



QHUBEKA SHIFT PROJECT CRITERIA 2018

Qhubeka programmes are based throughout South Africa and are implemented in communities by Qhubeka's partners. Programmes are designed to help people to move forward, using bicycles as a tool to provide access to jobs, clinics and schools.

/ Qhubeka SHIFT projects

A SHIFT is Qhubeka bicycle project that distributes 5 000 bicycles a year in a specific geographic area for five years, with the aim of helping to shift the entire community forward.

/ What a successful SHIFT looks like

All of our programmes are designed to be resilient and sustainable – we measure the success of our programmes by their sustained impact over a decade.

If we return to a community 10 years after implementing a Qhubeka SHIFT project, our hope is that we will find fresh bicycle tracks on the ground.

We'd like to see people using bicycles for a variety of uses – to build businesses, get an education, visit healthcare patients, enjoy sports activities and help others in need.

A community transformed by bicycles is the end goal of every Qhubeka SHIFT project.



/ SHIFT project criteria

Before Qhubeka embarks on a new SHIFT project, we ask whether the potential project can meet the following eight criteria:

1. **Is there a need that bicycles can help to solve?**

For example:

- Areas where access to schools, clinics and jobs is severely restricted (where people walk more than an hour a day).
- Areas with schools that have been classified as high-need organisations. Schools within the SHIFT regions are encouraged to apply for the programme, and are then selected in agreement with all project partners, based on a number of criteria and a rating system. Qualification requirements for receiving bicycles are then set by the programme partners and the school's Bicycle Supervisory Committee, and beneficiaries are selected based on need and meeting these requirements).

2. **Is there potential for a Private Public Community Partnership (PPCP)?**

The community environment and leadership structures are conducive to forming partnerships. For example, partners might include government (national, provincial or municipal), political parties or leaders, community or religious leaders, school leadership and civil society (including NGOs and community interest groups).

3. **Will we be able to attract donor and government matched financial support?**

Our funding model is based on partnering with:

- Corporate partners who will commit to funding 2 500 bicycles per year for a minimum of three years, **and**
- Government partners who will commit to matching the corporate partner (Rand for Rand), to fund another 2 500 bicycles per year for a minimum of three years.

4. **Can we implement this project ethically and cost-effectively through our partners?**

Through PPCPs, we build relationships with ethical partners who will:

- Implement the project impeccably
- Carry the implementation costs



5. Will the project help to build social cohesion within our key target groups?

Qhubeka SHIFT projects target:

- **Schoolchildren:** we implement learn-to-earn programmes that provide scholar transport for high-need schools, and development programme support for sports, leadership, life skills and health initiatives.
- **NEETs** (young people who are Not in Employment, Education or Training): this includes people who work within our programmes, such as bicycle supervisory committee members, safety officers, maintenance officers, first-aid and trauma officers. It also includes beneficiaries of our programmes, including:
 - Work-to-earn programmes
 - Community Police Forums (CPFs) and neighbourhood watch and security organisations
 - Bicycle mechanics and spare parts supply chain
 - Independent bicycle shops
- **Adults:** We cater for adults through our healthcare-focused programmes.

6. Will the project create a significant impact?

The impact of the project must be immediate and sustainable. For example:

- In our programmes for schoolchildren, the success metrics might be:
 - Increased on-time attendance
 - Improved grades
 - Reduced mobility time map
 - Increased mobility distance map
 - Increased safety for girls
- In our NEETs programmes, the success metrics might be:
 - Ability to generate a sustainable income above the living wage
 - Reduced mobility time map
 - Improved quality of life
 - Increased hope
 - Increased sense of dignity
- In our programmes for adults, the success metrics might be:
 - Improved access to healthcare
 - Increased number of clinic / patient visits
 - Improved treatment compliance



7. Will the project be resilient and sustainable?

To ensure resilience, we require:

- Robust programmes that require new bicycles every year
- Robust community and recipient relationships that can withstand changes in community / political leadership
- Robust bicycles, designed for tough conditions and heavy loads
- A minimum of two well-trained, certified bicycle mechanics within the community
- A resilient, consistent spare parts supply chain

To ensure sustainability, we require:

- Long-term funding commitment by corporate and government partners
- Ethical, impeccable, self-funded NGO implementation partnerships

8. Does it make sense to distribute a minimum of 5 000 bicycles per annum for five years in this region?

To ensure lasting and effective projects, Qhubeka looks to create widespread impact within one community, rather than diluting its efforts in more regions.

Potential SHIFT projects need to tick all of the above boxes in order to be considered.

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Ntokozo is 13 years old and received his bicycle in the first term of 2016 as part of the Urban Scholar Bicycle (USB) programme – a partnership between Qhubeka and the City of Johannesburg. He lives in Orlando, Soweto and is loving his bicycle. Here's what he has to say:

"I used to walk an hour to school everyday. I had to leave home at 6h00 every day to get to school on time. I now ride to school every day and it saves me half an hour. The best thing about my bicycle is that it helps me travel around Soweto a lot and my mother sends me to Usave [a local grocery store] and by bicycle it saves a lot of time. It has helped me travel around easier.

Our community needs more bicycles because a lot of children are walking and the students come late... so the school punishes them... more bicycles will help stop that.

My family are so happy that I have a bicycle because they can send me everywhere to collect stuff for them... we save a lot of transport money.

When I leave school I want to be a professional soccer player... I want to play for Orlando Pirates!"