



26<sup>th</sup> October – 7<sup>th</sup> November, 2007

## INFORMATION PACK



## Ethiopian Bike Ride Challenge 2007

Dear Cyclist

Welcome to the Ethiopian Bike Ride Challenge 2007.

Participate in an exceptional fundraising bike ride to help reduce maternal mortality in the third world – go on take the challenge! The bike ride is a stretch of 320km between Addis Ababa and Gimbe in Ethiopia, camping or staying in small hotels en route.

The challenge not only will be a personal fitness achievement, but also will offer the exciting opportunity of discovering a fascinating part of the world, largely untouched by tourism. In addition you will be able to see firsthand how the money you raise will be put to good use in Gimbe, saving lives in childbirth. This is a unique adventure. What a story to tell the grandchildren!!

Participants will come from all walks of life and we fully expect you to come away from the challenge with a bulging address book! The insight into the local culture and the warmth and friendliness of the people will be inspirational and will leave you with lasting memories.

So, if the above appeals to you, you are not afraid of a challenge and enjoy adventure, this is the trip for you!

We hope to see you on the trip.

Warm regards

*The Maternity Worldwide Team*

## ABOUT US...

Maternity Worldwide is a registered charity (charity number 1111504) which was established in September 2002 by a small group of health professionals to reduce maternal mortality in developing countries where maternal mortality and morbidity are highest.

- Did you know that 1 in 16 women in Africa die in pregnancy? This is compared to 1 in 3000 in the United Kingdom!
- Each year, 585,000 women worldwide die in pregnancy. That's one woman every minute.
- 99% of these deaths occur in developing countries.

Despite ongoing international and national efforts, these statistics have not shifted substantially for centuries.

Recognising the inequity in maternal mortality worldwide, and driven by practical experience of providing health care in developing countries, we identified a need to develop, establish and fund sustainable programmes to reduce maternal deaths in those parts of the world where maternal mortality is highest and where action to address this is limited.

Maternity Worldwide seeks to save lives in childbirth by:

- developing local essential obstetric care units
- deploying healthcare professionals skilled in obstetrics and midwifery to developing countries with the purpose of building local capacity
- addressing the underlying determinants of maternal mortality through health promotion at the community level
- developing and disseminating practice guidelines adapted to the local resource-poor environment

## MATERNITY WORLDWIDE IN ETHIOPIA

Maternity Worldwide is developing a sustainable, adaptable safe motherhood initiative, which builds on local capacity and utilises resources from under-developed countries.

Maternity Worldwide has been invited by Adventist Health International to develop maternal health care for the population served by Gimbie Adventist Hospital (GAH) in Gimbie Province, West Oromia Region, Ethiopia.

Maternal mortality in Ethiopia is critically high and illustrates the huge inequity between Ethiopia and developed countries: within Ethiopia the lifetime risk of dying in pregnancy is one in 14, in comparison to a risk of 1 in 3000 in developed countries. The impact of a maternal death on the family and society is profound with a high mortality rate among young children following the death of their mothers. The majority of maternal deaths can be prevented by access to essential obstetric care and the presence of a skilled birth attendant at the time of delivery. However, in Ethiopia, less than 10% of mothers are assisted by a skilled birth attendant, compared to nearly 100% in developed countries.

In order to reduce mortality and improve women's reproductive health, barriers to health seeking must be addressed through health promotion and education, and through increased access to contraceptive services and skilled healthcare attendants during childbirth. In 2003 Maternity Worldwide commenced a programme of activities in Gimbie in collaboration with local agencies. Activities undertaken to date include:

- Creation of a 'Safe Birth Fund' in order to assist those women who are most in need of hospital care and who cannot afford it.
- Development of a clinical training programme for local maternity care staff, which runs biannually as local staff are rotated into the main hospital for training.
- Equipping the main hospital in Gimbie and peripheral clinics with life-saving medical supplies
- Development and implementation of a community-based health education programme for local men, women and their families; the 3-part programme has been carried out in 14 villages.
- Establishment of women's groups with aims of educating and empowering women to care for their health and that of their families/
- Planned construction of three maternity waiting homes; the homes are located in a model village construct providing education in relation to agriculture, housing and health.

Our current activities in Gimbie are the first steps towards an integrated programme to reduce maternal mortality. Key elements of this programme are:

- The provision of basic and comprehensive obstetric care facilities and skilled staff
- commensurate with the need of the population
- Free access to care and treatment for those who need it most
- Improved transport to healthcare facilities from surrounding villages

## ETHIOPIA

Ethiopia is rich in natural beauty, history and cultural attractions. It is home to one of the oldest Christian civilisations in the world and has the longest archaeological record of any country on earth.

The cycle-ride will be starting in the capital; Addis Ababa, which is a colourful and vibrant city. Addis is home to the largest market in East Africa and has some of the best Ethiopian cooking in the country.

We will be spending two days in Addis where you will be able to explore some of the sights of the city and acclimatise to the weather and altitude. In October time the temperature in the region will be in the high twenties (centigrade) and dry. It will be just after the rainy season. Addis is at an altitude of 2355m/17724ft.

The cycle ride will take us West out of Addis and along the road to Gimbie. Of all of Ethiopia's regions the West remains the least known and least explored by travellers. The countryside is characterised by gentle hills, fertile valleys, montane forest and plenty of wildlife. Crops, fruit and vegetables grow in abundance. The area is said to be the original home of coffee and there is still quite a lot growing wild.

We will be passing through the town of Ambo, which is near to the Huluka falls and Mount Wenchi. The ride then continues on through the towns of Bako and Nekemte and we will finish in Gimbie, which is where Maternity Worldwide is based.

You will arrive to a warm welcome and a celebratory dinner. There will also be a chance to visit the project you are supporting. There will be the opportunity for walking, more cycling (!), visits to clinics, to join ward rounds, or just to relax. After a day or two of rest we will transport you back to Addis and you can either return to the UK (return to UK 7<sup>th</sup> November) or extend your trip and explore some other areas in Ethiopia (return to UK 11<sup>th</sup> November).

Some of the most popular destinations include: the Simien mountains in the north of the country where there is spectacular scenery and trekking opportunities. There is also the historically important town of Aksum, which was once the capital of an ancient civilisation and is today a UNESCO world heritage

site. Finally, there are the beautiful 13th century churches of Lalibella and the 17th century castles of Gonder.

## ITINERARY

Day one (26<sup>th</sup> October): Fly from London to Addis Ababa, capital of Ethiopia. Depending on flight availability this could be a day or night flight.

Day two: Free day to acclimatise and to explore Addis Ababa. Check out 'Lucy' – the world's oldest known hominid who lived nearly 3 million years ago and the biggest market in Eastern Africa!

Day three: Second acclimatisation day and opportunity for further tourism. Dinner / meeting with the Bike Ride group.

Day four: Start cycling! The roads leading out of Addis Ababa are paved and the terrain is relatively flat. You will pass through lush farmland and forested areas. We will spend the night in a hotel in a sizeable town called Ambo.

Days five-eight: Cycling on diverse terrain at an altitude of between 2000-3000m. You will pass through Bako and Nekemte towns camping along the way.

Day nine: Last cycling day with late afternoon arrival into Gimbie! Cyclists will be transported by van over 120km of unpaved road before beginning the cycle into Gimbie town. Celebration dinner with the staff in Gimbie.

Day ten: Relaxing day in beautiful, mountainous Gimbie. You will have the opportunity to visit the hospital and one of the communities to which Maternity Worldwide offers outreach services to see first hand the difference that your efforts have made.

Day eleven: Return by truck to Addis Ababa.

Day twelve: Contingency day. This will likely be a spare day in Addis Ababa or Gimbie, depending on flight times.

Day thirteen: Final breakfast together in Addis Ababa prior to departure.

Day thirteen or fourteen (7<sup>th</sup> or 8<sup>th</sup> November depending whether day or night flight): Arrival back in the UK.

## CONDITIONS OF ENTRY

1. A registration fee of £300 must be enclosed with your application form. This will meet some of the costs of travel, meals, equipment and general organisation this should not come out of your sponsorship monies. However, some costs will come out of the money you fundraise. This means each person or company that sponsors you must realise that a proportion of their sponsorship will be used to cover these costs. In past events, some cyclists have been keen to further contribute to their costs, so that all £2000 sponsorship money is available to Maternity Worldwide.
2. Payment of the initial non-refundable deposit will be taken as a statement of your intention to raise the minimum additional sponsorship of £2,000, to total £2,300 including your deposit. This £2000 does not include 'Gift Aid'. Note that payment of the deposit alone does not give you right to travel.

There is, however, an alternative to raising the minimum £2,000 in cash. At least £1,200 must be raised in cash and the remainder in persuading your friends and family to become regular donors to Maternity Worldwide. Each regular donor you get to sign up to Maternity Worldwide, who gives at least £5 per month and stays for a minimum of one year, will count as £50 towards your £2,000 minimum sponsorship total. For example, you could persuade 16 friends and family members to become regular donors instead of directly raising sponsorship money.

3. Once you have registered fully, we will send you additional fundraising materials such as sponsorship forms, leaflets, etc.
4. Once you have raised at least 70% (£1,400) of the minimum additional sponsorship, and sent this to Maternity Worldwide, we will confirm your participation. This confirmation must be completed by August 31<sup>st</sup>, 2007, eight weeks before the departure date. The remaining 30% (£600) of the sponsorship money is due four weeks after you return from the event.
5. If you cannot raise £2000, in addition to your £300 deposit, your place will be forfeited unless you pay the balance yourself.
6. If you have to withdraw, all sponsor forms and monies collected should be forwarded to Maternity Worldwide or returned to the sponsors. Your £300 registration fee is not refundable.
7. You must be at least 18 years old before the departure date, and be sufficiently fit to undertake the Bike Ride.
8. Itineraries, schedules, and accommodation may change. Other changes may occur that are beyond the control of Maternity Worldwide.

9. Maternity Worldwide is a registered charity, number 1111504 and a company limited by guarantee registered in England & Wales. Registered Office: Unit 9, level 4 South, New England House, New England Street, Brighton, BN1 4GH.
10. You must not suffer from alcohol or drug dependency.
11. You should not have any criminal convictions.
12. Your passport must be valid for six months from the date that you plan to return to the UK.
13. You must apply for the appropriate visa(s) before the Bike Ride. Advice about visas is included in the Event guide, which you will receive once you register for the Bike Ride.
14. It may be possible to extend your stay within the destination country beyond the planned return date. In this case you will be responsible for booking your own flight within an agreed budget. You will be responsible for organising remaining travel arrangements beyond the Bike Ride itinerary.
15. You participate at your own risk.
16. If you are refused passage and/or entry/exit to or from Ethiopia, you are responsible for any additional cost.
17. You must provide your own personal equipment, including an appropriate bicycle with 27-inch wheels, a basic repair kit and cycling attire.
18. You must have adequate travel insurance that covers you for the Bike ride, including emergency repatriation. You will be asked to provide proof of travel insurance 10 weeks before the departure date. You may forfeit your place if, in Maternity Worldwide's opinion, you fail to provide proof of adequate travel insurance.
19. If you withdraw in circumstances where recovery of cancellation charges is indemnified under your travel insurance, you hereby agree that you will co-operate in the recovery of these charges from the insurers, and that any sums recovered under the policy will be paid to Maternity Worldwide. If the insurance company does not recognize your claim, you will be responsible for covering any cancellation charges borne by Maternity Worldwide.
20. If we are advised not to travel by the Foreign and Commonwealth Office, other authority, or any other reason we deem appropriate, Maternity Worldwide reserves the right to cancel the ride at any time. In this case you should send all sponsorship monies to Maternity Worldwide, or return to the donors. Your £300 deposit would be refunded.

21. Maternity Worldwide may, at its sole discretion, withdraw places on the Bike Ride, if it is believed to be in their best interest to do so.
22. If it becomes apparent that the Bike Ride will not meet the fundraising requirements, it may be necessary to cancel the event. Your £300 registration fee will be refunded.
23. Maternity Worldwide must be advised of your full name as it appears on your passport. Any name changes within 42 days of departure will incur any charge levied by the airline or other travel suppliers.
24. As a participant in the tour, some of the funds you raise will be used to cover the costs of your travel and accommodation. As this amount exceeds £500, you are deemed to be a 'professional fundraiser' according to the regulations set out in the Charities Act, 1992. As a professional fundraiser you are obliged to inform those who agree to sponsor you how much you receive in payment, or benefit in kind as a result of that person agreeing to sponsor you.
25. Maternity Worldwide also seeks to comply with the Institute of Fundraising Codes of Practice which recommends that those participating in the Bike Ride should specify that a part of the funds raised in sponsorship will go towards covering the costs of the tour.
26. It is therefore a condition of your participation in the tour that you agree to inform all those who agree to sponsor or support your participation in the tour that part of the funds raised will go towards covering the cost of the tour. If you are unsure about how to make this disclosure, please contact Maternity Worldwide for help.

## YOUR QUESTIONS ANSWERED

Am I the right kind of person to take part in the Bike Ride?

If you like adventure, don't mind roughing it, enjoy meeting new people of diverse backgrounds, and aren't afraid of a challenge, then yes, you are the right kind of person. Not only will you gain an incredible personal experience, but your hard work in raising the funds to undertake this challenge will make a huge difference to the lives of hundreds of women.

The only stipulations are that you must be over 18 years old, you agree to raise the minimum sponsorship of £2000, in addition to your £300 deposit, and you are willing to complete a medical questionnaire that discloses any medical conditions.

Why is this sponsored event different?

Maternity Worldwide is a relatively new charity, run mainly by volunteers, with minimum administrative overheads. This means that more of your money raised goes directly to the charity's project helping to make a difference to women's lives.

Am I fit enough?

The Bike Ride is mentally and physically challenging. It is 320km between Addis Ababa and Gimbe. You will cycle on difficult, varying terrain at high altitudes (between 2000-3000m) in day temperatures of approximately 25-30C. This is within the reach of anyone who has a reasonable level of fitness. We've had cyclists between the ages of 20 and 65 undertake this challenge and everyone has managed the ride without much difficulty. They cycled around 4-5 hours per day so there was plenty of time to take in the atmosphere (and rest!).

What do I need to take with me?

You will need to bring your own bike. The bike must be of appropriate calibre and should have 27-inch wheels. You will also need a basic bike repair kit, helmet and appropriate cycling gear, including gloves. It is not the rainy season; however, it would be prudent to take some rain gear just in case. Also, given the altitude, high-factor sun protection cream, sunglasses with UV protection, and a good cycling hat (to wear under your helmet) are essential. Following registration, we will send you a list of lesser items that you will need to bring with you.

Do I have to carry my own stuff?

No. All of your luggage will be transported by trucks organised by Maternity Worldwide. All you will need to carry is a day bag, with essential supplies. You will be limited to 20kg of luggage, in addition to your bike.

Can I stay on after the Bike Ride?

Yes. You have three flight options. You can depart immediately following the event, on Wednesday, November 7<sup>th</sup>, or stay the week and depart on Sunday, November 11<sup>th</sup> or you make your own arrangements, subject to an agreed budget. Please note, Maternity Worldwide is only responsible for your accommodation and meals up until the morning of Wednesday 7<sup>th</sup> November. If you are in Ethiopia beyond Wednesday 7<sup>th</sup> November, you must make your own arrangements in terms of food, accommodation and activity.

How many people will take part in the Bike Ride?

Approximately 15 cyclists will take part in this event, in addition to approximately ten supporting volunteers and paid local staff.

What are the facilities like?

The accommodation provided will be clean and basic and will include a mixture of guesthouse accommodation and camping (4 nights). Note that the camping will be very basic and you may be without shower facilities on these nights. MW will provide tents or you may bring your own. *You will be responsible for putting these up and taking them down.*

How secure are the campsites?

Your safety and security is our foremost priority. Whenever possible we camp on secure compounds. When this is not possible, the campsites are guarded by local security / police. Despite security, a large group of foreigners always attracts attention and Maternity Worldwide does not accept any responsibility for items left unattended by the owner. Drawing extra attention to the group is not advised and we feel very strongly about this so as to benefit the whole group.

How safe is the ride?

Again, leading you through this wonderful experience safely, is our priority. The cycle ride will be led by an experienced cyclist (who led both the 2005 and 2006 rides) who will cycle back and forth through the group throughout the ride. The rest of the team is made up of Maternity Worldwide staff and volunteers, and an Ethiopian team. A Landrover with MW staff carrying water, refreshments and first aid kit will always be within 500m of the first cyclist and a similar Landrover (also with MW staff, water and refreshments) will be within 500m behind the last cyclist. All drivers, MW staff and the cycle lead will be in communication via walkie talkies. There will also be a doctor on the ride, a backup vehicle and we will have a contact in the UK.

What happens if I can't raise the minimum sponsorship money?

You can make up the shortfall from your own funds. If this is not possible, you will no longer be eligible to participate in the Bike Ride and you will be required by law to forward your sponsorship forms to us. We will contact your sponsors and where requested will return the donations.

What is included in the price of the Bike Ride?

Return flight from London to Addis Ababa, accommodation from October 26<sup>th</sup> through to November 7<sup>th</sup>, return transport from Gimbie to Addis Ababa following the Bike Ride, transport to and from the Addis Ababa airport (if departing on Nov 7<sup>th</sup> or 11<sup>th</sup>), meals from the evening of Oct 29<sup>th</sup> through Nov 7<sup>th</sup>, water/coffee.

Do I need travel insurance?

You need to arrange a personal travel insurance policy that covers you for health, accidents, loss and repatriation. The policy must also cover you to take part in an activity for a charity. You will be asked to provide proof of your insurance 10 weeks before travel. Maternity Worldwide is not responsible for your insurance and will not take responsibility for damage or loss of goods, or injury or accident to self.

## FUNDRAISING TIPS

### Corporate Donations

The best way to kick start your fundraising is to speak to your employer and ask if they will match what you raise, or at least make a donation. Many companies are willing to support their employees in this way and have a specific budget for this type of donation. It is important to accentuate to your company how they could benefit from the donation – e.g. the company could publish the donation in newsletters or magazines and the company name and logo could be mentioned in your publicity material, such as press releases, posters, flyers or on raffle tickets. The company could be mentioned in news coverage you get in the local paper and on the radio. All this can serve as an incentive.

### Personal Donations

Don't be shy about asking people to sponsor you – even small donations will make a difference. A good thing to mention is that £12 will help ensure a safe child birth. Solicit donations in person, by e-mail, by post, on your company's classified or through your local press or radio. To give you some ideas:

- family and friends
- neighbours
- contacts at sports / activity clubs or evening classes
- your local pub / shops / bank / school
- work contacts
- colleagues
- ex-employees

Try to get as much of the sponsorship money as possible up front! If you find people are unwilling to give it all straightaway, ask for 50% before the bike ride and 50% after.

### Other sponsorship-raising ideas

- Auction of a Promise: Persuade people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as slaves for the day.
- 'Bring a Pound to Work' Day: Ask all your colleagues to bring just a pound to work in aid of the charity.
- Cakes: Bring in a homemade cake to the office and raffle it or charge £2 per slice.
- Dinner Dance: Arrange a band and food and charge a reasonable price. Organise a raffle and/or an auction.

- Donate Skills: If you have friends / acquaintances with special skills such as hairdressing, reflexology, massage etc, perhaps they could donate the cost of a session to your cause.
- Expert Seminar: Use an expert or well known personality, who is prepared to donate their time to give a talk or performance and charge admission.
- Kareoke Evening: Ask a local pub to host one for you and charge people to get in or take part.
- Lunch Money: Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to the charity.
- Night in for the charity: Get a big group of friends, a couple of videos, snacks and refreshments - stay in for an evening and donate the money saved by not going out to the charity.
- Quiz Night: Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer etc. Could be done in your local pub too.
- Raffle: Organise a raffle - go round local restaurants, shops and services for donations. Most businesses enjoy donating to a good cause - especially if their business is mentioned on the flyer advertising the raffle. Note: the raffle must be included as part of an event.
- Speed-dating Event: Get all those singletons together and organise a speed-dating extravaganza! Maternity Worldwide has hosted several speed-dating events - get in touch with [Averil\\_lockhart@hotmail.com](mailto:Averil_lockhart@hotmail.com) for help with organisation ideas and supporting paperwork.
- Sponsored Event: Sponsored walk, jog, swim, headshave etc - ask your colleagues and friends to raise sponsorship money for you in a fun way.
- Treasure Hunt: A challenging and fun way to raise big money.
- Variety Show: Round up your talented friends and tread the boards, charging admission of course!
- Wine Tasting: Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of the wine-tasting and his sales to the charity.

## ETHIOPIA BIKE RIDE CHALLENGE TESTIMONIALS

A note from Steve Collins, the 2005 and 2006 Ethiopia Bike Ride Challenge lead cyclist:



It was a fantastically enjoyable experience to meet a varied group of people, and watch team spirit grow, and friendships kindle, all working towards a common cause. The best experience was visiting the hospital and seeing hands on what our contributions are achieving and getting a real understanding for the kind of suffering Maternity Worldwide is striving to prevent.

I always felt I was aware of problems in Developing World countries from images on TV, yet visiting this country, was a kick into reality. It gives you a real tangible grasp on a lot of the complex issues facing Ethiopia - cultural, educational, as well as the immediate medical requirements. It all seemed to merge, illuminating the scale of things that need to progress. There is so much more, than reading a leaflet, or watching a TV documentary, that you just don't get. I wish everyone could take the time to see for themselves what has to be endured by people in countries like Ethiopia, just for the need of basic things that we take for granted.

This is what makes the cycle tour through a picturesque and overwhelmingly friendly country a so much richer, and deeper experience, and not just a holiday. It is not just the achievement, but the subtle changes that happen within you.

I hope to see you on the ride!

Some views from previous cyclists:

*The cycling was great, though there were some sore days! The whole experience was excellent and well worth the effort. It has had a profound effect on me.*

Andrew Brown, Northampton

*The overall experience was very, very, good. I thought the planning and organisation was brilliant, and the meals were excellent.*

Caroline Herries, Guiseley, West Yorkshire

*The cycling was amazing... For the entire trip people smiled, waved and greeted us... On a more serious note once in Gimbe we saw the work that Maternity Worldwide is doing and I take my hat off to them.*

Glenn Stewart, London