

# WORKING TOGETHER

## HARLEY-DAVIDSON BENELUX & NORIDCS CHARITY RELAY RIDE



[#MotorcyclesSaveLives](#)



## Two Wheels for Life and Riders for Health

**For the last thirty years we have been working to ensure healthcare reaches people in the poorest and most remote parts of Africa.**

Our on-the-ground non-Government Organisation (NGO), Riders for Health (Riders), operates transport for healthcare programmes, working with ministries of health and other healthcare partners in five African countries - now reaching over 47 million people with primary care.

A lack of reliable transport for health workers is one of the major barriers to moving global health forward. Our solution has been to create transport systems designed specifically for health care delivery in Africa, helping to fight infectious diseases such as HIV, TB, ebola, malaria and more recently COVID-19.

Two Wheels for Life are the official Charity of MotoGP™ and the Fédération Internationale de Motocyclisme (FIM). We support the Riders programmes with funds raised in the motorcycle community, and help raise awareness of their vital work and contribute to research and development, strategy support and PR.

As a charity, we must raise upwards of £500,000 each year to support the unique life-saving work of Riders in sub-saharan Africa. We do this through a variety of fundraising initiatives such as events, partnerships, funding bids and individual giving. The more we can raise, the more we can do to save lives.

Partnerships that engage and connect people, and that grow awareness of our work and social mission are very important to us. We believe in the strength of this collaboration and are excited by the prospect of working with Harley-Davidson Benelux and Nordics and their HOG members to further the aims of each of our organisations.





## ◆ WHERE WE WORK

Two Wheels for Life provide charitable support to our on-the-ground partner and social enterprise, Riders for Health. Riders run programmes in five African countries, where they manage and maintain vehicles for health-focused partners to improve the capacity and efficiency of healthcare delivery.

◆ **The Gambia** ◆ **Lesotho** ◆ **Liberia** ◆ **Malawi** ◆ **Nigeria**



**6x**

A community healthworker with a motorcycle can visit six times more people than they can on foot.



**2x**

A health worker with a motorcycle can double the time they spend with people in the community.



**4x**

Mobilised health workers go 4x further, meaning they can monitor disease burdens effectively and reach more communities.



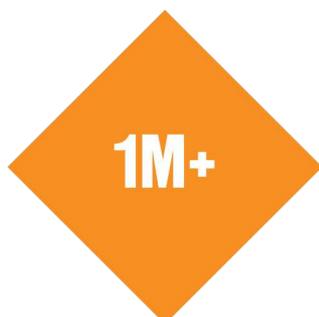
The number of people who are now reached with improved care because of Riders

Riders has managed and systematically maintained fleets of vehicles in Africa for over thirty years.



Staff working across our country programmes.

Vehicles used across five Riders programmes.



Riders transport well over a million samples to and from communities to laboratories for diagnosis every year.





# What we can offer

## EXPERIENCE AFRICA

- The chance to make a substantial contribution to one of Riders' programmes and take ownership of projects that substantially improve access to healthcare and health services across sub-saharan Africa.
- The opportunity for Harley-Davidson staff and/or highest fundraising HOG members to see first hand award-winning, life-saving healthcare delivery work using motorcycles in The Gambia with a behind the scenes access tour.
- Become part of the Riders team for a day and contribute to our work delivering special supplies on motorcycles such as malaria nets, medical supplies or riding gear for our motorcycle outreach health workers (this could include featuring the H-D Pan America).
- Meet our hard working technicians with in-country workshop visits to learn the magic behind our "zero-breakdown" maintenance programme, how we maintain bikes in difficult conditions so they NEVER break down.
- Travel to remote communities in The Gambia with our outreach health workers and meet the people who directly benefit from the healthcare delivery programmes (again, this could include featuring the H-D Pan America).

Please note: as we are only a small charity, costs for these trips would need to be discussed and pre-agreed by both organisations.

## CONNECTING YOU TO MOTOGP™

- Exclusive access into the world of racing and MotoGP™. Opportunities for selected individuals to get behind the scenes at a European Grand Prix event or potential stand space at our annual flagship event, Day of Champions
- Explore possible opportunities for individuals to meet and perhaps ride with some of the MotoGP™ and motorcycle celebrities that support us. Depending on budget and availability, we can provide the chance to ride with some of the motorcycle industry's greatest riders, such as MotoGP™ legend Randy Mamola or seven-time motorcycle trials world champion Dougie Lampkin.



## BESPOKE MEMORABILIA

- Bespoke designed memorabilia for those that have participated and fundraised in the Benelux & Nordics Relay Ride, including T-Shirts or pins / patches, using your authorised HOG merchandise supplier.

## POSITIVE PR AND SOCIAL MEDIA

- Positive PR showcasing the incredible fundraising contribution from your HOG members and emphasising the connection to our lifesaving work across our social platforms, website and via our press agency.

## What your fundraising can do

**We would be absolutely delighted if Harley-Davidson Benelux & Nordics would like to support the work of Two Wheels for Life.**

Every penny you raise helps to deliver healthcare to hard-to-reach communities in Africa, making sure health workers have reliable vehicles to get them to the people who need them wherever they are.

Here are just some of the important resources you can help us provide;



### Vaccine or sample transport bag

£/\$120

Safely carries blood and other samples to enable rapid diagnosis and vaccines to prevent the spread of dangerous diseases.



### Protective clothing

£/\$300

One set of protective clothing including jacket, helmet, boots, gloves and hi-vis vest to keep a health worker safe on their motorbike.



### Motorcycle maintenance toolkit

\$/£500

Providing all the tools needed to maintain a health worker's motorcycle for its lifetime.



### Sample and vaccine transport training

\$/£1000

Full rider training, maintenance of the vehicle and training to handle vaccines or samples.



### A motorcycle for life

\$/£5000

Agricultural motorcycle suited to terrain (200cc 4 stroke plus) with running costs for its lifetime.



### Uhuru X all-terrain ambulance

\$/£12,000

Specialist vehicle for transporting pregnant women to hospital over rough terrain.

# Thank you for reading!

We're excited about the prospect of a partnership with Harley-Davidson Benelux & Nordics. We feel that our organisations' visions are well aligned and that we could offer great mutual benefit from a partnership. Bringing people together, connecting and empowering the world of motorcyclists to do good is what we live for.

If you are interested to hear more we'd love to discuss the collaboration with Harley-Davidson, Two Wheels for Life and Riders for Health in more detail.

Any questions please don't hesitate to get in touch!



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