



I M B U M B A
F O U N D A T I O N

TREK100 EXPEDITION



CENTENARY LEGACY INITIATIVE

#MAKEADIFFERENCE

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INTRODUCTION

In commemoration of Nelson Mandela's 100th birthday, the Imbumba Foundation has launched a bespoke initiative which will see 100 girls from disadvantaged backgrounds travel to the seven Continents and experience some of the world's wonders. Girls will be selected from Caring4Girls' beneficiary schools in all nine provinces of South Africa.

Fulfilling his belief that 'Everyone can rise above their circumstances and achieve success if they are dedicated and passionate about what they do', these girls will be given the opportunity to be agents of change and hope. They will see things they would never have believed they could, they will begin to understand the wider world around them and their role in it, they will create a strong network for leadership and action and most importantly, will collectively inspire and empower 1,000,000 girls across South Africa to stand up and make a difference in their communities.

Each girl on the Trek will be expected on their return to present their experiences to a minimum of 10 schools, reaching around 10,000 girls each. In turn these schools will support initiatives that give girls a greater voice, that encourages them to achieve greater things and make them all believe they can accomplish more than they can imagine.

As a fitting tribute, empowering one million learners in this centenary year through a such a unique and ambitious project, Trek 100 will break new boundaries in the motivation and empowerment of girls in South Africa.

BACKGROUND

In 2012 Richard Mabaso, through the Imbumba Foundation, established the annual Trek4Mandela expedition to summit Mount Kilimanjaro, Africa's highest peak on Mandela Day, 18 July. He had overheard a fearful conversation between his mom and niece about menstruation, which to this day is deemed taboo by many societies. Realising that this fear and lack of understanding existed, even within his own family, Richard initiated the Caring4Girls programme to address the problem on a national scale.

Trek4Mandela is an innovative funding model which inspired by Richard's desire to create awareness of the challenges faced by many young girls during menstruation and to create a sustainable funding source to assist with the distribution of menstrual hygiene products to indigent girls. Research by the has revealed that girls from poor backgrounds could miss up to 50 days of school each year due to menstrual related challenges. Trek4Mandela brings together inspired individuals from corporate and public backgrounds to assist in raising funds and creating awareness for the Caring4Girls programme.

This funding model has proved extremely successful, with almost 500,000 girls per year currently benefitting from the Project. It has since also been adopted by many NGO's, with a significant number of charities arranging similar Kilimanjaro expeditions to support their own causes.

WHAT INSPIRED THE INITIATIVE?

"It always seems impossible until it's done."

"There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living." Nelson Mandela 1918 -2013

For 2018, an iconic and emotional year for South Africa as a nation, comes a response to two of Madiba's most famous quotes as a timely and relevant celebration for everything he worked for – empowering the youth of the nation to aspire to greater rewards.

We are proud to introduce the **TREK100** concept which was launched in September this year, which is tourism and cultural month in South Africa. The expedition aims to give an opportunity to 100 girls from rural and disadvantaged backgrounds, (who have never been out of their own villages), to take part in the first of its kind and life changing adventure.

The goals of the **TREK100** initiative are as follows:

- Create an appropriate memorial programme in honour of Mandela's 100th birthday.
- Engage and inspire the youth of South Africa.
- Attract corporate partners both in South Africa and globally to expand the impact of Caring4Girls Programme.
- Deliver global and local celebrity endorsements and to assist in promoting awareness of the menstrual challenges and the Caring4Girls cause.
- Ensure high profile multi-media exposure and support,
- Raise funds to create sustainability and further the goal of reaching 2- million girls through Trek4Mandela and Caring4Girls campaigns.

For each continent there is a specific challenge or expedition which will not only inspire participants but it will also give them techniques to overcome challenges through the leadership development piece. Each expedition will require different levels of physical and mental fitness as they are designed to test the human endurance.

Expedition 1: Africa - Sahara Desert in Morocco – Done: 21st–29th September 2018

The next expedition:

Expedition 2: Asia - Great Wall of China

The Asia Expedition is to trek 50 kilometres in 9 days along the iconic Great Wall of China. Stepping out across the peaceful semi-ruin of a section of the Great Wall is like walking in the footsteps of the past.

Expedition 3: Australia - The Larapinta Trail

The Australia Expedition involves undertaking one of the seven Great Walks of Australia, The Larapinta Trail. It winds through the rugged and ancient landscape of the Northern Territory starting from Alice Springs and ending at Mt Sonder, the highest point of the trail. It is 223km long and takes around 12 days.

Expedition 4: Europe - The Walker's Haute Route

The Europe Expedition is the classic The Walker's Haute Route from Chamonix to Zermatt, which takes the hiker on a visually stunning journey between Europe's two most iconic mountains – Mont Blanc and the Matterhorn. Along the way, the trail passes by 10 of the 12 highest peaks in the Alps, and the distance is around 180 km and takes around 12 days.

Expedition 5: North America - Colorado River and The Grand Canyon

The North America Expedition will involve trekking and white water rafting down the legendary Colorado River and through one of the seven natural wonders of the world – The Grand Canyon. The Rim-to Rim trip on the North and South Bass Trails is a remote, rugged journey from one side of the Grand Canyon to the other. The trip takes 6 days and covers 34km – not a lot of distance but a huge amount of elevation.

Expedition 6: South America - Machu Picchu

The South America Expedition is The Inca Trail - by far the most famous trek in South America and is rated by many to be in the top 5 treks in the world. In just 43km and over 5 days it manages to combine beautiful mountain scenery, lush cloud-forest with subtropical jungle. The final destination of the trail just cannot be beaten: Machu Picchu, the mysterious “Lost City of the Incas.”

Expedition 7: Antarctica

The Antarctic Expedition is the essence of an ocean journey with the opportunity to walk inland, where the group will spend a week on the Antarctic Peninsula, with time for several ascents of mountains, which will be made in short forays from the ship. The time required will be approximately 15 days.

TARGETED AGE GROUP

- 15-16 years old.
- Grade 10 learners.

SELECTION CRITERIA

- Motivation letter why they should be selected.
- Submission of 10 schools they will visit to share their story/ experience post the expedition.
- Should be studying at a Caring4Girls sponsored/ or beneficiary school.
- Motivational letter with a concept to inspire other young people in the school.
- Public speaking skills.
- Leadership qualities or capabilities.
- Impeccable character.
- Reference letters from: primary & current high school, LRC and community.
- Successful candidates will be chosen after an interview process.
- Academic excellence.
- Social media footprint

NB: Community or school volunteer work will be an added advantage!

ITINERARY FOR NEXT EXPEDITIONS

- Africa – September 2018
- Asia – April 2019
- Europe – June 2019
- North America – August 2019

- South America – 2020
- Antarctica – 2020
- Australia – 2020

MENTORSHIP

As part of the initiative, all girls will receive numerous opportunities to be mentored on various skills by some of the most prominent CEOs, executives and media personalities in South Africa. Mentorship sessions will form part of the Vision20/20 sessions.

BRANDING OPPORTUNITIES

Headline sponsor of the adventure will appear in the following:

- Wall and pull-up banners.
- Trek100 brochure.
- Visibility on training and adventure gear.
- Maximum exposure at media launch or activations.

DELIVERABLES – Sustainable Development Goals

Trek100 initiative’s deliverables are underpinned by the newly adopted Sustainable Development Goals. We do believe that adequate understanding of these goals will not be beneficial to them but it will also benefit their peers, schools and community at large.

Girls will be immersed in the Sustainable Development goals to make sure they understand common challenges facing the world. Understanding these goals will enable them to think beyond their borders and in a longer run they will use their unique experience to address some of their local challenges.

The 17 Sustainable Development Goals (SDGs) to transform our world:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice Strong Institutions

GOAL 17: Partnerships to achieve the Goal

This experience will enable them to understand and apply the concept of **GLO-CAL** which means ***Think Global – Act Local***

SPONSORSHIP & BRANDING PACKAGES

- **Platinum Sponsor**
- **R 1,500,000**

Benefits:

- Headline sponsor.
- Exclusive naming rights of the expedition.
- Exclusive branding rights on all gear, gear bags, backpack packers.
- Send Four employees to participate in the expedition.
- Mention in all PR Material including banners and brochures

- **Gold Sponsor**
- **R 500,000**

Benefits

- Send Two employees to participate in the expedition.
- Mentioned in all PR material.
- Logo printing on the sleeve of the jackets.

- **Silver Sponsor**
- **R 250,000**

Benefits

- Send One employee to participate in the expedition.
- Mentioned in all PR material.

SPONSORSHIP OF INDIVIDUAL PARTICIPANTS

The trip costs R62,500 per participant

RETURN ON INVESTMENT

- Empower future leaders through Edu-travel.
- Contribute to the Living Legacy of Nelson Mandela.
- **'Pay it Forward'** – each girl will be tasked to visit 10 schools.
- Each girl will directly inspire 10,000 learners.
- Invest in a bespoke initiative which will directly impact the lives of 1-Million learners and inspire the nation.

MEDIA PUBLICITY

We have partnered with The Saturday Star and there will be guaranteed FOUR articles between January and April before the trip where all sponsors will be mentioned. Through the annual Trek4Mandela expedition we have partnered with SABC, KAYA and Ukhozi FM and there will be numerous leverage opportunities.

TOTAL BUDGET FOR EXPEDITION 2: ASIA – THE GREAT WALL OF CHINA

Item	Units	Cost per Unit	Cost
Expedition Costs	24	15 000	360 000
International Flights	24	16 000	384 000
Local flights and transport	24	4 000	96 000
Meals	24	2 500	60 000
Gear	24	10 000	240 000
Drakensberg and other training session – once-off	24	3 200	76 800
Travel Insurance	24		0
Beneficiary identification process	1	20 000	30 000
		SUB TOTAL	1,246,800
Administration & Project Management Fee	1	15% of project value	187 020
Contingency and incidentals	1		25 000
		TOTAL	1,458,820

CONCLUSION

As an organization which is always at the forefront of imagining and creating social innovative projects that will create a platform for government, private sector and communities to work together, Trek100 offers a unique opportunity to achieve this. Building on the success of both Trek4Mandela and Caring4Girls (both built from zero base to where they are now), Trek100 will give a once in a lifetime opportunity for girls from low income communities to travel the world and use adventure to inspire change in their own communities.