



NEWS UPDATE FOR SUPPORTERS/SPONSORS

December 2010 – May 2011

NEWS FROM THE CEO...

Monde Mpongoshe, the Velokhaya Life Cycling Academy's new CEO, provides an update on his first two months in the Velokhaya saddle

“March is ‘cycling month’ in the Western Cape as Cape Town plays host to the world’s largest individually timed cycling event, the Cape Argus Pick n Pay Cycle Tour and other events on the national cycling calendar.

As such, it was a busy month for Velokhaya. Not only did we enter 100 children from our mass participation programme in the Cycle Tour but we also benefitted from the wonderful publicity generated by this event. Velokhaya members, past and present, were featured on radio, in print and on live television! *(Our thanks to Adele Kruger of the Phoenix Partnership for her support in this regard!)*



Monde Mpongoshe, CEO and Board Members Mthunzi Mdwaba and Amos Ziqubu with some of the Velokhaya riders who participated in the Cape Argus Pick n Pay Cycle Tour in March 2011

Although the lack of sponsorship has limited opportunities for many of our cyclists, particularly those riders affected by the closure of our Competitive Cycling programme, existing support from some of our long-standing sponsors (such as Pick n Pay) made it possible for our children to compete in a number of cycling events.

Five riders from our junior and elite teams have participated in all League races this year and we were very proud to be invited to be part of the Le Coq Sportif Development Team in the inaugural Le Coq Sportif Tour of Boland, which was held in March this year.

While March was a month for cycling and having fun, it was also time to focus on our business to ensure our programmes remained socially relevant, sustainable and successful.

The main thrust of our business case for 2011 and beyond will continue to be on building, and maintaining, the valuable relationships and partnerships we've established in the corporate social responsibility space.

We really do appreciate and value the relationships we have built up with our sponsors since 2003 and we would like to extend our gratitude to all our supporters for their ongoing commitment and support. Without you, Velokhaya would not be here today.

We would also like to welcome our new partners for 2011 and express our hope for a long and mutually beneficial relationship.

In this issue of our newsletter, we update you on some of the highlights, to date, of 2011. Enjoy the read!

MONDEMPONGQDSHE

HELP US GET ANITA TO THE BMX WORLD CHAMPIONSHIPS!

Where	When	Price
Corner of Kaituma and Makhosini Rd	Weekend of May 21 & 22nd (08h00-20h00)	Car Wash: R20 Buss/Tram: R50 Children: R100 5kg

Last year, financial support from Primedia, a leading South African media group (www.primedia.co.za), made it possible for us to send five Velokhaya BMXers to compete in the BMX World Championships. Much to our delight, one of our riders, **Anita Zenani, took 6th place in the Girls Under 12 category** – an incredible achievement considering it was Anita's first ever event outside of Khayelitsha.

We'd love to give Anita – who has become a positive role model for many young girls and a TV star (see <http://www.youtube.com/watch?v=ZuWsyQUpq00>) the chance to improve on her 6th place at this year's World Champs in Copenhagen, Denmark and are looking for a sponsor to help us do so! The children and management of Velokhaya are equally determined to send Anita to Denmark for the World Champs –

which take place from 27 to 31 July 2011 - and have even decided to take fundraising matters into their own hands!

With the help of a group of Canadian volunteers, they've organised a 'car wash and braai (barbeque) fundraiser' at the Velokhaya BMX Oval for 21 and 22 May – please visit the Velokhaya Facebook and website for more details and show your support!

More information on the BMX Championships can also be found on <http://www.bmx copenhagen.dk>

SPONSOR NEWS ...

DESIGNER VELOKHAYA!



Three years ago, shipping line Safmarine donated seven retired shipping containers which were used as the foundation for the Velokhaya Life Cycling Academy in Khayelitsha.

Not only have these converted containers helped to provide a safe recreational space for the members of Velokhaya, but the modest, container-based Oval has come to mean more than a place

where cycling skills can be honed; it is also where children's dreams of a different, better, life are inspired and nurtured.

This year, Safmarine once again demonstrated its commitment to the sustainability of the project by sponsoring the refurbishment of the container clubhouse.

The company enlisted the help of Marc Nicholson and Lyall Sprong from Cape Town design company, Thingking, who helped transform the container building into a fabulous, vibrant landmark for the surrounding community and a cool, inspirational space for the young Velokhaya cyclists, their families and supporters.

Safmarine's South African PR manager Lea-Anne Moses-Magerman explains the vision for the revamped clubhouse:

"Safmarine recognises that our Container in the Community projects have an impact which extends beyond the users of the facilities, to the communities in which they are located. This is why we've adopted a more creative approach to our projects to ensure that our buildings are not only functional, but also inspirational. We want our buildings to be a source of pride for the community.





“Safmarine, as a provider of infrastructure in poor communities, is constantly investigating ways in which our projects can be made sustainable and environmentally-sound and inspire the communities they serve.

“As such, we have begun working with local designers with a record for socially-responsive design. Not only has the Thinking team leveraged a modest budget to transform the Velokhaya space inside and out, but the revamp has also inspired Velokhaya employees and members to celebrate their ownership of the space and become a lot more involved in the maintenance and care of the buildings.”

For the outside of the clubhouse, Thinking solicited the help of Boa Mistura, a group of Spanish artists enjoying a residency with Cape Town-based Word of Art, who volunteered their time and donned their paintbrushes to bring colour to the exterior of the clubhouse and turn the building into a colourful beacon.

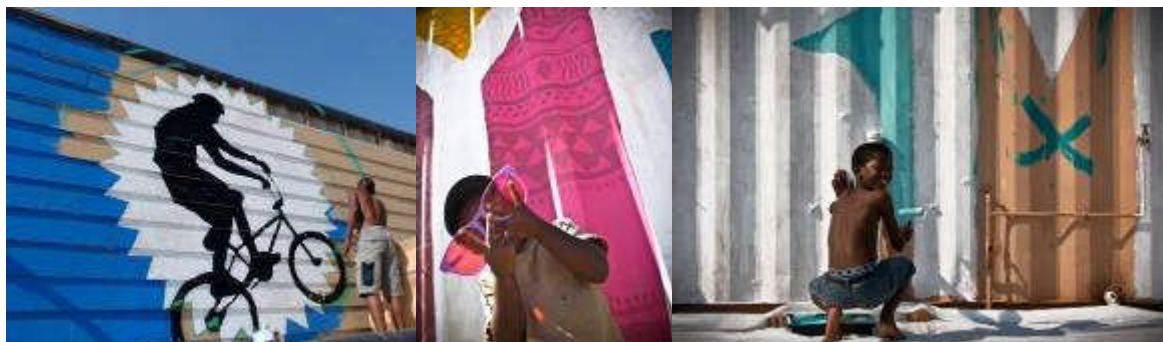
“But it is the quirky designs of Thinking that are mesmerising young Velokhaya cyclists.

“Benches for use outside have been made from the logs of alien trees and discarded steel, their modern, organic shapes giving as much a nod to cool as their environmental credentials. These, together with a simple redesign of a common garden hosepipe which provides a cooling mist spray for hot cyclists and steel and drum gas barbeques (braais) are the first phase in creating an outdoor venue for local families and BMX enthusiasts.

“Inside, paint colours, funky notice boards and cool helmet hangers have also transformed the previously drab interiors.”

Responding to the space constraints of containers, any furniture used inside the clubhouse needs to be multi-functional and Thinking's seating/storage solution uses plastic buckets topped with lids for seating. Smiling faces carved into the seats turn them into easy to lift lids.

"In addition to providing an amazing space for Velokhaya, we believe that the design solutions provided by Thinking are examples that people living in modest spaces can use, and we've already seen how those visiting Velokhaya have been inspired by the designs," says Lea-Anne.



Similarly inspired are the Safmarine staff members who have vowed to become more involved in Velokhaya.

This year 41 Safmariners and their customers participated in the Cape Argus Pick n Pay Cycle Tour - a 40000 strong cycle race that takes in Cape Town's scenic views and is the largest, individually timed cycle race in the world.

Not only did Team Safmarine use the event to raise funds for the upgrade of the Velokhaya BMX Oval, but the Velokhaya cyclists participating in the Tour were given a warm welcome by the 20 Safmarine staff and volunteers who were 'manning' the watering stand at the top of Chapman's Peak.



A few of the Safmarine staff, customers and Velokhaya cyclists who competed in this year's Cycle Tour.

DID YOU KNOW?

Safmarine and its retired shipping containers have been the foundation for the Velokhaya BMX Oval infrastructure since the start of the project. The company, which launched its Containers-in-the-Community Programme two decades ago (in 1991), is widely credited for having pioneered the conversion of decommissioned seafreight containers into facilities for under-resourced communities.

Read more about the creative thinking behind the Velokhaya revamp on www.velokhaya.com – look out for the interview with Marc and Lyall in the NEWS section!



NEW SPONSORS – ASG AND ANGLO-V3

ASG Sport Solutions (Pty) Ltd is the exclusive Southern African distributor for premium Italian cycling brands Pinarello, Rudy Project, SIDI, Selle San Marco, Ftech and SCICON. The company's head office is based in Pretoria with a distribution network that stretches throughout Southern Africa. Through ASG International SRL, based in Bassano (Italy), the company also has a significant international manufacturing and distribution footprint.



As a member of the ASG Group of companies, and with the support of its Italian partners, the company has become a recent supporter of the Velokhaya Life Cycling Academy. ASG's support includes the sponsorship/provision of cycling products and apparel worth more than R200k in 2011.

The first consignment of training and official cycling kit has already been received by Velokhaya and we extend our heartfelt thanks to ASG for these goods and to FastFreight for sponsoring the courier costs incurred in sending the goods from Pretoria to Cape Town.

ASG also plans to introduce Velokhaya as the primary beneficiary of its landmark cycling event to be hosted in Pretoria during October 2011 – more details to follow! www.asgsport.co.za

AngloV3 Crane Hire (Pty) Ltd has also come on board to support Velokhaya. They will be supporting the Velokhaya BMX programme and in so doing, will allow the project to grow from strength to strength in 2011.

The funds donated by the company will be used for entry fees for BMX riders, to transport Velokhaya BMX riders to competitive cycling and invitational events and to maintain the race track and facilities.

For more details on the company, visit www.anglov3.co.za



MORE NEWS!!!

VELOKHAYA ENTERS PRESTIGIOUS AWARD

The Velokhaya Life Cycling Academy has entered the prestigious Beyond Sport Community Award (www.beyondsport.org) in the category, 'Best Project for Social Inclusion'. Entries are accepted each year in 12 categories which cover the whole sporting spectrum of health, community inclusion, corporate and social responsibility and philanthropy etc.



Beyond Sport is a global organisation that promotes, develops and supports the use of sport to create social change across the world.

To enter for this year's 'Sport for Social Inclusion' award, a project had to be in existence for more than two years and provide proof of how it addresses issues of individuals or communities that are excluded socially, ethnically, physically, economically or by gender.

The winners of the award will be announced in December 2011 and the *shortlist for each of the categories will be published in June 2011. **Keep fingers crossed Velokhaya makes it onto the shortlist!***

EMPOWERING OUR PEOPLE - A COMMON PURPOSE

Velokhaya has been given a most valuable opportunity to develop the management and leadership skills in our organisation thanks to a partnership established between Common Purpose and Velokhaya.

For the past three years, Common Purpose, a leadership development organization, has presented its innovative International Navigator programme in the Western Cape.

The programme brings together a diverse range of decision-makers from Cape Town's public, private and voluntary sectors to spend time at a number of locations across the city, meeting key leaders in order to understand what makes them tick.

One of the learning sessions was hosted by Velokhaya and gave participants the opportunity to discuss real life issues facing the organisation.

According to Melanie Burke, Senior Programme Director for Common Purpose, Western Cape, "The session was designed to allow participants to explore leadership through a complex challenge so that they increase their understanding of leading change."

Burke says the Common Purpose courses have made a significant impact on the city's leaders. "Those participating in these courses have learnt how to effectively network across sectors, and how to attain greater influence and produce change within and beyond their organisation by examining the wider context in which they operate.

"I am constantly amazed at what happens when leaders from Cape Town's different sectors are brought together. By sharing their experiences of living and working in the Cape, creative ideas for developing the city and inventive solutions to its challenges are birthed!"

According to Skeeze Vicane, Velokhaya BMX Coach, who recently attended a five day Navigator course in Johannesburg: "I have found Common Purpose's Navigator courses to be extremely valuable and rewarding. They have been a wonderful learning experience and I've enjoyed meeting and discussing ideas with different people. The courses have also helped me to develop my personal skills, to be a more creative person and to improve my communication skills."

Velokhaya CEO Monde Mpongoshé said the courses provided by Common Purpose have done much to boost the confidence of the Velokhaya staff involved. "These courses are empowering the adults involved in our organisation, who are important role models and mentors for our children, to better manage both personal and work related issues."

www.commonpurpose.org.za



From left to right: Skeeze Vicane participates in a peer coaching session in Stellenbosch; Common Purpose's Melanie Burke (third left) at Velokhaya; Skeeze Vicane at the Cape Town Holocaust Centre, exploring the value of diversity

LOOK OUT FOR OUR VELOKHAYA ADVERTS IN JULY!

July is Tour de France time, an event which is highly anticipated by cycling enthusiasts around the world, including the Velokhaya children in South Africa.

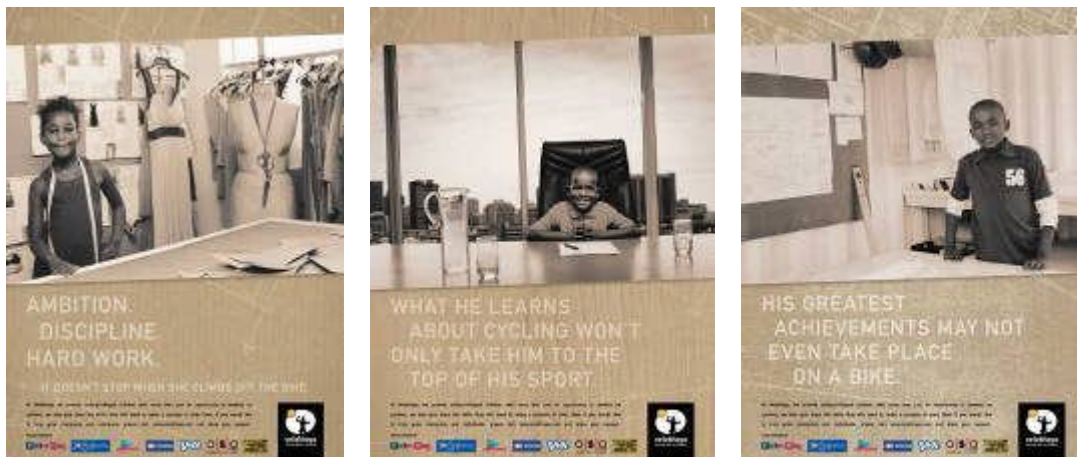
A number of South African sporting publications will be previewing this great event in their July issues and Velokhaya decided to use the opportunity to highlight the work we do by eliciting media support for a pro-bono advertising campaign.

The campaign has been enthusiastically supported by a number of leading cycling publications and we would like to thank all those who have indicated their willingness to publish our advertisements at no cost to Velokhaya.

A special word of thanks goes to ASG who leveraged its relationships with top magazines to secure, within a very short time, free advertisements in Go Multi, Cycling News, the Sportsguide, the Beginners Guide to Triathlon, Bicycling SA and the Official Tour de France Handbook.

Our thanks too to the **Y&R Cape Town** team for their pro-bono creative support and for producing all the advertising material at short notice!

Can you help us get these advertisements placed? If you can, please email material specifications and deadline dates to Debbie Owen at Debbie@communicators.co.za



BOOKS ON BIKES INITIATIVE

Education is very much part of the Velokhaya ethos and, as such, the refurbished Velokhaya BMX Oval buildings are to include a library to encourage children involved in our programme to develop and further their reading skills.

We will also be using the facility to launch an entrepreneurship development course which is focused on developing and identifying skills and matching these to opportunities for young people within the transport industry.

This course, designed by the Learning Lounge (Part of Real life Concepts) together with the Transport Education and Training Authority, will involve 50 of our members at the appropriate level of schooling (post-Grade 12 level). Four professionally trained facilitators will also be trained as 'incubators' for the course.

More details to follow in our next newsletter!

SAFMARINE SPREADS CHRISTMAS – AND EASTER – CHEER



On December 17 last year, Safmarine, one of our most enthusiastic corporate supporters, hosted a Christmas party for the riders at the Velokhaya BMX Oval.

Safmarine staff from the local Cape Town office gave up their Saturday morning to spoil the children with special treats, gifts and fun activities. Velokhaya Patron, Phil Liggett and his wife, Trish, were our special guests on the day, our very own Mother and Father Christmas!

And, in April this year, Safmarine once again made sure the children of Velokhaya were not forgotten when they provided Easter chocolate parcels for 100 children. A lot of fun was had by all - thank you to Lea-Anne and Safmarine for once again including the children of Velokhaya in the holiday celebrations!



ECTEC TO PROVIDE MUCH NEEDED FIRST AID TRAINING

First aid training provider, ECTEC, a not-for-profit organisation based in Cape Town, South Africa, has agreed to sponsor training for a minimum of 10 Velokhaya members to ensure that our riders and our staff are empowered to assist in the event of an injury at the Velokhaya BMX Oval or while cycling on the road.



The training will take place from July 4 to 8, 2011 and will include full time, Level 3 training for five days from 08H00 - 16H00 daily at the Velokhaya BMX Oval in Khayelitsha.

To complement this training, Velokhaya is hoping to secure a sponsor for the First Aid kit and equipment required. Anyone interested in covering the cost of these items should please contact Velokhaya at info@lifeacademy.co.za. Please also contact ECTEC if your company – or someone you know – needs first aid training! www.ectec.co.za

PROGRAMME UPDATE

Update on Safe Cycling Programme - By CEO, Monde Mpongoshe



“The Velokhaya Life Cycling Academy has decided, in light of the vast potential of the Engen Safe Cycling Programme, to enlist the help of our sponsor, Engen (whose sponsorship portfolio is managed by Octagon, an international sports marketing and sponsorship company) in managing the Safe Cycling programme into the future.

Each year, the Safe Cycling programme aims to reach some 7 500 learners across South Africa, teaching them basic road safety and cycling skills.

The Pedal Power Association – which has supported the Academy’s safe cycling projects in the Western Cape since their inception in 2008 - has also agreed to once again support the programme in 2011/2 by co-funding the Engen school holiday Safe Cycling projects in the Western Cape.

Wayne Kirby heads the Safe Cycling programme, assisted by support staff in the Kwazulu Natal and Pretoria regions. To date, thanks to their hard work and dedication, the programme has reached more than 16 500 learners across South Africa.

We are very thankful to Engen and the Pedal Power Association for their ongoing funding and support. We applaud their commitment to cycling and cycling development, and in particular to the safe cycling initiative. The Safe Cycling programme plays an important role in our aim to promote socially responsible behaviour by encouraging road safety for both cyclists and motorists. We hope the programme will grow much bigger in the years to come.” - Monde Mpongoshe

The Velokhaya Life Cycling Academy will remain a partner in the Engen Safe Cycling programme and will also be a beneficiary of the Engen Dynamic Road Cycling competitions which are held throughout South Africa.



Update on the BMX programme – By BMX Coach, Skeezo Vicane



Velokhaya BMX riders continue to dominate the Western Cape BMX scene, according to Skeezo Vicane, the Velokhaya BMX Coach.

“Not only did some of the Velokhaya BMX riders take to the road to participate in the Cycle Tour held in March, but back on the BMX track we won 10 out of a possible 12 medals at the Western Province BMX Challenge held on Saturday, April 16.

The event – which is one of three Challenges on the 2011 Western Province BMX calendar – was made possible with the support of Velokhaya and the Khayelitsha Sports Council.

Windy conditions on the day made for very difficult racing conditions but it was all worth it in the end for the Velokhaya team, which won the floating trophy for the best team.

We were also honoured to have been crowned champions in front of the South African Consul General of Spain, Mr Ignacio Garcia-Valdecasas and his wife, who were two of our special guests present on the day.

We are also most grateful to the Khayelitsha Sports Council who donated the trophies for the event. These awards will definitely motivate our riders to keep winning, especially since we also won the trophies for best youngest rider, the most promising rider and the most aggressive rider – in addition to the best team honours – at the April event.

Our next events will be in August and December, with the Reconciliation Cup on December 16 being the most important regional event on the Western Cape BMX calendar this year.

We are also hoping to find a sponsor soon so that we can send Anita Zenani – our World no 6 rider in her age category – to improve her world standing at this year’s BMX World Championships in Denmark. *(See this newsletter, page 2)*

A lack of sponsorship has also, unfortunately, prevented us from competing in many national events this year. Luckily, one of our riders, Bayanda Ganyaza (13) was invited to be part of Team Salvo, a Cape Town BMX team, and had the opportunity to compete in Johannesburg at the beginning of the year.

Funds are also urgently needed to replace and repair many of our BMX bikes. These bikes were donated to us more than two years ago and are used daily by our children!” - *Skeezo Vicane*

Update on the Road Cycling programme – By Head Coach, Amos Ziqubu:



“This year we’ve been honoured by the many invitations extended to our riders to compete in national events.

Five of our elite athletes were also given the opportunity to participate in the CSA Cycling Specific Road Cycling Training Championships (hosted by the Sports Science High Performance Centre and the Western Cape Department of Sport & Recreation) and I was privileged to be chosen as the national team manager for the inaugural Tour de Boland.

These opportunities are just what we need to take our talented young riders to the next level!

We have, indeed, been heartened by the growing interest shown in our cyclists. Two of our top riders have already ‘graduated’ to professional teams in Johannesburg and many other top cycling teams are keeping a close watch on the talent coming out of Velokhaya!

Interest has also been expressed in one of our top female cyclists, Zanele Tshoko, following her involvement in a three-day training camp hosted by SA Cycling. Several of our strong under-16 riders have also caught the eyes of the selectors at Cycling South Africa, and we are keeping fingers crossed that at least one of our riders will be selected for the World Junior Tour.

We are also hoping that funds will be made available to Velokhaya which will make it possible for us to provide more opportunities for our Junior Boys team. We need to compete in more events so these immensely talented riders can gain the experience they need to compete at the highest levels of cycling.

Notwithstanding the lack of funds and opportunities, the children of Velokhaya remain passionate about cycling and continue to train hard.

We are also doing our best to accommodate those older riders who continue to show an interest in our programme despite being negatively affected by the closure of our Competitive Cycling programme in January this year (due to a lack of sponsorship for this programme).

As management of Velokhaya, our aim will be to find ways to reward these children for their ongoing commitment. We recently received a donation of trophies from Matthew Eager of The Hub and will be using these to recognise the efforts of our children.

We are also proud that our team mechanic, Abongile Mazula, has been selected to accompany the national team to Zimbabwe in September this year.” – Amos Ziqubu

RIDER NEWS – CAREER MOVE FOR SONGEZO JIM

In January this year Khayelitsha cyclist Songezo Jim (20) became the second Life Cycling Academy/Velokhaya cyclist to join South Africa's number one road cycling team, Team Bonitas.

Songezo followed in the footsteps of his former teammate, Luthando Kaka, who joined Team Medscheme (now Team Bonitas) last year. Kaka and Jim are the only two Western Cape cyclists in the 10 man, Johannesburg-based team.

The move to Johannesburg is an important one for Songezo, who discovered his talent for cycling five years ago when he rode a bike for the first time.

Songezo says he sees his relocation to Gauteng as a step closer to achieving his dream of becoming a professional cyclist on the world stage.

"Being a member of Team Bonitas will not only give me the opportunity to compete in more races, but more importantly, it will also allow me to ride with more experienced riders."

Before leaving for Johannesburg, Songezo, who lost both his parents at a very young age, paid tribute to the Velokhaya Life Cycling Academy and the role it has played in his cycling successes.

"I wouldn't be where I am today if it weren't for the support I received from Velokhaya. The organization has been a family to me and despite its lack of funds, has given me every possible opportunity to prove my talent to others.

"Velokhaya and its sponsors also made it possible for me to travel to France in 2008. Watching Carlos Sastre win the Tour de France and meeting my cycling hero, Fabian Cancellara, was a turning point for me; it motivated me to take my cycling more seriously and to work even harder to achieve success."

While in Cape Town for the Cape Argus Pick n Pay Cycle Tour, Songezo also had the opportunity to visit family and fellow Velokhaya riders, who were inspired by his achievements.

He also hopes his move to a top team will encourage companies and sporting bodies to support Velokhaya and to help us unlock the depth of cycling talent in South Africa's townships.



Songezo Jim (left) in his new kit; Songezo's profile as it appears on the Team Bonitas website ; Songezo in SA cycling kit

WHO'S WHO ON THE NEW VELOKHAYA BOARD

Visit www.velokhaya.com (who's who) to read more about the members of the Velokhaya board!

VELOKHAYA IN THE NEWS – AND MORE!

Visit the news page on www.velokhaya.com to see clippings from newspaper and magazine articles featuring Velokhaya cyclists – past and present - and also for links to videos on www.youtube.co.za.

And why not become a fan of our **Facebook** page and link-up with us on **Linked-in**?
You can also follow us on **Twitter!**

THANK-YOU TO OUR PARTNERS



*Newsletter compiled on behalf of the Velokhaya Life Cycling Academy by Do Communicate.
Email your feedback and comments to info@communicators.co.za*

