

Ethiopia Bike Ride Challenge



1st – 15th May 2015

Dear Cyclist,

Welcome to the Ethiopia Bike Ride 2015 Information Booklet.

This is your opportunity to take part in an exceptional fundraising bike ride to help reduce maternal mortality in developing countries – go on, take the challenge! The bike ride is a stretch of approximately 400km between Addis Ababa and Gimbie in Ethiopia, you will be staying in a range of accommodation en route including camping and guest houses, details of which will be supplied nearer the time.

The challenge will not only be an achievement of physical fitness, but will also offer an exciting opportunity to discover a fascinating part of the world, largely untouched by tourism. In addition, you will be able to see first-hand how the money you raise will be put to excellent use in Ethiopia, saving lives in childbirth. This is a unique adventure and a once in a lifetime opportunity to make a huge difference to mothers and their families.

Our bike ride participants come from all walks of life with varying levels of cycling experience, 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 you meet along the way will be inspirational leaving you with lasting memories long after the muscle aches have gone away!

So, if the above appeals to you, if you enjoy adventure and are not afraid of a challenge, if you want to meet a group of fantastic people then this is an experience for you!

This pack should contain all the information you need, however if you have any questions please do not hesitate to contact Kirsty on 01273 234044 or email fundraising@maternityworldwide.org.

We hope to see you on the trip!

Warm regards,

The Maternity Worldwide Team

"The challenge of a lifetime, partly of physical endurance, but more so one that builds character, compassion & pride. A trip where unforgettable bonds are made with fellow cyclists & locals alike, but ultimately a trip so crucial that many lives depend upon it"

Ethiopia Cyclist 2012

A little bit about us

Maternity Worldwide is a UK registered charity (1111504) and was established in 2002 by a group of health professionals frustrated by the lack of maternity care and facilities in developing countries. In the last 10 years Maternity Worldwide has saved the lives of thousands of women during pregnancy and childbirth and has worked in 11 developing countries.

At Maternity Worldwide we believe no woman or girl should die giving birth. We want to see a world where every mother, wherever she lives, is able to give birth safely and without fear. We want to stop mothers dying and suffering in pregnancy and childbirth, we want babies to live and be healthy and we want families and their communities to thrive.

Facts about childbirth

Having a baby should be a time of great joy and hope. But every year across the world 287,000 women die in pregnancy and childbirth. That's a staggering one mother dying every 2 minutes, 800 each day. 99% of these deaths occur in developing countries.

Another 7-10 million women and girls suffer severe or long lasting illnesses caused by complications in pregnancy and childbirth. These women do not need to suffer and die; most lives could be saved relatively easily and inexpensively.

In Sub-Saharan Africa the lifetime risk of dying in childbirth is 1 in 39. This compares with a risk of just 1 in 4600 for mothers living in the UK.

Every year more than a million children lose their mother as a result of her death in pregnancy or childbirth. These children are up to 10 times more likely to die prematurely than those living in families with a mother.

What we do

We use an integrated approach to maternal health and develop sustainable ways of reducing the number of women who die during pregnancy and childbirth by:

- Providing communities with information on maternal health and family planning
- Training local midwives and doctors to enable them to provide safe births
- Empowering women by providing opportunities for them to set up their own businesses
- Improving access to health centres and hospitals
- Where necessary, we provide the equipment and resources needed so hospitals and health centres can enable women to give birth safely

Where we work

Even within individual countries it is the poorest women and girls, usually those living in rural areas, who are most likely to die giving birth. That's why we focus our work on those areas and communities where need is the greatest.

We have worked in Ethiopia for the last 12 years and continue to do so, our integrated maternal health programme is so successful we are replicating it in Malawi and Uganda working in partnership with local organisations.

About Ethiopia

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

With about 93.8 million inhabitants, Ethiopia is the most populous landlocked country in the world, as well as the second-most populated nation on the African continent.

The Lonely Planet describes Ethiopia as “testing, awe-inspiring and heartbreaking – a journey you’ll never forget. You don’t explore Ethiopia for a relaxing getaway, you venture here to be moved. And moved you shall be.”



The bike ride will begin in the capital; Addis Ababa, which is a colourful vibrant city. Addis is home to the largest market in East Africa, hosts some amazing museums including the National Museum (which has the star attraction, Lucy, the oldest hominid ever be found by archaeologists) and is also home to some of the best Ethiopian cooking in the country. Founded little more than a century ago, Addis Ababa, which in Amharic means ‘New Flower’, is not only the diplomatic capital of Africa and a thriving metropolis, but also a groovy city that takes pride in its multifaceted assets (Lonely Planet 2014).

We will spend two days in Addis to get used to the altitude (Addis is 7,546 feet/2,300 metres above sea level). The bike ride will then head west out of Addis along the road to Gimbie, where the Maternity Worldwide project is. Of all of Ethiopia’s regions, the west remains the least known and the 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, finishing in Gimbie.



You will arrive in Gimbie to a warm welcome and a well-earned drink and rest! We will stay here for a couple of days so you will have the opportunity to visit the Maternity Worldwide project and meet the mothers who will benefit from your sponsorship money, visit the clinics, do some walking, more cycling (!) or just relax. After a couple of days we will head back to Addis (by vehicle, don't worry you don't have to cycle back!) ready to fly home.

About the ride

The ride will cover a distance of approximately 400km in total, this will be spread out across 7 days. You will cycle on difficult, varying terrain at high altitudes (between 2000-3000m) in day temperatures of 25-30C for around 5-6 hours per day with plenty of rest stops and opportunities to stop to take photos and soak up the atmosphere and scenery. This is within reach of anyone with a reasonable level of fitness and if you give yourself plenty of time to train beforehand. We've had cyclists between the ages of 20 and 65 undertake this challenge and everyone has managed the ride without too much difficulty so it is open to everyone aged over 18.

You will stay in a mixture of accommodation depending on the area we are in, this will comprise of camping, guesthouses and basic hotels.

On cycling days the food will be provided by local cooks who will be with us to provide breakfast, lunch and dinner. The rest of the time we will eat at local restaurants.

During the ride there will be a support vehicle at the front and back of the cyclists, each will have a Maternity Worldwide bike ride volunteer in and will be in radio contact at all times. There will be regular stops for drinks breaks, snacks and opportunities to take photographs. The group cycles together so you won't be cycling on your own.



Provisional Itinerary

This is a provisional itinerary – a detailed itinerary will be issued nearer departure.

Day 1	1 st May	Fly from London to Addis Ababa
Day 2	2 nd May	Rest day to explore Addis Ababa and prepare for the ride
Day 3	3 rd May	Rest day to explore Addis Ababa and prepare for the ride
Day 4	4 th May	The ride begins! Set off from Addis
Day 5 - 9	5 th -9 th May	Cycling
Day 10	10 th May	The finish line is in sight! Arrive in Gimbie
Day 11-12	11 th -12 th May	Explore Gimbie
Day 13	13 th May	Drive back to Addis
Day 14	14 th May	Rest day to explore Addis ready for flight in evening
Day 15	15 th May	Fly home arriving in the UK early morning



Your questions answered...

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

If you like adventure, don't mind roughing it, enjoy meeting new people from 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, some of whom you will get to meet at the end of the ride.

The only stipulations are that you must be over 18 years old, you agree to raise the minimum sponsorship (£1500 sponsorship and pay for your own costs £1100) and you are willing to complete a medical questionnaire that discloses any medical conditions.

Am I fit enough?

The Bike Ride is mentally and physically challenging. It is approximately 400km between Addis Ababa and Gimbie. You will cycle on difficult, varying terrain in day temperatures of approximately 25-30C. This is within the reach of anyone who has a reasonable level of fitness. We have had cyclists between the ages of 20 and 65 undertake our Ethiopia Bike Ride challenge and everyone has managed the ride without much difficulty. They cycled around 5-6 hours per day so there was plenty of time to take in the atmosphere (and rest!).

What makes the Maternity Worldwide challenge different?

Unlike many other challenge events this is organised entirely by Maternity Worldwide rather than an external company. This means we are able to ensure the costs are kept to a minimum and the sponsorship money is not used to fund the entire trip. Having held 7 previous bike ride challenges in Africa, 6 of which have been in Ethiopia, we know the route extremely well and have visited the area many times over the last 12 years. But most importantly the difference with this trip is that you will get to see yourself exactly where your money will go and the difference it will make by visiting the project in Gimbie at the end of the ride.

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 ideally have 27-inch wheels. You will need to have a protective case (a cardboard cycle box is ideal, the box must not exceed 158cms/62inches for the 3 dimensions added together) or bag for your bike for the flights and you must be able to remove the pedals (or fix inwards) and the handlebars must be fixed sideways. You will also need a bike repair kit with several spare inner tubes, a helmet (which must be worn at all times whilst on the bike) and appropriate cycling gear, including gloves. We will be camping so you will need to bring your own tent and camping equipment (sleeping bag, roll mat etc). Rainfall is likely so you will need suitable rain gear. Sun protection cream and sunglasses with UV protection are essential in case the sun pops out. And, of course, your camera to capture the stunning scenery!

Do I have to carry my own stuff?

No. All of your luggage will be transported by a truck and minibuses organised by Maternity Worldwide. All you will need to carry is a day bag, with essential supplies such as water, snacks, sun protection cream and camera.

How many people will take part in the Bike Ride?

We have space for between 15-20 cyclists in this event, in addition to supporting volunteers, a medic and paid local staff.

What are the facilities like?

The accommodation provided will be basic and will include a mixture of camping, guesthouses and basic hotels. Rooms/tents will be based on 2-3 people sharing (you are required to supply your own tent so can have one to yourself if you prefer).

How safe is the ride?

Leading you through this wonderful experience safely is our priority. The team is made up of Maternity Worldwide staff and volunteers including a dedicated bike ride medic. A support vehicle with Maternity Worldwide staff carrying water, refreshments and first aid kit will always be within 500m of the first cyclist and a similar vehicle (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 phones and walkie-talkies. You will always be expected to cycle in a group and we will stop regularly to ensure the group remains together.

Do I need travel insurance?

Yes. You need to arrange a personal travel insurance policy that includes sufficient funding for all necessary treatment, transfer, accommodation and repatriation to the UK **including emergency evacuation from remote areas**. The policy must also cover you to take part in a fundraising activity for a charity. You will be asked to provide proof of your insurance 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.

Will I need a Visa?

Yes you will need to apply for a tourist visa to visit Ethiopia, we recommend applying for this as soon as possible to allow plenty of time for it to be processed. A single entry visa costs £14 (correct June 2014).

Will I need vaccinations?

We recommend you book at appointment with your GP or at your local Travel Clinic to see which vaccinations you will require several weeks/months before travel, do allow plenty of time before your trip to ensure you are fully vaccinated. It is your responsibility to ensure you have sought medical advice and received the required vaccinations and malaria prophylaxis.

How much does it cost and when do I need to pay by?

The total cost is £1100 per person. A £200 non-refundable deposit will be required to secure your place. The remaining costs are to be paid in 2 instalments;

1st November 2014 - First instalment of £450 due

1st February 2015 - Final payment of £450 due

1st March 2015 - 60% of your fundraising target (£900) must be with Maternity Worldwide

15th July 2015 - remaining sponsorship money must be with MW two months after returning

What is included in the price of the Bike Ride?

Return flight from London to Addis Ababa, basic shared accommodation, return transport from Gimbe to Addis Ababa following the bike ride, transport to and from the Addis Ababa airport, meals and water on cycling days only. **Please note additional food and drinks must be paid for by individuals and will not be covered by Maternity Worldwide.**

What happens if I can't raise the minimum £1500 sponsorship money?

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

What difference will my sponsorship money make?

We can prevent women dying during childbirth at relatively low cost.

- £1 will pay for a course of antibiotics to prevent infection following childbirth
- £15 sponsors a safe birth for a mother
- £50 will pay for a delivery by caesarean section
- £80 will sponsor a month of training on a midwifery course
- £100 will support a community health promotion programme on maternal health and family planning
- £120 will pay for a bicycle so a health care worker can reach mothers in remote villages
- £500 provides the salary of a junior midwife for a year
- £1500 will pay for a motorbike ambulance so women in remote villages can get to hospital to deliver their babies

Your sponsorship money will make a life changing difference and the best bit is you will get to visit the villages where your money will go and meet the women whose lives you will potentially save in the future.

How on earth will I raise that much money?

It sounds like a lot of money to raise but you will be very surprised how generous people are when you tell them what you are doing, and most importantly why you are doing it. If you tell people it costs just £15 to safely deliver a baby and prevent a mother dying during childbirth you will be amazed how giving people are.

- Don't be afraid to ask people and remind them if they haven't yet made a donation.
- Ask friends, family, neighbours, colleagues, people at your local shop/pub/gym - the more people you ask the more you'll raise!
- Set up a Just Giving page so people can easily donate online – make sure you promote it by sending the link to your personal page in an email to people so they can quickly and easily get to your page when they are online. Remember to add the link to your Facebook status and Twitter tweets so more people can see what you are doing and how to donate.
- If you are using a Just Giving page make sure you personalise it with a photo of you, a description of what you are doing and what Maternity Worldwide does (we can provide you with photos and text if you need them) people are more likely to donate if they know what you are doing and why!
- Take a sponsor form and ask people face to face.
- Ask for the money up front or half now and half after the event.
- Hold different mini-events to help reach your target such as a bake sale at work, hold a party and ask people to make a donation to come, host a quiz night at your local pub, host an afternoon-tea party, hold a car-boot sale and turn your unwanted items into donations, swap your skills such as gardening, sewing or baking in exchange for donations, have a movie marathon – get a group of friends, some snacks and some good movies and ask people to make a donation to attend.
- Ask your employer if they offer a matched-giving scheme. Some companies will match any money raised by their employees.
- Don't be disheartened – people still make donations after the event so be sure to remind people who haven't yet donated even when you've done the challenge!

If you are struggling to meet your target or you would like help – do not hesitate to contact us.

We will send a further information pack nearer the time of departure with a more detailed itinerary and list of items to bring with you. If you have any questions please contact us.

Previous bike rides

In September 2013 12 cyclists and 3 volunteers tackled the 350km ride from Kampala to Hoima in Uganda where they visited the new Maternity Worldwide project to see where their sponsorship money will go. They raised a whopping £14,000 which will go a long way to saving lives in childbirth at the new project in Uganda.

We have been organising trip-of-a-lifetime bike rides in Africa since 2006; here is what some of our previous cyclists had to say about the rides:



The most amazing, and worthwhile, trip of my life- fantastic company, gorgeous scenery, very friendly local people and of course raising money for a hugely worthwhile cause of preventing maternal deaths- oh and the cycling was great too.

Ethiopia Cyclist 2007

The whole experience of being in Gimbié, meeting the people that the money raised helps and meeting the staff at the hospital was brilliant – a highlight of the trip.

Ethiopia Cyclist 2012

The challenge of a lifetime, partly of physical endurance, but more so one that builds character, compassion and pride. A trip where unforgettable bonds are made with fellow cyclists and locals alike, but ultimately a trip so crucial that many lives depend upon it..... (I am getting a bit emotional now).

Ethiopia Cyclist 2012

It was a great personal achievement in a safe and supportive environment and I made so many new friends.

Ethiopia Cyclist 2008

Terms and Conditions of Participation - Ethiopia Bike Ride Challenge 2015

Below are the terms and conditions for participating in the ride. Please take the time to read through them, you will need to sign a form to confirm you have read and understood the terms in order to take part in the Ethiopia Bike Ride 2015.

Passports, Visas, Flights, Health, Insurance and Safety

1. I confirm I will be at least 18 years of old on the date of departure.
2. I confirm my passport is valid for at least six months from the date I arrive in Ethiopia (valid until 01/11/2015) and agree to give Maternity Worldwide a copy.
3. I am responsible for obtaining a visa in advance from the Ethiopian Embassy in London. The approximate cost is £14 for a single entry visa.
4. I am responsible for following the advice of medical or nursing staff in the UK with regard to preparation for the ride including vaccinations.
5. I confirm I am a competent cyclist, able to cycle up to 80km a day for a seven day period.
6. I agree to discontinue cycling on any particular day or for the whole event if it is judged by the Maternity Worldwide team or representatives that continuing would potentially endanger my own safety or that of other riders or staff.
7. I do not have a medical condition which could adversely affect my performance on the ride or invalidate my health insurance.
8. I have adequate Travel Insurance which will include sufficient funding for all necessary treatment, transfer, accommodation and repatriation including emergency evacuation from remote areas and full medical repatriation to the UK. I agree to give Maternity Worldwide a copy of my Travel Insurance including a contact number for the travel insurance company if calling from abroad.
9. I agree that I shall wear a cycling helmet **at all times** whilst on the bike and it is my own responsibility to ensure that it is fitted correctly and not damaged.
10. I understand that I am participating at my own risk and Maternity Worldwide takes no responsibility or liability for personal injury, sickness or death, arising out of, or in any way connected with, the Ethiopia Bike Ride 2015.
11. I understand that my cycle, equipment and personal property are my responsibility.
12. I understand I must be able to repair punctures and issues with my bike myself and will seek training before departure if I do not already know how to do this.
13. Travel to and from London for departure and arrival are at my own expense.
14. I understand that itineraries, schedules, travel arrangements and accommodation are subject to change.
15. I understand my photograph may be taken whilst on the ride and may be used for Maternity Worldwide promotional purposes. I agree to notify Maternity Worldwide if I do not wish my photograph to be taken or used for this purpose.

Costs and Sponsorship

16. I agree to pay £200 deposit to secure my place. I understand this is non-refundable.
17. I agree to pay the first instalment of £450 on or before **1st November 2014** and will pay the remaining balance of £450 by **1st February 2015**. This will pay for my travel, accommodation and food (on ride days only) whilst on the bike ride. Please note additional food and drink are to be paid by individuals and will not be paid for my Maternity Worldwide.
18. I understand by taking part in the Ethiopia Bike Ride 2015 I pledge to fundraise a minimum of £1500 for Maternity Worldwide (not including GiftAid) and my place may be forfeited if I cannot meet 60% of this before departure or make up any difference myself.
19. I understand 60% of my fundraising amount must be paid to Maternity Worldwide 2 months before departure (**1st March 2015**). The remaining balance will be due two months after returning (**15th July 2015**). I understand I am liable to pay any shortfall if I do not meet the fundraising target.
20. I understand all funds raised for the Ethiopia Bike Ride 2015 must be payable to Maternity Worldwide within 4 weeks of receipt.

Cancellation

21. I understand if I withdraw in circumstances where recovery of cancellation charges is indemnified under my travel insurance, I hereby agree that I will cooperate in the recovery of these charges from the insurers and any sums recovered under the policy will be paid to Maternity Worldwide. If the insurance company does not recognise my claim I confirm I am responsible for covering any cancellation charges incurred by Maternity Worldwide.
22. I understand if I cancel my place before **1st March 2015** the £200 deposit is non-refundable. If I cancel my place after **1st March 2015** I will not be entitled to any refund for costs paid.
23. Should I have to withdraw from the Ethiopia Bike Ride 2015 for any reason, all sponsor forms and monies should be forwarded to Maternity Worldwide or returned to sponsors if requested. I understand there will be no refund payable as my sponsorship was raised for charitable purposes.
24. I understand if I am refused passage and/or entry to or from Ethiopia any additional costs incurred are my responsibility.
25. I agree to give Maternity Worldwide as much notice as possible if I do have to withdraw from the Ethiopia Bike Ride 2015.
26. I understand that by registering for the Ethiopia Bike Ride Challenge 2015 I am therefore agreeing to adhere to the Terms and Conditions of Participation.

We hope this information pack contains everything you need to know, please do not hesitate to contact us if you have any questions or would like to know more.

**fundraising@maternityworldwide.org
01273 234033**

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We look forward to welcoming you on the ride!

