

## About Qhubeka

Qhubeka is an Nguni word that means “to progress”, “to move forward”. We are part of World Bicycle Relief, a global non-profit organisation dedicated to advancing education, health and economic opportunities by providing simple, sustainable transportation. Since World Bicycle Relief’s founding in 2005, it has delivered more than 275 000 specially designed, locally assembled bicycles to people in need.

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.

## Why bicycles?

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

Bicycles are a cost-effective, environmentally-friendly solution to the challenge of limited mobility. Bicycle transportation multiplies an individual’s efficiency.



## How does Qhubeka mobilise people with bicycles?

At Qhubeka we believe in empowering people and upholding their dignity. Because of these principles, our programmes have a work-to-earn element to them. People earn bicycles in return for growing trees, recycling waste, committing to improve their school attendance or their outputs at work, and various other ways. Whatever they do to earn their bicycles, 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. We supply Buffalo Bicycles, developed by World Bicycle Relief, which are designed for heavy loads, tough terrain and durability.

Qhubeka also trains bicycle mechanics in the communities in which we distribute bicycles. This ensures the long-term safety and maintenance of the bicycles and provides economic opportunities within the communities in which we work.

## Timeline

- 1998** Qhubeka starts a Corporate Social Responsibility (CSR) programme to put internet into rural areas.
- 2005** Qhubeka changes focus from internet provision to 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. The team rides to raise awareness and funds for Qhubeka's programmes.
- 2013** Qhubeka and World Bicycle Relief announce the formalisation of their relationship, whereby Qhubeka becomes World Bicycle Relief's programme in South Africa.
- 2013** The Bicycle Education Empowerment Programme (BEEP) launches in partnership with World Vision South Africa. This educational initiative distributes bicycles to students, teachers and education workers.
- 2014** Qhubeka opens a new bicycle assembly plant in South Africa's North West province. 44,000 bicycles distributed.
- 2015** The #BicyclesChangeLives campaign is launched in partnership with Team MTN-Qhubeka p/b Samsung. It aims to raise funds for 5 000 bicycles for Qhubeka programme beneficiaries during 2015 and exceeds this target.
- 2016** Team MTN-Qhubeka is renamed Team Dimension Data for Qhubeka under new sponsorship and becomes the first African registered World Tour cycling team. 65 000 bicycles distributed.

### Stay in Contact

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