

The Global Gallop

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SARDA Light up Africa

International news and events

Equine Welfare - Good Health

July Issue 2022



SAVE SARDA

SOUTH AFRICAN RIDING FOR THE DISABLED ASSOCIATION - SARDA CAPE TOWN



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Light up Africa Together

SARDA is launching an epic fundraising horse ride across Africa to raise awareness of the contribution RDAs across the World make to the upliftment of children and adults living with disabilities. This article shows where it all began, how we have reached this point and what we need from you to support this noble cause"

Support this Epic Ride from Cairo to Cape Town

Business Unusual – Pandemics, People and Passion

The past few years have seen some phenomenal people and organizations applying their minds and skills to keep afloat, in an extraordinary turbulent world. If it wasn't a 99-year-old war veteran walking up and down his driveway to raise millions of pounds for the NHS, it was a giant puppet called Amal undertaking a 5000-mile Journey from Turkey to the UK to raise awareness of the desperation of 25 million worldwide refugees. A Nigerian Motorcyclist recently completed an 8000-mile motorcycle ride from London to Lagos with the aim of raising funds for Rotary International's fight against polio.

The resilience of human beings to become actively engaged in empathy and compassion for others, by performing remarkable unselfish deeds, is indeed inspirational.



Image: African Garden Art project



Image: The healing connection



Image: The beginning in 1973



Image: SARDA's key performance initiative

SARDA Cape Town – like many of the Riding for the Disabled Associations (“RDA’s”) has equally faced many challenges, of which the threat to its Land Tenure due to a Land Claim, could bring an end to this exceptional organization. This tragic outcome would also cease the only training facility of its kind in Africa.



Image: Parents praise the children - Unity in Diversity

Being one of the oldest RDAs in the world; for 49 years SARDA has supported nineteen schools and institutions, 9500 children, their families, and carers. SARDA provides employment and provides enabling therapy, free of charge, to the most vulnerable and previously disadvantaged communities in the Western Cape (South Africa). Eighty-five percent of SARDA’s professional staff, 119 volunteers and Management Committee are amazing women who give freely of their time and valuable resources.

A Duty to Save SARDA

It is not difficult to conclude that Saving SARDA is a Key Performance Initiative of this valuable non-profit organization, and that its Management and all its supporters have a duty to try their utmost to create an impact project capable of fostering unity aimed at “Keeping the Lights on”.

Light Up Africa Together – a Crowd Fund initiative

The concept of doing an epic horse ride across Africa was born out of the many brave endurance undertakings that people started as a result of the COVID pandemic, and its potential devastating impacts projected around the world.



Image: Planning begins for the long ride

In 2021 when the CEO of one of the world's leading IT Giants was presenting his company's impact and greatness to the World on Television, he was standing in front of a black Digital World Map indicating their company's impressive world presence, in the form of white lights shining out of the canvas. At first glance the World Map was lit up like an impressive Christmas Tree; but when the CEO who was standing in front of Africa stepped aside, he revealed a dark Africa with a few scattered lights; providing the strong impression that Africa was not a Global Priority, or alternatively, revealing Africa's great potential for the World to get involved in "Lighting Up Africa".

This event sparked the creation of an art project at SARDA in the form of an African Garden, aimed at creating a talking point, to inspire conversations about how one could put together and realize such an important project to save SARDA, and to Light Up Africa through its impact.



Image: Provincial Government Therapists Bid SARDA's Brand Ambassador farewell on the mission to gain support

Ode to our Schools - Ubuntu in Motion

As you stand upon this healing ground
and look upon my face,
what you'll see is most profound,
unfolding in this place

My spine depicts my journey
the pillars in the sand,
my riders', shoes and ponies
are legends on this land

Now seek the colours on my face
they need no explanation,
diversity in human race
a welcome transformation

For forty years our teachers
and volunteers, here have toiled,
our mentors and our healers
have dressed this sacred soil

And question both the beetle and the ball
for they are symbols of our hope and our tenacity,
the pin drop is the call
of sweet Africanacity

For we will proudly bare our flags
and ride up to the North,
across the rivers, plains and crags
to plot a safer course

And teach we will
in every country we traverse,
to stream our gifts and knowledge
across this universe

And at the end
with camels and with pyramids in sight,
we will celebrate our legends
with love and hope and light

So, if you wish to be a hero
scan this QR Code,
but just make sure to add a zero,
and smile,
and together here in unity, you will
stand with us and save our most
precious home.

Tale of a Rare Beetle



DONATE HERE

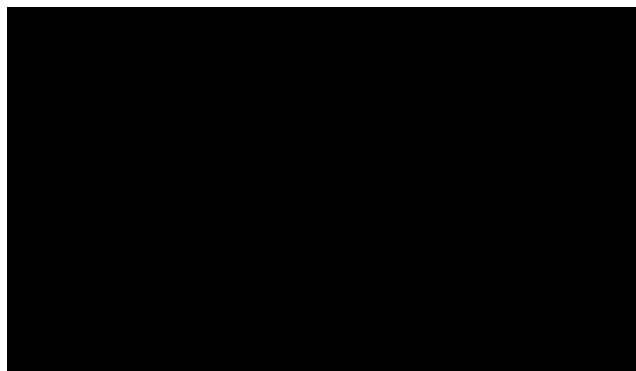
For more information about this amazing project call 082 415 4099 or visit our SARDA office

Following the above, SARDA inspired a Media Partner to create a video to be used by its Brand Ambassador to seek support for its fund-raising idea in Africa, Europe and the Middle East.

This started a journey of planes, trains and automobiles heading from Cape Town to Ethiopia, Ireland, England, Scotland, Germany and Dubai all of which highlighted new friendships and provided a recipe to carry out such an audacious project as a horse ride through Africa. This journey in itself was a Global Gallop.

The above efforts yielded too many stories to be told in this article, but amongst others achieved a Partnership with Africa's biggest broadcaster to support the event, an endorsement from HETI, recognition from the President of RDA HRH Princess Anne, cash contributions towards horse feed and veterinary aid from a prodigious German Family Foundation, a partnership with Uganda whose members will be training at SARDA in July 2022 to become RDA compliant, and a sponsorship to attend the Dubai Global Trade Fair, facilitating a number of potential support networks. The entire journey could be the subject of many books but in all, it highlighted the most wonderful side of humanity, that people connected with Horses and Therapy brings, to positively changing lives.

It is no secret that a project of the magnitude envisaged will take an enormous amount of effort, logistics and support to realize, but as with



Video: Promotional video - Light up Africa together.



Image: SARDA heads North



Image: Steven meets HETI former President, Sanna Matilla-Rautiainen, current HETI president, Gisela Heimsath-Rhodes and Vice President, Alexandra Stergiou in Ireland to seek endorsement

every journey, it starts with the first step, which has already been taken.

The complexity and cost of the undertaking is not one that can easily be performed without raising sufficient funds and support, which



Image: Therapy riding event for children with Autism in Uganda by Uganda Junior Rangers

also begs the question as to the cost benefit of the exercise. It is true that there are perhaps easier ways to save SARDA, more so if a white knight rode in to save the day, but the overall endeavor has a greater outreach to the astonishingly lost and disabled communities throughout Africa.

In perspective, the United Nations Statistics reveal, that approximately 80 million people in Africa live with disabilities of which 80 percent have no work. 90% of children with disabilities in developing countries do not attend school, and violence against children with disabilities occurs at annual rates at least 1.7 times greater than for their peers without disabilities.

The securing of SARDA, increasing the awareness of the benefits it provides, and exporting and growing similar models throughout Africa, is a compelling argument to undertake an awareness and growth campaign; that is also aimed at promoting Equity, Diversity and Inclusion.



Image: International Volunteers gain valuable experience at SARDA's training Centre in Cape Town

Timing

As a credible Non-Profit organisation with a 49-year track record, SARDA aims to attract like-minded people and organizations in Africa and around the world to enter into partnerships, to enable the project to start on the Ground in late October 2022, to coincide with the Climate Change Conference (COP 27) to be held in Egypt in the Red Sea City of Sharm El Sheik in November 2022.

<https://www.un.org/en/climatechange/why-2022-will-matter-climate-action-0>

Currently on the cards

In an ever-changing world, one will expect that various permutations and combinations of the event format may arise. Between July and October 2022, further reconnaissance will be undertaken with partners and country representatives, with the intention of finalising the final route and event format.

SARDA with its Broadcast Media Partner (Broadcaster) will embark on a Long Ride Project, titled "Light Up Africa Together". The Broadcaster is committed to providing the South African public with a wide range of high-quality local programmes that reflect diverse cultures, minority languages, life experiences and public interest content to all their audiences. In so doing, they are committed to the sustainable development and support of the disabled and special needs community of South Africa and Africa. As such they deliver their public mandate and content in support of the upliftment of disabled communities.

SARDA's aim is to provide therapeutic and recreational horse riding for people living with disabilities so that they might benefit in all aspects of their mental, physical and social lives.

<https://sarda.co.za/>



Image: Unity and Therapy in motion - Ubuntu



Image: We reach for the sky



Image: "They are Champions and they deserve the World's Recognition" - Nelson Mandela

The Long Ride Project aims to become a flagship program for the Broadcaster, while driven by its Corporate Social Investment (“CSI”) objectives to support projects that develop and uplift underprivileged minority groups. The project aims to fulfil the Broadcaster’s mandate to inform and educate the public on the merits and benefits horse-riding therapy provides to people living with disabilities.

The UN Toolkit

In line with messaging of global importance, the Long Ride project will emphasize messages that align to the United Nations Toolkit on Disability for Africa – The toolkit was presented at the UN Convention on the Rights of Persons Living with Disabilities 2021.

The core message of the convention equips African countries with the awareness and correct measures on how to support, include and more importantly, empower those living with a disability.

<https://www.un.org/esa/socdev/documents/disability/toolkit/intro-un-crpd.pdf>

“Light Up Africa Together” will focus on the benefits of the work done by SARDA to spread the messages declared in the principles of the United Nations support document, while raising funds for the organization.

The Television Show

The treatment of the television show will follow a travelogue format / genre, kicking off in Cairo, Egypt and attending the “Climate Change Conference”. The first episode will incorporate the features of SARDA’s Legends Luncheon fundraiser on 23 July 2022, where the founding members of SARDA will be celebrated as “LEGENDS”. This profile will allow for a contextual introduction to the series and its objectives.

Why a Long Ride

The Ride through Africa will allow content to emerge as an epic journey through the rough and often challenging African landscape, returning to the Southern tip of Africa and the comfort of home, where the SARDA training centre in Constantia Cape Town is based.

The team will embark on the ultimate journey to “Light Up Africa Together” with the knowledge of equestrian benefits for the disabled, and also to explain and highlight the positive impact disabled people have on society.

The team will commence the trip on horseback, marking the symbolic contribution of equestrian therapy. Chosen destinations and events will allow the show to have an energetic pace, forcing the team to push through the challenges that they face on every leg of the journey. These climactic experiences will bring



Image credit: Steven Lukey

enticing and entertaining content to the screens.

“Light Up Africa Together” will be a travelogue of epic proportion; it will incorporate first-hand experience with our team as they travel to various locations. These visuals will see participants encounter people, organizations, and obstacles, which will provide the show with the visual triggers and “cliff-hangers” in the journey, which will entertain and keep the viewer coming back week after week. The team will share their encounters as they meet and spend time with different communities in their quest to experience Africa in its true form.

Education, Information and Entertainment

The travelogue will also provide an opportunity to facilitate exposure to film content that is unique to the location e.g., Tribes, landscapes,

animals, art, people, cultures, and communities. This will bring about education and awareness of the need for therapeutic interventions in places of need, and allow the viewer to be exposed to these elements of Africa.

The Team

The core and hand-picked team will comprise: 2 selected professionals from SARDA as Ambassadors and Educators; 3 South African Riders who will complete the entire event, 3 riders within each country visited, a Presenter (Celebrity/Influencer) as the show’s Brand Ambassador, and a Navigator (to deal with logistics timing and route). Equestrian and Medical experts will be insourced within each country.

Due to the complexities of cross border logistics and horse transport; horses and in country non-profit and equestrian organisations will be sourced to complete the team, to address safety and to reduce risks, and to maximise the benefits that each country, their participants, and their disabled communities will receive through international publicity.

Horse care will be a priority throughout the event and monitored by team professionals to ensure compliance with International Standards and best practice.

Episodic Content Triggers

Will the show be driven entirely by horseback riding? No, not all of it. But

certainly, a part of it will incorporate the journey of horse riders traversing the mystical and attractive African landscape.

The travelogue will showcase the expedition, with the primary aim to raise awareness and participate in planned events in each country. Being a first of its kind, the show will highlight organisations that the teams “come across” in every country. Team members will meet and experience local culture on the ground and particularly be exposed to varied communities and the challenges faced by those living with disabilities. This part of the journey will be planned, so that when the team arrives in each country, they have a set agenda.

Live events in each country will allow for unique digital generation projects through Daily Vlog Highlights, OTT - BTS content and Linear Weekly Highlights focussing on what each country has to offer. Historical, cultural and environmental themes will flow naturally through the movement of each episode, whilst a core focus on the dynamics that disabled people experience will be observed, to seek and identify opportunities where equine therapy interventions could be nurtured or developed.

Countries – Objective and the Route

Every year a variety of people make their way from the North of Africa to the South, either as eager tourists,

people in search of adventure, extreme sportsmen and women, business seekers, fundraisers, philanthropists and migrants to name a few. Enthusiasts on bicycles, motor cycles 4x4 vehicles, on foot and balloons floating across the plains of the Serengeti are common visitors that leave their prints. One amazing Dutch Adventurer Manon “Tractor Girl” Ossevoort even drove from the Netherlands to Cape Town alone on a Tractor to perform her theatre show in (post conflict) countries and to collect people’s dreams written on thousands of pieces of paper.

As the Light Up Africa Together Travelogue will be a first; choosing the final route will be a collaboration exercise and dependent on countries and organisations willing to participate in finalising the attractions and safe places to hold events. Each country’s participation and buy in is therefore paramount.

The current route is planned to start in Egypt and follow through Sudan, Kenya, Uganda, Tanzania, Zambia, Botswana, Namibia and South Africa. This is a common route followed by cycle tours and it makes sense as a first project to utilise course knowledge. This does not mean that other African Countries or International Countries cannot join the project – in fact it would be encouraged for all countries around the world to engage in a spirit of unity and solidarity.

The travelogue will be treated as an adventure of global prominence,

involving our Team, government/organisation officials, and social media influences, who will elevate the message of the project to an exponential level.



Image credit: Proposed route created on Scribblemaps.

Media and sponsorship partners will be encouraged to cover the story and drive a civil society campaign of epic proportion involving schools, sports clubs, artists as well as religious and community groups to participate in creating the hype and interest. This will form part of our reconnaissance and planning initiatives. Social media platforms will promote the daily and weekly vlogs, as the team embarks to “Light Up Africa Together”.

The Platform

“Light Up Africa Together” will be hosted by SARDA’s Broadcast partner as the preferred African channel. The content will promote their brand position and deliver the necessary awareness on innovation and accessibility for the disabled. In particular the show will highlight the

need to ensure that special needs communities are not left behind in the global move towards the 4th Industrial Revolution.

Based on the learnings from the Broadcaster’s travel shows that have crossed multiple borders, in its plight to bring to the screen’s raw and “real” footage of Africa and its people; its supportive channels and related visual material will also provide experience and learning to complement the overall offering. This will help enhance the show’s editorial distinctions that will allow “Light Up Africa - Together” to bring a fresh different travelogue treatment to the Broadcaster’s Platform.

The Viewer is the Crowd

To many African and World viewers, watching content on Africa is a welcome treat. “Light Up Africa - Together” will drive family viewing and foster family time appointment, and will also encourage VOD (video on demand) participation. Viewers will automatically be triggered to follow the journey on other platforms.

The show will educate viewers in an entertaining way, to become vehicles themselves, to spread the message of accessibility and value, that those living with disabilities can add to the global community.

As the show becomes a “talking” point on all digital platforms, SARDA hopes that its brave mission to save and secure its future, and to find just and

equitable solutions to its Land Tenure, will be finally be realised.

What You can Do to Help – Unity in Diversity

SARDA's call to action is enshrined in the principles of Ubuntu (I am because we are). Ubuntu is best known outside of Africa as a humanist philosophy associated with African Legends like Nelson Mandela and Archbishop Desmond Tutu. It derives from the Nguni language with several definitions that refer to behaving well towards others, or acting in ways that benefit the community. For many, Ubuntu implies a metaphysical connection shared between people and which helps connect each other to forge selfless acts of kindness.

From its inception in 1973 SARDA has consistently, continuously and with immense credibility demonstrated Ubuntu.

To find out more about this incredible fundraising project or to donate to the cause, visit:

<https://sarda.co.za/>



Image credit: Children arriving to SARDA from Tembaletu school.

SARDA's sustainable initiative to make the world a better place must not be lost to Africa, and SARDA calls upon the Equestrian Federations and people across the world to make contact and to share knowledge, networks, partnerships, industry, to have conversations and to get involved in our future – your future – their future.