

# Ride for Rhinos 2021 Project

Join us as a rider, sponsor, fundraiser, contributor or as a passionate supporter to spread the word & help us raise our target of ZAR 1,000,000 (£50,000) for conservation projects



## Ride for Rhinos Mission

Ride for Rhinos is a Charitable Incorporated Organisation (registration applied for), whose aim is to actively contribute to wildlife & habitat conservation, anti poaching projects & animal welfare, by sharing the African experience through adventure motorcycling, challenge, care & kindness

## Ride for Rhinos CIO Values

- All animals are part of our eco system & we all have a responsibility to care, show kindness & contribute to their wellbeing
- Sharing the African experience to a wider audience through the spirit & joy of motorcycling adventure, challenge & making a difference
- Raising awareness for wildlife conservation & environmental issues, keeping wild animals wild & sustaining their environment

An Impactful & Evocative  
Motorcycling Adventure  
10,000 Kilometres, through 5  
Countries in Southern Africa in  
33 Days

Cape Town – Namibia – Botswana – Victoria  
Falls – Zimbabwe – Kruger National Park –  
Eswatini – Port Elizabeth – Cape Town

8 Riders, 1 Guide  
plus back up vehicle & film crew



Alex Jackson has been riding motorcycles in Southern Africa since 1998 and is an experienced Bush Guide and Certified Tracker registered with FGASA (Field Guide Association of South Africa).

Alex's company, Kaapstad Motorcycle Adventure Tours offer guided riding vacations in South Africa, Namibia, Zimbabwe, Botswana, Lesotho and Eswatini, and is the only tour operator able to take groups of motorcycles through one of South Africa's premier Game Parks. In September 2017 Alex lead the first ever motorcycle group into Kruger National Park.

Alex is passionate about making a difference, sharing experiences, resourcefulness and adventure as well as contributing to making the world a better place for all species to live

Get in touch with Alex or one of the R4R team by calling, mailing or visit our Facebook page

- ☎ Call 07930 200798
- 🌐 [m.me/AJsRideforRhinos](https://m.me/AJsRideforRhinos)
- ✉ [r4r@kaapstadmat.com](mailto:r4r@kaapstadmat.com)
- 🌐 <https://www.facebook.com/AJsRideforRhinos>
- 📞 Text 07930 200798



## Ride for Rhinos Benefactors

### HOW CAN YOU GET INVOLVED?

Partner with us, become a sponsor & contribute to supporting the tour & raise funds through – equipment, motorcycle gear, clothing, tour logistics, raffle gifts

### HOW WILL YOU BENEFIT?

Every £ raised from the tour goes directly to conservation projects. You will have full publicity before, during & after the tour

### HOW ELSE CAN YOU GET INVOLVED?

Fundraising activities, local rides, special events, bike meets, roadshows, talks

Contributions & donations through our JustGiving Ride for Rhinos Page

Buy our Ride for Rhinos T-Shirts, Stickers, SA Bracelets, Gifts, etc

Volunteer your time & share with your network, support the tour & the cause

May 2021 will see the 3rd Ride for Rhinos Fund Raising Tour, led by Alex Jackson of Kaapstad Adventure Motorcycle Tours. Alex is a trained ranger as well as an adventure bike tour guide.

Alex's aim is to take 8 adventure bike riders through 6 African countries in 33 days, across 10,000kms through some of Southern Africa's most spectacular countryside, visiting conservation projects and reporting on anti poaching activities along the route.

The route will start in Cape Town in South Africa, ride up the west coast and through Namibia, across the northern tip of Chobe Game Reserve in Botswana and on to Victoria Falls in Zimbabwe. The tour will then head South through Zimbabwe re-entering South Africa where we will head into Eswatini after leaving Kruger National Park. The route will follow the east coast down to Port Elizabeth then along the Garden Route finishing back in Cape Town 33 days later. This is truly an epic ride and adventure for the 8 riders to experience the very best of Southern Africa.

The target is for Ride for Rhinos 2021 to raise ZAR1,000,000.00 (£50,000) which will be divided between meaningful conservation projects in South Africa, Namibia and Zimbabwe.



*A lifetime adventure for those riders and folks who are concerned for wildlife & habitat conservation plus an opportunity to raise awareness of the projects and great work happening to protect our animals and their environment.  
A chance to share the African experience*

## What Are You Sponsoring?

When you come on board as a Ride for Rhinos sponsor, you are buying into & contributing to a number of conservation projects, that will make a difference for the welfare & environment of wild animals

The project raises funds & awareness for wildlife & habitat conservation to enhance the survival of threatened species in the wild & protect natural habitats while respecting the needs & safeguarding the welfare of individual animals

One of the key areas of the project's support is the contribution to anti-poaching & illegal wildlife trade initiatives

## Publicity Plans

The Ride for Rhinos 2021 Tour is one of many future tours planned to raise awareness & generate much needed funds for conservation projects & to share the African experience with folks who care. The Tour & Cause will have a full Publicity Campaign through – Motorcycle & Adventure Magazines, Talks, Roadshows & Bike Events



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## Past Ride for Rhinos funded projects

SAN Parks APU, incl Kruger National Park

Various Anti Poaching Projects, including counter insurgency training, sets of binoculars & night sights, plus field kits for the Honorary Rangers



Purchased, trained & supported a specialist K9 Annie Tracker dog

Upgrading of the communications system in Tintswalo with signal boosters, they now have 100% coverage across the region

## Proposed 2021 Ride for Rhinos projects

SA National Parks - 50% of funds raised will go to the SANParks - Kruger National Park, Anti Poaching Unit. The money will be used to aid the APU Rangers in their fight against poaching & through building new purposeful accommodation & other projects.

Mother-Africa Trust, Zimbabwe - 20% of funds will be split between Moto Africa & The Victoria Falls Anti Poaching Unit, supporting anti-poaching efforts & wildlife crime in their areas

Gondwana Collection Namibia - 30% of funds raised will go to Gondwana Reserve Tree planting project. When we meet our target we can plant up to 3,000 indigenous trees (Quiver Trees) to the Gondwana Nature Park



from  
this  
to  
this



The upgrading to new units for the field rangers is a massive improvement in their lives. They are all essential services & are staying on site all year round. Fighting the daily rhino war is not an easy job & a lot of hours are spent in very difficult conditions. Coming back to a decent home & have a comfortable living space is essential to maintain the intense pace. Family life is also improved & in the current times staying safe without sharing has also become critical.



## Meet The Team



Alex Jackson, Ride for Rhinos Tour Leader & Founder MD at Kaapstad Motorcycle Adventure Tours Ltd Former Police Officer & Security Specialist Certified Wildlife Tracker, led first ever motorcycle group into Kruger National Park in 2017 Good looking, witty great legs, tendency to exaggerate.



Kathy Wood, Marketing, Publicity & Sponsorship Manager at Moto Freight, specialising in international motorcycle shipping Born in South Africa, got my bike licence before my car licence, passionate about wildlife, bungee jumped from Victoria Falls when I was 16



Sam Jones, Marketing, Publicity & Sponsorship, Consultant for an educational software organisation Travelled & worked in Africa for over 10 years Welsh biker girl at heart, with a love of the outdoors Passionate about travelling, from adventures in the Zambezi to dogsledding & snowmobiling in Finland



Mike Denison, Project Manager, Charity Manager, rider & journey logger Business Turnaround Consultant & Executive Coach Travelled & motorcycled extensively in Europe, USA, SE Asia, South Africa, Successfully raced in the UK & IOM in the 80's & 90's Passionate about Outdoors, Conservation & Wildlife

Talk with the experienced Ride for Rhinos Charity Adventure team who will be organising, recording & co-ordinating the project journey, equipment, logistics, publicity & fund raising

# Ride for Rhinos 2021 Project

If you are a regular visitor to our *Friends of Ride for Rhinos* site, then you will have almost certainly seen the work we have been doing over the last few years regarding helping support Anti Poaching efforts and wildlife conservation alongside SANParks.

Let us tell you a bit about how the Ride for Rhino tours came about.

It was in 1998, when I first visited South Africa, I hired a bike and, with a local friend, rode along some of the most amazing roads I'd ever seen. After just a week I returned home, but I have visited, toured and guided tours there for the last 11 years on over 60 occasions now taking people on their own adventures both on & off road to experience South Africa on a motorcycle.

When I created the idea for Kaapstad Motorcycle Adventure Tours, it was with one simple aim in mind: to share my life-long love affair with the "Rainbow Nation" with as many people as possible and at the same time raise awareness for much needed conservation projects in South Africa.

I first completed my solo epic tour around Southern Africa in 2013, travelling over 10,000 kilometres on pretty much the same tour we are planning for 2021. It left me with a passion for African adventure, the people and for contributing to wildlife conservation there, I knew we had to do more....and so Ride for Rhino's was born

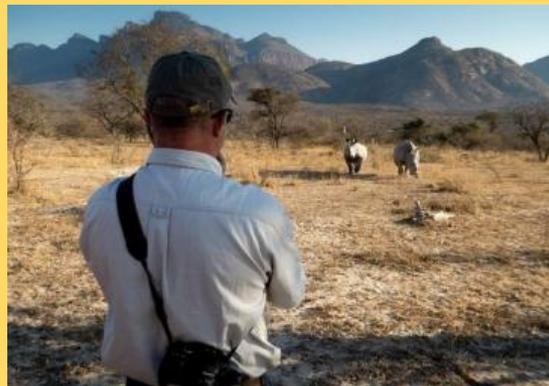
In September 2017 Kaapstad Motorcycle Tours led the first ever motorcycle group into Kruger Park to stay at Crocodile Bridge. This was part of the Ride for Rhinos event that we spearheaded and raised ZAR262,411 (£14,500) for the Honorary Rangers.

On the back of the success of the 2017 trip trip we partnered with BMW Motorrad South Africa, for the 2<sup>nd</sup> Ride for Rhinos tour circumnavigating South Africa covering a distance of circa 5,500 kilometres in 20 days.

Through this tour we were able to donate a meaningful ZAR101,000 (£6,000) which paid for an upgrade of the communications system in Kruger National Park which is today having a positive effect in the war on Poaching.

Now in 2020-2021, we can do even more and we have set ourselves a challenging target of raising ZAR 1,000,000 (£50,000) and at the same time sharing the adventure with 8 fortunate riders who will tour & experience the very best of Southern Africa, including riding through Namibia and to the famous Victoria Falls in Zimbabwe.

*We are currently planning the filming & recording of the 2021 Ride for Rhinos fund raising adventure for TV & commercial opportunities in the future, along with the publicity benefits to be gained by our sponsors & contributors*



The Ride for Rhinos 2021 Project. Its big, 5 countries, its long 10,000kms, it's challenging 33 days, but it is an impactful adventure to make a difference you can share in that will live with you for many years!



Help us & get involved towards contributing in the protection, survival wellbeing of these amazing creatures & other species in Southern Africa

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