

# ABOUT QHUBEKA

Qhubeka is a global charity that moves people forward with bicycles in Africa. People earn bicycles through our programmes, improving their access to schools, clinics and jobs. A bicycle is a tool that helps people to travel faster and further, to generate income and to carry more. In the face of extreme and persistent poverty, **bicycles can change lives by helping to address socioeconomic challenges at the most basic level – helping people to get where they need to go.**



## WHY "QHUBEKA" AND WHY BICYCLES?

Qhubeka is an Nguni word that means "to progress", "to move forward". Bicycles help people move forward. With a bicycle, a person can travel faster and further, and carry more. Bicycles help people to change their lives. They are an accessible, reliable, affordable form of personal transport.

## QHUBEKA SHIFT

- A SHIFT is a Qhubeka bicycle project that aims to distribute 5 000 bicycles into a specific geographic area, with the aim of helping to SHIFT the entire community forward.
- 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.



## OUR PROGRAMMES

People earn bicycles through Qhubeka's different programmes. Our programmes are based throughout South Africa, predominantly in our SHIFT regions, and are implemented in communities by Qhubeka's partners.

### LEARN-TO-EARN PROGRAMMES

These programmes are targeted at children, who earn bicycles in various ways, with different earning criteria per programme:



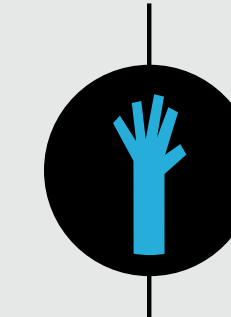
#### Scholar mobility programmes:

bicycles make it easier for schoolchildren to get to and from school, helping to improve their attendance and performance.



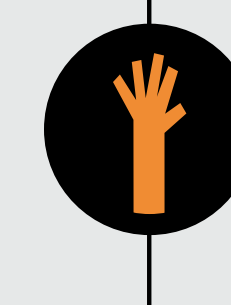
#### Sports programmes:

children and their coaches use bicycles to access school and sports activities, encouraging health and saving them time.



#### Community Safety programmes:

bicycles assist with more visible and effective security patrols, boosting safety for everyone.



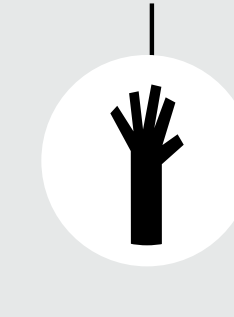
#### Craft programmes:

people earn bicycles by producing handicrafts, such as crocheting blankets, beanies and scarves or making cow bells.



#### ECO programmes:

people earn bicycles by recycling waste, growing trees and doing other environmentally-beneficial activities.



#### Tourism programmes:

people use bicycles to explore places and to share experiences with others, building economic opportunities for tourism micro businesses.



#### Health programmes:

bicycles help healthcare workers to visit more patients and communities to access healthcare services.



## IMPACT

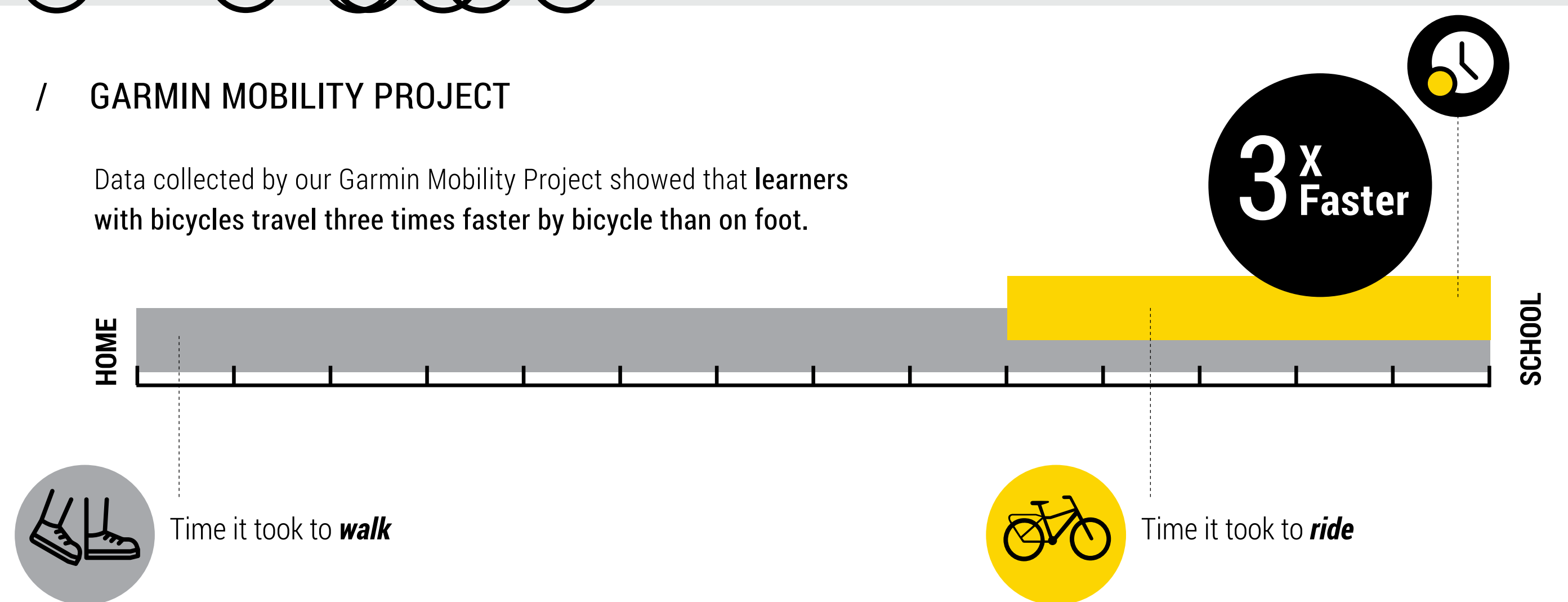
### FOR A CHILD WALKING TO SCHOOL DAILY, A BICYCLE:

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

**BICYCLES CHANGE LIVES**

### GARMIN MOBILITY PROJECT

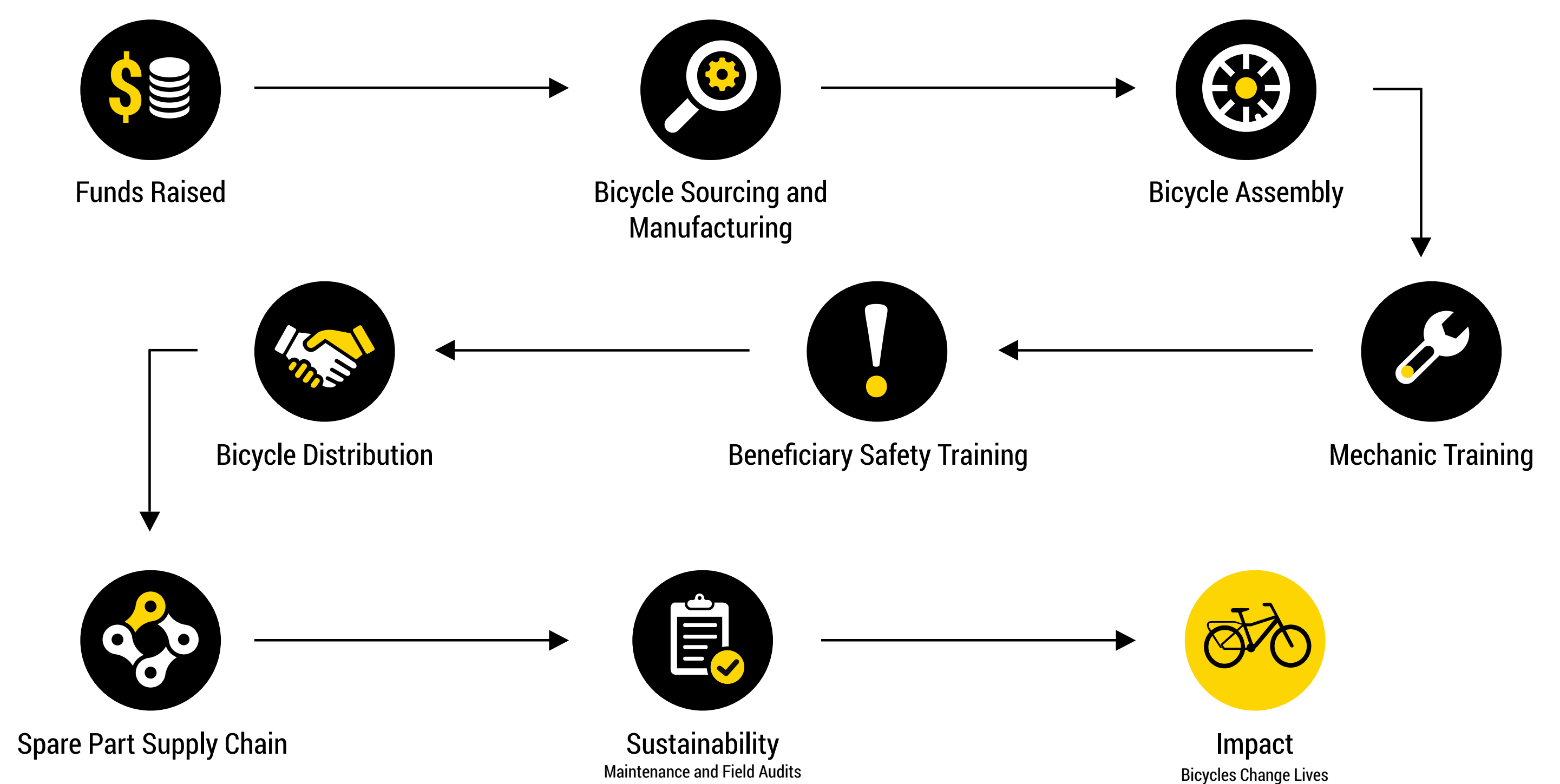
Data collected by our Garmin Mobility Project showed that learners with bicycles travel three times faster by bicycle than on foot.



## OUR PROCESS

To get Qhubeka bicycles to the people and communities who need them, we follow a fairly lengthy process.

- We operate bicycle assembly facilities, which creates work and training opportunities for people in local communities in which these facilities operate.
- Qhubeka trains mechanics in the communities in which we work. This creates economic opportunity for the mechanics, who are trained in repairing bicycles and basic business skills. Training mechanics ensures long-term sustainability of Qhubeka programmes.
- Qhubeka, together with our 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.
- We also build the bicycle spare part supply chain to ensure that bicycle mechanics and communities are able to access parts for repair and maintenance, ensuring the bicycles remain in use.



## QHUBEKA AND THE SDGS

Qhubeka is committed to working towards the UN Sustainable Development Goals (SDGs). Our work contributes towards the following goals:



### 1 NO POVERTY

Bicycles can help to address persistent poverty by helping people to get where they need to go, whether it's a place of education or a job interview, as well as enabling people to start and run bicycle-based micro-enterprises.



### 4 QUALITY EDUCATION

One of the major hurdles to accessing education in South Africa is lack of personal transport. Bicycles help people to get to and from schools, colleges, libraries and study groups.



### 13 CLIMATE ACTION

Bicycles are an environmentally-friendly mode of transport. Qhubeka's various eco programmes also encourage education about and action against climate change.



### 3 GOOD HEALTH AND WELL-BEING

Riding a bicycle can help improve health and fitness. Qhubeka also supports healthcare and sports bicycle programmes, contributing towards better health and well-being in the communities in which we work.



### 5 GENDER EQUALITY

Qhubeka works to overcome stigmas around girls and women riding bicycles in South Africa. By sensitising communities and providing bicycles and opportunities to girls and women, we work towards greater gender equality.



### 17 PARTNERSHIPS FOR THE GOALS

Qhubeka is built on partnerships. By collaborating with individuals, organisations and communities across the civil, private and public sectors, we can change more lives with bicycles together.

## LET'S CHANGE MORE LIVES TOGETHER

From buying Qhubeka merchandise to funding an entire bicycle distribution, every act of support by an individual or organisation helps us to move more people forward with bicycles. Partner with us and help us to change more lives with bicycles.



## CONTACT DETAILS

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