARN PROGRAMMES / ECO

Recycling waste and planting trees are also ways adults can earn bicycles.

Ecobricks are made by saving, segregating and packing plastics into bottles, to create building blocks. Children at participating schools compete to create the most Ecobricks. Winners receive Qhubeka Bicycles.
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<td><strong>128</strong></td>
<td>Number of bicycles in 2018</td>
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<td><strong>5</strong></td>
<td>Eco Programmes</td>
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<td><strong>Gauteng and Western Cape</strong></td>
<td>SHIFT areas</td>
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WORK-TO-EARN PROGRAMMES / HEALTH

A bicycle helps:

- A health worker to visit more patients
- Communities to access clinics more easily

"Since we started using bicycles we were able to reach many households in a short period of time. Also condom distribution has improved in the Alexandra community and health workers are able to carry at least 2 boxes each daily."

- Volunteer, Alexandra Health Programme
WORK-TO-EARN PROGRAMMES / HEALTH

- **50**
  - Number of bicycles in 2018

- **1**
  - Community Health Programmes

- **Gauteng**
  - SHIFT areas
Youth, adults and NEETs can earn bicycles in various other ways. For example, some of our bicycle recipients run a community bicycle tourism business, while others develop urban food gardens.
WORK-TO-EARN PROGRAMMES / OTHER

- **40**: Number of bicycles in 2018
- **5**: Other Programmes
- **Gauteng and Western Cape**: SHIFT areas
BICYCLE MANUFACTURING
Real Bicycle Co. (RBC) is a bicycle design and manufacturing social enterprise fully owned by Qhubeka. Previously, bicycles were imported and then assembled in Qhubeka facilities. Deloitte Consulting prepared the RBC business plan. The initial funding for the establishment of RBC was acquired through an Enterprise and Supplier Development grant from Mercedes-Benz South Africa. Through RBC, Qhubeka is manufacturing bicycles in South Africa, contributing to job creation, skills transfer and stimulating the local economy. RBC has been issued its SADC Certificate of Origin.
Our Qhubeka Bicycles and helmets got a new look and feel thanks to RBC, much to the delight of our beneficiaries and bicycle mechanics.

RBC creates rugged bicycles with an integrated design that are lighter than previous models, require less tools to assemble and accommodate a wider range of rider sizes.
1000
BICYCLES MANUFACTURED
BICYCLE ASSEMBLY
Work and training opportunities for people in local communities in which they operate.

I’m so grateful for everything I’m being taught, from the assembly and fixing of bicycles, to training and educating others in my community to appreciate the value of a bicycle. And the income I’m earning will eventually allow my family to move to a less crowded and private home, and to have more of the things they need.

- Feroska, Bicycles and Beyond
BICYCLE ASSEMBLY

30
People employed during 2018

Madikwe Rural Development Project (MRDP), Groot Marico, North West

Nederburg Wines
Paarl, Western Cape
MECHANICS
Qhubeka trains bicycle mechanics in the communities in which we work. This creates economic opportunity for the mechanics, who are trained in:

- Repairing bicycles
- Basic business skills
- Training mechanics ensures long-term sustainability of Qhubeka Programmes.

“I am now able to repair bicycles in the community for a means of income, also to put food on the table with the repairs I do.”

- Patrick, Giyani, Limpopo
MECHANICS

14
Number of mechanics trained in 2018
OUR PARTNERS
With the help of our implementation partners, including World Vision South Africa, Madikwe Rural Development Project (MRDP), Wildlands, Western Cape Department of Health and local governments, among others, we can help communities across South Africa to move forward.
SAFETY TRAINING

/ Qhubeka, together with partners, provides safety training to bicycle beneficiaries prior to them receiving their bicycles.
/ This ensures **beneficiaries have an understanding of basic bicycle and road safety**.
/ Our partners include **Bicycles and Beyond (BAB), Bicycle Empowerment Network (BEN) and Pedal Power Association (PPA)**.
To distribute bicycles to communities around South Africa requires substantial logistics, from transporting raw materials to RBC factories to bicycle parts to assembly facilities, and bicycles to beneficiaries, plus managing the spare part supply chain to mechanics.

We’re grateful to our partners, such as Triptech Resources and Campos Transport for helping us to change lives with bicycles.
OUR SUPPORTERS
FUNDS RAISED - **QUICK FACTS**

Together we raised funds for **17,980** bicycles in 2018*

41% **INCREASE** in funds raised from 2017

* Bicycles funded are distributed into programmes within 18 months.
TYPES OF FUNDS RAISED

1. Donations
   - Individual and Corporate

2. Fundraising
   - Individual and Corporate Employee Engagement

3. Events

4. Socio-Economic Development Funding (SED), Corporate Social Investment (CSI) and Cause-Related Marketing Spend

5. Government funding and grants
79% of costs go into programming
21% of costs are used to cover administration, fundraising and marketing

The bulk of our funding is channelled directly into our programmes, changing lives with bicycles
TOGETHER WE CHANGE MORE LIVES

/ By donating towards funding bicycles, you have helped more people access schools, clinics and jobs.

/ TOGETHER WE CHANGE MORE LIVES
From buying a bracelet to funding an entire bicycle distribution, every act of support by an individual or organisation helps us to move more people forward with bicycles.
FOR QHUBEKA

/ We call our fundraising events “forQhubeka” because you really can do anything you like for Qhubeka. We encourage you to fundraise in a way that best suits you, but if you need help getting started, we have created several fundraising toolkits, including:

/ SWEAT / MOVIE
/ PARTY / GOLF
/ CLIMB / BICYCLE BUILD
/ PLAY

for Qhubeka™
FUNDRAISING - INDIVIDUALS

/ PLEDGE for Qhubeka – individuals dedicated their special occasion to fundraising for Qhubeka

Dennis’s 70th Birthday
"On the occasion of my 70th birthday, I felt it would be appropriate to give back something to cycling."

Sophie’s Bat Mitzvah
Sophie, who lives in the USA, used her Bat Mitzvah to raise funds for Qhubeka Bicycles.

Pedals for Peace
BURN for Qhubeka
Pedals for Peace sells Qhubeka bicycles online for use at the Afrikaburn festival, and then distributes them into the Tankwa Karoo community.

Steph Barker rode from Cairo to Cape Town for Qhubeka
"If the money I have raised can give someone else even a fraction of the enjoyment I have got out of my own ride, I cannot ask for more."

Milan Elias and Marcus
One selling a bicycle and one buying a bicycle to support Qhubeka.

Jordan “Inspired to Action” by riding 50km for Qhubeka.
Varsity College’s students raised funds to change the lives of other students with limited transport.

BRAAI for Qhubeka with Tour de Braai, Jan Braai, Investec and other partners.

Mercedes-Benz Western Cape – Mercedes Trophy Golf for Qhubeka.

Deloitte making an Impact That Matters with bicycles.

Parks Cycling Club and Illovo Cycle Group raising funds for Qhubeka.

Ed Mackey and friends with match from Burberry IT riding to change lives with bicycles.
ABSA Cape Epic - Teams of two tackled The Untamed African Mountain Bike Race for Qhubeka.

Riders took on the City of Johannesburg’s biggest cycling race, Telkom 947, for Qhubeka.

Colin and Bianca Cooper (father and daughter combo) working together to change lives.

Two groups took on the Everesting challenge to CLIMB for Qhubeka.

Angela Croxall Ride London for Qhubeka.

UK

US

50 Mile Ride for Qhubeka together with Team Africa Rising.
Tax-deductible donations to Qhubeka can now be made by our supporters in seven countries and regions.
INDIVIDUAL DONATIONS RECEIVED

3,967
DONORS - NEW

Julius Baer for Qhubeka
First funds raised through Qhubeka UK.

Ropes & Gray
Our value-in-kind legal partner, changing lives through our Blankets for Bicycles Craft Programme.

Nelson Mandela Bay Municipality
Provided Qhubeka Bicycles for its City Ambassadors.

Gold Fields
Helping to address crime and increase community safety with bicycles.

Grant Thornton
Our auditors, working together with us to support UN Sustainable development goals.

Tsogo Sun
Changing lives with bicycles for coaching staff at the Diepsloot Safe-Hub.

National Lotteries Commission (NLC)
Showing how public private partnerships can change lives.

Anglo American Platinum
Providing access to reliable personal transport.
VW
Volkswagen South Africa is a long-standing Qhubeka partner that supplies 1 100 bicycles per year into our learn-to-earn and work-to-earn programmes through its Volkswagen for Good and Blue Bikes initiatives.

Dimension Data, team sponsors and fans
Team Dimension Data rides to raise awareness for Qhubeka, as well as funds for 5 000 bicycles annually. 2018 was their biggest fundraising year to date, with 7 564 bicycles funded.

CoJ
City of Johannesburg is a long-standing Qhubeka partner that shows us the value of private public partnerships – in 2018, they funded 630 bicycles, which were then match-funded by Qhubeka sponsors and fundraisers, ensuring double the impact.
SHOP FOR QHUBEKA

Through purchasing licenced Qhubeka-branded goods, supporters can shop for a good cause.

Versus socks
More than 5 000 pairs of happy feet for Qhubeka.

BioRacer
Quality, branded cycling kit for Qhubeka.

BOS
Refreshing iced tea beverages for Qhubeka.

Bags for Good
Reusable shopping bags for Qhubeka.

Zwift
Digital gaming gear for Qhubeka.

Bracelets
From Norway to Negev people are wearing their hearts on their sleeves/ wrists for Qhubeka.
OUR 2018 HIGHLIGHTS
THANKS TO ALL OF YOU
WE HAD OUR BIGGEST EVER NEW BIKE DAY...

715
Number of bicycles
DISTRIBUTED BICYCLES TO OUR FIRST EVER ALL GIRLS SCHOOL...

LOFENTSE GIRLS HIGH

Soweto, Gauteng
TOGETHER WITH OUR PARTNERS WE UPPED OUR LOGISTICS AND MOVED 233 TONNES OF BICYCLES TO NEW BENEFICIARIES ACROSS SOUTH AFRICA IN 109 LOCATIONS.

/ Thank you Triptych Resources and Campos Transport.
QHUBEKA BICYCLES HAVE A SLEEK NEW LOOK AND FEEL FOR OUR BENEFICIARIES THANKS TO REAL BICYCLE CO.
WORKING TOWARDS THE **UN SUSTAINABLE DEVELOPMENT GOALS** TOGETHER.
A PUPPY *NAMED QHUBEKA* WAS BORN.
CROSSING BRIDGES AND REACHING NEW HEIGHTS TOGETHER.

2018 saw a 41% increase in funds raised with 3,967 contributions from individuals and organisations.
JORDAN, MARCUS, SOPHIE AND MILIAN ELIAS PROVED THAT YOU DO NOT HAVE TO BE BIG TO MAKE A BIG DIFFERENCE.

/ Children from Australia to Norway raised funds for Qhubeka in 2018.
2018 MARKED THE BIGGEST BICYCLE BUILD FOR QHUBEKA – 80 BICYCLES BUILT IN AN HOUR WITH DISCOVERY.
YOUTH BUILDING A SUSTAINABLE FUTURE THROUGH THE ECOBRICK PROGRAMME.

/ Partners: Eco Atlas, Renew Able Plett and The Blight of Plastic
YESSSSS!
WE ARE NOW
INCORPORATED IN
THE UNITED KINGDOM
AS QHUBEKA UK.
WE ARE DEEPLY THANKFUL FOR ALL YOUR SUPPORT IN HELPING US CHANGE LIVES WITH BICYCLES.
17 890 BICYCLES FUNDED BY YOU. THAT IS WORTH A ROUND OF APPLAUSE!
TOGETHER WE HAVE CHANGED MORE LIVES WITH BICYCLES.

THANK YOU FOR MAKING 2018 OUR BIGGEST YEAR YET.

WE’RE EXCITED TO CONTINUE WORKING TOGETHER TO HELP MOVE PEOPLE FORWARD WITH BICYCLES.
KEEP IN TOUCH

/ Contact

+27 11 467 8726
info@qhubeka.org
www.qhubeka.org

@Qhubeka @Qhubeka Qhubeka Charity @qhubeka

#BICYCLESCHANGELIVES

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