

Cycle to Cologne

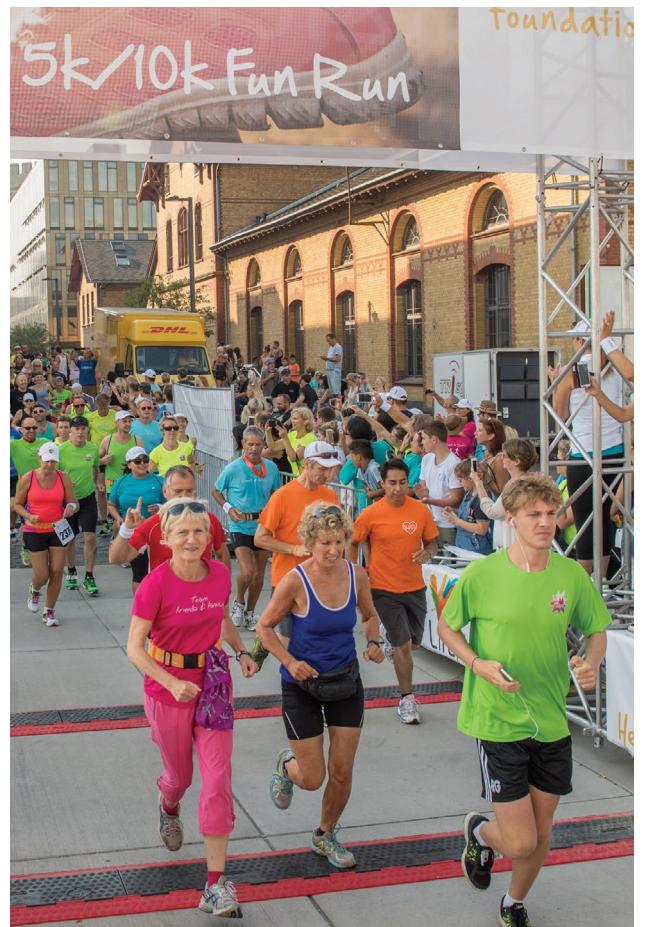
Improving lives in Africa through water and education

Following on from the great success of The Lifeplus Foundation's fundraising weekend last year – which, thanks to the Fun Run entrants and kind donations, ensured that 600 school children in rural Mozambique could eat a healthy daily meal – there was a definite call to action for 2016.

This year, The Lifeplus Foundation were fundraising to improve lives through sanitation and education with a goal of bringing clean, safe water and hope to 2,000 children across four schools in the Kiluta region of Kenya, Africa.

On average, young girls in this area have to walk over 10 km before school to collect water for their families each day, carrying a 40-pound jug along with their school books. With reliable water sources within the schools, they will instead be able to spend that time learning and building the foundations for a better future. Also, by ensuring that the source is clean and there are proper sanitation facilities, the number of children missing school through illnesses such as typhoid, bilharzia, influenza and cholera can be reduced.

With a bigger fundraising target to meet this year, the varied program of events started with a 500 km bike ride from the Lifeplus Europe headquarters in St. Neots, UK, to Cologne, Germany, via the Netherlands. The team of six varied in experience but rode as a group for the entire journey, quite an achievement for all!





The Lifeplus Team

Malcolm Vincent – Managing Director, Lifeplus Europe
Tracy McBride – International Marketing Director, Lifeplus Europe
Melanie Burrier – Director, The Lifeplus Foundation
Rick Cesarski – Chief Administrative Officer, Lifeplus Europe
Antoine Kemmere – Key Accounts Manager, Lifeplus Europe
Michelle Wilson – Marketing Events Manager, Lifeplus Europe

The event program continued in the UK, with several fundraising activities taking place around the key themes of water, education, cycling, running and fun. As the team rode into the Netherlands, our Dutch Diamond Associates had organized a fantastic evening at Ottenhome, a beautiful lakeside setting in the Wijdemeren region. The team were then welcomed into Goch by our German Diamonds, who had organized yet another great evening of entertainment at Dorfhaus Hassum football ground in the town. The intrepid cyclists were then welcomed to the finish line with a 'Party with a Purpose' in Cologne. Guests at the party were able to purchase limited-edition Lifeplus Foundation branded merchandise such as water bottles and wristbands, with all proceeds going towards the fundraising target. The excitement and enthusiasm from the party helped ensure that the main event of the week, the Lifeplus Foundation Heart and Soles 5k/10k Fun Run was a huge success. Fun run competitors could either walk or run 5km, or run 10km along the river Rhine between Südbrücke and Severinsbrücke.

A fantastic Recognition Gala brought the fundraising to an end and was the perfect finish to a week of both individual and team achievements. The extraordinary efforts of our Diamond Partners, Associates and colleagues were recognized with huge thanks from the Lifeplus executive team, and as always it was truly inspiring to hear stories from our network.

To learn more about The Lifeplus Foundation or to make a donation, please visit www.lifeplusfoundation.org.



The Lifeplus Foundation

Some candid thoughts from the cycle team after finishing the big ride...



Malcolm Vincent, Managing Director, Lifeplus Europe

"We are really just 6 ordinary people driven to make a difference in the world and in the lives of a few other people. Thank you for giving us wind in our wheels and spirit in our hearts. A big, big thank you for being awesome!"

Melanie Burrier, Director, the Lifeplus Foundation

"Every time I doubted if I could finish, I just kept thinking of those 2,000 children in Kiluta, Kenya who need safe reliable water in their schools and that's what inspired and kept me going. Thank you all for your messages and warm words of encouragement. We love you!"



Rick Cesarski, Chief Administrative Officer, Lifeplus International

"It was one of the tougher things I've ever done but it was great and I was happy to be a part of such a good cause. I'd like to say a special thank you to our support team who took great care of us along the way. Since I can't use my left hand now, you might say that I donated it to the Lifeplus Foundation!"

Tracy McBride, International Marketing Director, Lifeplus Europe

"This week has been a real honor and a privilege, really. It's a mini summary of what Lifeplus is all about – being with really good friends who genuinely care about one another and help each other when there's a big hill to climb and times are tough. Thank you all for your support, it's been amazing!"



Michelle Wilson, Marketing Events Manager

"Thank you to my amazing (events) team for putting up with me over the last 10 weeks having just started cycling for the first time in my life! Thanks to the cycle team for telling me that I could do it when everyone else said I couldn't. But mostly, thanks to all of you for your support and your encouraging messages, they really helped us get through to the finish!"

Antoine Kemmere, Key Accounts Manager, Lifeplus Europe

"We are in the privileged position to give our own children anything they need but there are so many children in other parts of the world that don't even have the basics like clean water, food or education. Alone, one person can only do so much, so seeing communities across different countries come together in support for these children has been the most fantastic and rewarding experience."



Outstanding Support Team:

Anita Horváth, Melanie Treadaway, Federico Baldi, Julia Ehmig