

Three days of cycling...not the only way to help Rays of Hope

Rays of Hope's annual Cycle Tour of Hope will this year be taking place from 23-25 October 2015, where cyclists will pedal from Clarens in the Free State to Johannesburg to raise funds for Rays of Hope's social outreach in Alexandra, Johannesburg.



The township is home to approximately 400,000 residents most of whom are affected by HIV/Aids, overcrowding, crime, the breakdown of family structure and a lack of educational opportunities, resulting in a vicious cycle of unemployment and poverty.

The funds raised will improve the lives of over 1,000 people through a network of nine projects that impact the community. The previous Cycle Tour of Hope was well attended with a total of 37 riders participating, raising R660,000 for the NPO.

All of the cyclists participating in the 2015 Cycle Tour of Hope must pay an entry fee of either R4,650 for the early bird entry (until 31 July 2015) or the regular fee of R4,950 if paid thereafter. Each cyclist must raise a minimum of R5,000 sponsorship over and above the entry fee.

Market your brand

Many of the cyclists are looking for donations and sponsors to support their fund-raising efforts; if you're not up for joining the cycling team or your cycling gear is covered in cobwebs - don't worry. You can support one of the intrepid cyclists or you can market your brand on the tour cycle shirt which will be worn by the cyclists during the trip.

"We are hoping to raise R1m this year and are excited at the prospect of increasing our impact in Alexandra," says Jennifer Adams, CEO of Rays of Hope.

There are other opportunities to get involved too; volunteers and cash-in-kind donations are always welcome for the nine projects. Some of these projects include a Saturday School, Rose-Act, which provides educational support to students, Child Headed Households which provides sustainable support to orphaned and vulnerable children, and Africa Works which

allows people to become economically active through skills development and micro-business.

Individuals can get involved by tutoring children, donating fruit, coaching a soccer team, donating bicycles or cycling kit, mentoring a child, funding and organising a trip to the zoo, working in a vegetable garden, teaching and doing crafts with granny's or 'Gogos', or even providing matriculants with work experience, just to name a few.

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