



Stepping Stone Hospice & Care Services
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Dear Cyclists,

Exciting times! Not only has the 947 Cycle Challenge secured a new sponsor in Discovery, but our hospice team will this year sport a brand-new look (and name) with Anatomic Sportswear and Ride Magazine coming on board as our team's official partners. And partners with benefits, we may add:



- Each individual rider in our team will receive a custom-designed Stepping Stone Hospice cycling shirt
- Sponsored rider goodie bags to each of our riders
- A 947 Ride Joburg training ride to be organized closer to the actual event in November
- A winning prize to the rider who raises the most funds for Stepping Stone Hospice – a custom Anatomic cycling kit of their choice valued at an estimated R4500!

So there you go! Get your entry in for the 2019 Discovery 947 Ride Joburg and choose Stepping Stone Hospice as your charity of choice! And remember, another huge advantage for choosing Stepping Stone Hospice as your charity to ride for: **A MORE FAVOURABLE START TIME** (usually between 08:15 – 09:00). This is a big advantage for novice cyclists who don't have a seeding and would perhaps like to start a little earlier than the average novice.



Our team will be known as the **FULL EFFORT** team as we believe each rider will give her/his full effort in not only conquering the challenging route in what is known as one of South Africa' toughest cycling events, but also to raise the maximum amount of funds for the charity.

A huge **'Thank You'** to the Cyclists who have already chosen **Stepping Stone Hospice (SSH)** as their Charity for this year's event. We appreciate your support and truly see it as a vote of confidence in the work we do.

Since taking part in our very first Cycle Challenge in 2014, our cycling team has consistently elevated SSH to new heights with their sheer dedication, commitment to our cause and unbelievable support and generosity of sponsorship.

Just some of the highlights of our 2018 team:

- We got to the magical number of 100 cyclists!
- First time ever we entered a Kiddies Team, consisting of 9 riders of which the youngest is 6 years old!
- A cyclist from Dubai entered our team - Steven Miller!
- Our oldest cyclist, 70-year old Chris Russell-Rockliff cycled for a 2nd consecutive year for SSH
- We had 25 Mountain Bikers and 66 Road Cyclists



Chris Russell-Rockliff



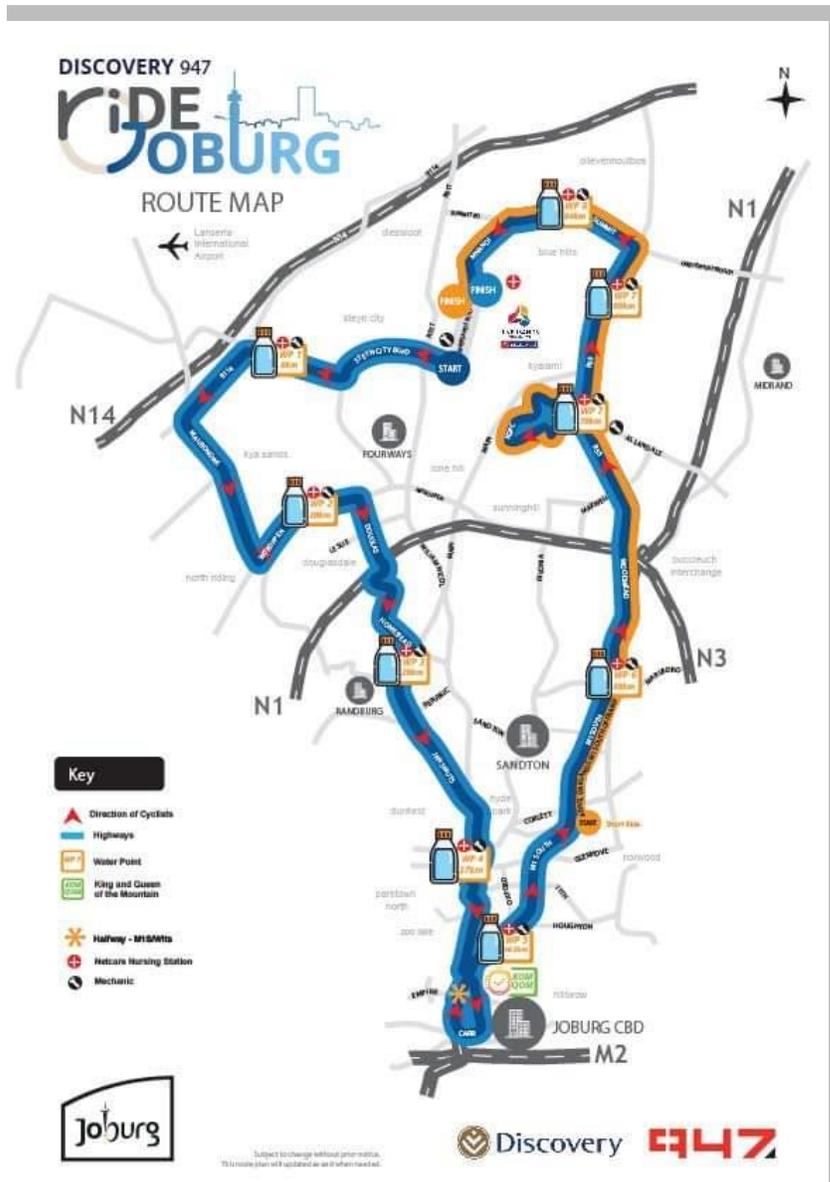
Steven Miller



About the cycling...

Road Race:

The Road Race is scheduled for **Sunday, 17 November** and to quote one of our regular cyclists, Chantel Hyman *"to cycle for hospice, gives me purpose. It motivates me to keep going and to keep trying to better my previous times."* Chantel has already completed eleven 947 cycle races and this year will be the third year that she will be supporting our hospice.



Mountain Bikers:

The routes constructed for this year's Discovery 947 Mountain Bike Challenge on **Sunday, 10 November** offer an adventure on a bicycle in the heart of Joburg.

Three options at every skill and fitness level are available:

The 55km route targets more technically advanced mountain bikers. The tracks show off some private land not usually accessible over Steyn City, and the Heron Bridge college property before an unusual tour from the back of Northern Farm that jumps back into Steyn City.

The 25km route offers a fun but not overly technical ride for new to fairly seasoned weekend warriors to see quite a few parts of Joburg where the public can't usually roam. This is an adventure with river crossings, single track and jeep track riding and a few interesting urban obstacles. This can also provide a fantastic opportunity for the WHOLE family to get out and enjoy their bikes together. Entries are limited – and you don't want FOMO!

Kiddies for Hospice:

We will work hard at entering yet another *Kiddies for Hospice* team in the **Discovery 947 Kiddies Ride** set to take place on **Saturday, 9 November at the Riversands Commercial Park.**

Distances varying between 1km - 5km and the age groups 2 – 10 years. All finishers will receive a medal and a goodie bag to celebrate their participation, and are able to enjoy some time together off their bicycles at the Spur Fun Zone!



Each of our SSH Kids will receive a SSH T-Shirt as well. We ask that each of our **young riders** try and raise a **minimum of R300 sponsorship** towards Stepping Stone Hospice.



We know of a few cyclists who have committed to entering our team, but haven't as yet linked their entry to our charity. Just a gentle reminder when you **register online** (www.cyclechallenge.co.za) to **add Stepping Stone Hospice as a Charity Bond**. Once done, to also **send your details to Judy Joubert at Judy.Joubert@absa.africa**

Reminder: Team entries close 20 September 2019

Marketing our team

We have a 'Cycle for Hospice' Facebook page, where regular updates are posted (search and "Like" if you are not yet familiar with the page). It's a wonderful platform to share ideas for fundraising with your fellow riders. You can also mail us and we will distribute all your ideas. Furthermore, our website www.steppingstonehospice.co.za is being updated on a regular basis. Our local newspapers are also quite supportive and keep readers in the loop as far as hospice news goes.

Marketing of the team and the Full Effort campaign/brand will also take place on Anatomic Sportswear and Ride Magazine social media pages, Anatomic factory outlets and the Discovery 947 Ride Joburg Expo.

Fundraising methods

Our cyclists are required to raise a minimum amount of **R2 500** for Stepping Stone Hospice, payable **by mid November 2019**. Examples for raising funds:

- By way of donations or being sponsored per kilometer leading up to the event and on Cycle Challenge Sunday.
- You can organise a spinnathon, golf day, etc

Each team member will receive a Sponsor Letter to assist him/her in getting donations from friends and family. Stepping Stone Hospice's banking details and NPO Certificate will be included.

Please feel free to contact me if you need any more info.

Kind regards



Judy Joubert

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