



NEWS UPDATE FOR SUPPORTERS/SPONSORS

June 2011 – December 2011

FROM THE CEO



CEO Monde Mpongoshe provides an update on the past six months at the Velokhaya Life Cycling Academy ...

"2011 has been a financially challenging year and we are most grateful to our regular sponsors, **Pick n Pay**, which has supported us from the start and **Engen**, for its increased support of the Safe Cycling Programme, and all our other sponsors (*as mentioned below*) for their

continued support. We couldn't do it without you!

While we continue to look for anchor sponsors for our BMX and elite programmes, we remain most grateful to those companies – including **Anglo V Crane** and **ASG Sport Solutions** - who have supported Velokhaya, both financially and through the provision of cycling kit and equipment.

2011 has been a busy year. A few weeks ago we were delighted to receive the news that Velokhaya had made it into the top three for the prestigious **Beyond Sport/globalbike Cape Town** award. What an honour it was to share the stage with organisations who, like Velokhaya, are using sport to bring about meaningful change in this world!

Another highlight in 2011 was the upgrade of the BMX Oval Clubhouse which was funded by shipping line **Safmarine**. The revamped BMX clubhouse has not only become an attractive landmark, but the buildings now include a small library - a most valuable learning after-school support facility for all Velokhaya members from Grade R to post grade 12.

The revamp of our BMX Clubhouse has also drawn rave reviews from the design community and we were most honoured, and very proud, to be the subject of an important presentation made earlier this year to the judges of the **World Design Capital 2014**, in support of the City of Cape Town's bid.

Our congratulations to the City on winning the bid and our thanks to design duo, ThingKing's Marc and Lyall, and their sponsor, Safmarine, whose 'design intervention' has been an inspiration to all at Velokhaya!

A few months ago we established a new partnership with **Sun International (Table Bay Hotel)** who provided part-sponsorship for Anita Zenani's trip (along with Safmarine) to the 2011 UCI BMX World Championships and who have also provided funding for our elite riders.

Other notable highlights for 2011 were the Eastern Cape launch of the **Engen Safe Cycling Programme**, which is managed by Octagon, and the Books and Bikes and Township Tour initiatives by **Bike&Saddle**.

Velokhaya is currently running four very ambitious programmes and unfortunately our chosen sport is an expensive and resource-intensive one and this continues to pose a challenge.

However, we are determined to continue in our mission to provide a holistic development platform for children from previously (and currently) disadvantaged backgrounds and a number of approaches have been made to potential sponsors. We are hoping for a positive outcome despite this being a challenging economic period.

Notwithstanding, our existing members continue to perform well at races, including a number of **medal-winning performances** at the Western Province championships, and our overall challenge remains stretching our budget to accommodate the growing number of talented young riders interested in our cycling programmes.

While funding is important to the success of our cycling-based programmes, so too is having skilled human resources and this year our team was boosted by the appointment of **Sipho Mona Lekoma** as Operations Manager.

Sipho, who had previously spent several years with Velokhaya, is a highly talented individual who represents the future of Velokhaya and we are delighted to have him spearheading our operations! (*See page 10 for more on Sipho!*)

Details on all these stories – and more – are to be found on the pages that follow! Enjoy the read!

MONDE MPONGOSHE



Velokhaya's CEO and Operations Manager have eye-catching new business cards thanks to the generosity of Michele Edgecome of Indigo Design (who came to our rescue when we needed business cards designed and printed at short notice!). indigodesign@iafrica.com

NEWS AND ACHIEVEMENTS

BEYOND SPORT/globalbike CAPE TOWN AWARD

Velokhaya was honoured to be one of three organisations in the finals for the prestigious Beyond Sport /globalbike Cape Town Award, which was presented on December 7 this year. Although we didn't win the award, which was presented as part of a four-day Beyond Sport (www.beyondsport.org) summit, it provided a valuable opportunity to network and learn from a number of other organisations who are successfully using sport to make a difference.

Among the sporting and other high profile personalities present at this year's event were Tony Blair, Lucas Radebe, Michael Johnson, Natalie Du Toit, Danny Jordaan, Oscar Pistorius and Bryan Habana.

Our thanks to award judges, globalbike's Curt McPhail (President and Director of Global Partnerships), Carroll Foster and Ellis Bauknight for visiting Velokhaya on Sunday, December 4, to take a closer look at the work we do.

As a top-three finalist, Velokhaya received eight bicycles which will be put to good use in our programmes in the months to come!

More details on www.beyondsport.org, the Velokhaya Facebook page and <http://www.globalbike.org/>



Velokhaya's Monde Mpongoshe and Siphona Mona with SA football star, Lucas Radebe (centre) and globalbike's Curt McPhail with the winners of the Cape Town Award (Waves for Change).

VELOKHAYA – DESIGNED TO WIN



Velokhaya was honoured to be one of the projects presented to the judges of the **World Design Capital 2014** bid, which was won by the City of Cape Town. Cape Town beat more than 50 cities around the world to be named the 2014 World Design Capital (WDC) and we are certain the presentation done by **ThingKing** (whose design skills were involved in the recent Velokhaya revamp funded by Safmarine)

helped to clinch the bid for Cape Town! [Watch ThingKing's presentation to the World Design Capital judges on Youtube on the link:](http://www.youtube.com/user/CTDNetwork?ob=5#p/u/0/lj-Ugt27Srk)
<http://www.youtube.com/user/CTDNetwork?ob=5#p/u/0/lj-Ugt27Srk>.comment

RIDER ACHIEVEMENTS – ON AND OFF THE BIKE...



VELOKHAYA RIDERS EXCEL IN ACA JOE PRO CLASSIC SERIES

Velokhaya riders excelled in this year's Aca Joe Pro Classic Series (PCS) and their achievements have brought great pride to Velokhaya and our main sponsor, **Pick n Pay**.

We are particularly proud of these achievements – which include a number of podium places in almost all the league races – as Velokhaya's limited budget in 2011 meant we were unable to provide a full-back up support for our riders during their races. We hope additional sponsorship in 2012 will allow us to support our riders, more fully, in next year's league events.

The star Velokhaya performers in this year's league were: Nkosinathi Nohesi (Junior Men); Thando Zothe, Thabiso Mchithalkali and Athule Keva (Stars in Training); Nicholas Dlamini (Senior Scholars); and Siyabonga Somchiza and Mthetheleli Boya (Junior Men category).

*Stars in Training is a new category in the PCS focusing on aspiring league riders over the age of 17 which gives them the opportunity to test themselves in the category before graduating to the more competitive league categories of Elites or Junior Men.

MEDALS AT WESTERN PROVINCE ROAD CYCLING CHAMPS ...

*Twelve of Velokhaya's top road cyclists – all cycling in **Pick n Pay** colours - participated in this year's Western Province Road Cycling Championships, which took place on November 5 in the Paardeberg. Here are a few highlights (read the full results on www.velokhaya.com)*

Under 14 rider **Siphosethu Ophila** brought home a bronze medal for Velokhaya/Pick n Pay, while **Nicholas Dlamini**, our only rider in the Under 16 category, won gold after riding an incredible race from the very start. It was a well-deserved victory for a very courageous rider!

... AND AT THE TIME-TRIAL CHAMPS

Congratulations to Junior Men TT champion **Mthetheleli Boya** and Under 23 TT Champion, **Thando Zothe**, on their recent performances in the Western Province Time Trial Championships. We are equally proud of **Siyabonga Somchiza** (who took second place in the Junior Men category) and **Nicholas Dlamini**, who took third place in the Under 16 category at the Time Trials held on Sunday, November 13, 2011.



Pick n Pay's Suzanne Ackerman-Berman (centre) was one of the many VIP visitors to Velokhaya in 2011

More achievements:

- **Ayabonga Ophila** recently joined the Cycling South Africa development academy under Nic White in Johannesburg. He is also continuing his studies in Public Finance Management through UNISA.
- **Zanele Tshoko** is currently studying Sports Management at the University of the Western Cape and has graduated to Velokhaya's Elite Programme. She is currently our top female rider and a former Western Province Road Cycling Champion (2010).
- Past riders **Luthando Kaka and Songezo Jim** are continuing their studies; Luthando is studying towards a degree in economics/business through UNISA, his second qualification having already successfully completed a diploma in journalism at the Cape Peninsula University of Technology. Songezo Jim, who turned 21 in September this year, has also shown great determination to finish his studies via Damelin.

ANITA AT THE 2011 WORLD BMX CHAMPS!

Last year, financial support from Primedia and the Dis-Chem Foundation made it possible for Velokhaya to send five Velokhaya BMXers to compete in the 2010 BMX World Championships.

Much to our delight, Velokhaya's Anita Zenani, took 6th place in the Girls Under 12 category – and this year Anita was keen to return to the World Champs to build on her experience, and possibly improve on her World ranking.

Thanks to the support from her community and corporates, **Sun International** and **Safmarine**, Anita's dream of travelling to Denmark came true. Accompanied by Velokhaya Operations Manager, Sipho Mona, she attended the UCI World BMX Championships, held from 27 to 31 July 2011.

According to Sipho, "Anita was up against 18 girls from 11 different nationalities in her u/13 category and in all her three heats she came fifth which, although a solid performance considering her inexperience, was unfortunately not enough to qualify for the quarter-finals. Although she was disappointed not to improve her ranking, she gained invaluable experience and returned to South Africa, determined to work even harder to reach her dreams."

Anita's story was covered by a number of media, including e-TV, Sunday Times, Cape Times and Cape Argus. We thank them for their support. (A video featuring a recent interview with Anita Zenani can be viewed [here](#) and a profile on Anita is available [here](#)).



Sponsors and family wish Anita well!

PROGRAMME DEVELOPMENTS & INITIATIVES

BOOKS ON BIKES ... AND BICYCLE TOURS AT VELOKHAYA

Velokhaya's investment in developing our riders on and off the bike was further strengthened this year with two initiatives with **Bike&Saddle** (www.bikeandsaddle.com). Bike&Saddle manages eco-active tourism programmes for mostly international tourists interested in visiting the main attraction sites of the City and Khayelitsha (see <http://www.bikeandsaddle.com/trips>).

The idea behind their collaboration with Velokhaya is to help our members access skills and opportunities within the tourism sector in the Western Cape, while still remaining within the cycling genre.

According to Bike&Saddle's Gustav Erlank, "The township cycle has the potential to not only create awareness for Velokhaya but also generate real revenue and support the tour guide initiative through employment opportunities.

"All friends of Velokhaya must sign-up for a ride! It is a wonderful way to explore and experience not only the township but also engage with Velokhaya in a totally new way."

Bike&Saddle also held two Books on Bikes events in September to coincide with South Africa's National Book Week. Donated books were given to the new library at the Velokhaya BMX Oval. (Anyone interested in more details can email contact@booksonbikes.com).



(Picture - right): Ben Sanders (Bike&Saddle) and Velokhaya's Skeezo Vicani and Amos Ziqubu at the Books on Bikes demo library at the Promenade Shopping Mall in Mitchells Plain.

MAKING A DIFFERENCE FOR MADIBA AND VELOKHAYA



Velokhaya has been heartened by the interest Safmariners, staff of shipping company Safmarine, have shown in our project this year.

In March, Safmariners and their customers showed their support for Velokhaya riders participating in the Cycle Tour and in July, more than 100 Safmariners and their families celebrated **Mandela Day** (and Nelson

Mandela's 93rd birthday) at Velokhaya where they spent several hours (ie far more than the required 67 minutes) in service to others!

Safmarine's parent company, the **AP Moller-Maersk Group**, also showed its support when its Cape Town HR department met with Anita Zenani to wish her good luck for her participation in UCI BMX World Championship in Denmark and handed over gifts which included all the items she needed for her first overseas trip!

And, on December 10, 2011, the Safmariners were back at Velokhaya to host an early Christmas party and hand over their 'Santa Shoeboxes'!



Safmarine will also be supporting Velokhaya's annual Reconciliation Day BMX event to be held on **Friday 16 December 2011** – be sure to join us for a day of fun! (Visit the Velokhaya FACEBOOK site for photos and updates!)

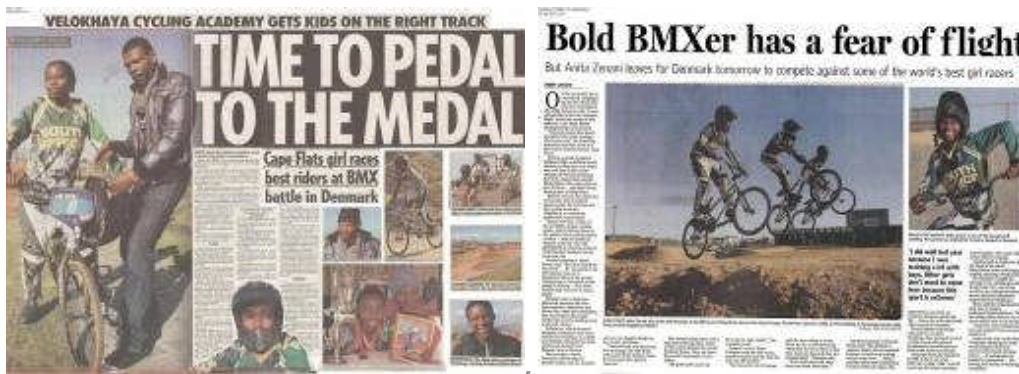
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VELOKHAYA IN THE NEWS – AND MORE!

Visit the news page on www.velokhaya.com to see clippings from recent newspaper and magazine articles featuring Velokhaya cyclists – past and present - and also for links to videos on www.youtube.co.za. Here are a few clippings from stories which eatured in the media in the past few months ...

ANITA AND SIPHO ON TV, IN NEWSPAPERS, IN MAGAZINES AND MORE ...

Anita Zenani's 'road to the World BMX Champs in Copenhagen' story was widely featured in the media. View all clippings on www.velokhaya.com



VELOKHAYA IN THE LAUNCH ISSUE OF A NEW MAGAZINE ...



Velokhaya was proud to be featured in the launch issue of a new magazine called **Feel SA**. Feel SA is the only German English lifestyle magazine in South Africa which targets around 200 000 German speaking foreigners.

All articles are published in English and German.

According to Publishing Editors, Christiane Stark and Ines Stoll:

"South Africans and Europeans still have a lot to learn about each other. South Africa is such an inspiring country; almost no other country offers such a rich diversity of people and cultures, investment opportunities and decent infrastructure.

"It is a country that knows freedom better than most because it has evolved from a history that knew none. That's why it is so important to speak out on what bother us and on what makes one proud to be South African or South African 'by choice'."

Anyone interested in contacting the magazine can email editor@feelsa.co.za or visit the magazine's fanpage on www.facebook.com/FeelSA



IN THE RED BULLETIN, A GLOBAL MAGAZINE

Velokhaya's Amos Ziqubu told his 'spoke of hope' story in the **Red Bulletin**, a global magazine published each month in eight countries worldwide.

The magazine covers the very latest news from the world of Red Bull in a modern lifestyle magazine focusing on sport, people, art and culture.

Visit www.velokhaya.com to read our latest news clippings!

EMPOWERED TO HELP



Thank you to first aid training provider, **ECTEC**, for training 10 Velokhaya staff members in July and congratulations to Velokhaya's Anele Madlolo, Ayanda Magadla, Akhona Mahlangeni, Lucy Manzi, Leo Manjanti, Abongile Mazula and Mzukisi Vicani who successfully graduated from the programme and who are now certified first aiders!

The intensive, five day training programme has empowered Velokhaya staffers to assist in the event of an injury at the Velokhaya BMX Oval or while our riders are out on the road. We are most grateful to ECTEC's Elizabeth Milne and Jürgen Kahle for their generous support! All we need now is financial sponsorship that will allow us to purchase the required First Aid kit to complement this training.

Anyone interested in funding the cost of these items should please contact Velokhaya. And do contact ECTEC if your company – or someone you know – needs first aid training!
www.ectec.co.za

SAFE CYCLING PROGRAMME NOW IN THE EASTERN CAPE



Engen, the sponsor of the Safe Cycling programme, officially launched the popular schools safety programme in the Eastern Cape on Thursday, June 23, 2011 at the Devos Malan Primary School in the Nelson Mandela Bay Municipality.

The Safe Cycling programme – which was developed by the Velokhaya Life Cycling Academy – has, since its inception in 2008, reached over 16 500 learners across

Gauteng, KZN and the Western Cape.

According to Engen Group Sponsorship Manager, Brad Bergh:

"Safety on the road is an issue close to Engen's heart and one we strongly support as a caring corporate citizen. We are very happy to be involved with this important youth programme and its expansion across the country as the safety of all our young ones is every parent's number one priority.

"We are truly pleased to see that educational institutions share our vision and thank all for their passionate participation and facilitating the spread of the safety message."

The Safe Cycling programme, which accommodates approximately 15-45 learners at a time, is run during the school day as part of the Department of Education's Life Orientation programme. The knowledge gained during this programme empowers participants to ride a bicycle safely on the road, perform basic maintenance on their bicycles and learn about basic road safety as a cyclist or as a pedestrian, while also introducing them to recreational and competitive cycling.

MEET THE MANAGER

SIPHO MONA – OPERATIONS MANAGER



We asked Siphon (27), a father of two, to tell us more about his job and his love for all things cycling ...

As Operations Manager I manage the competitive rider programme and assist riders with their racing and training programmes.

My first bike experience was when my mom bought my brother and I a Scorpion BMX bike in 1994. We used to share rides together.

I really love the adrenaline, speed and teamwork that cycling brings.

Although I do not cycle competitively anymore, I am planning to get back on the bike.

One day I would love to own a superbike one day, at least a 600cc.

I am inspired by my uncle, because he is the one who introduced me to this sport.

I enjoy meeting people who are positive and willing to share their success and failures.

I would describe myself as an optimist and someone who overcomes challenges.

My message to the youth is, 'If you want to do something in life and you have a passion for it, go for it'.

One day I would love to be in a position, both financially and intellectually, to give back to the Life Cycling Academy.

“My wish for the LCA is that for the South African nation and the world at large to recognize what type of effect Velokhaya has on the community and cycling at large. If we didn't exist there would no breeding ground for previously disadvantaged riders and the crime levels in the townships would go up a notch.”



THANK-YOU TO OUR PARTNERS & SPONSORS



Newsletter compiled on behalf of the LCA/Velokhaya by Do Communicate.
Email your feedback and comments to info@communicators.co.za