



RUN THE RIVERS

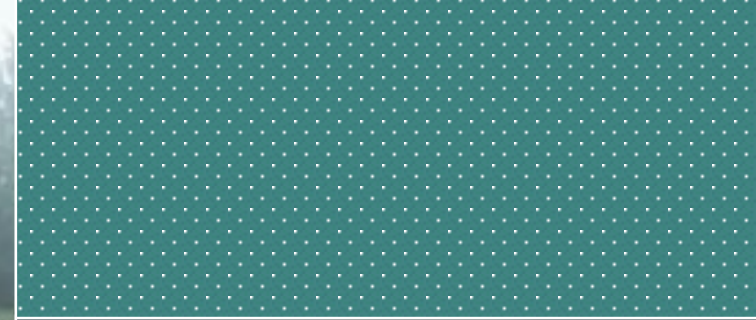
THE
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PROJECT.
A Division of PARC

ABOUT

The Litterboom Project Run the Rivers - uMngeni is a fundraising trail and river experience that starts at the source of the uMngeni river and follows the river to its final destination at the Indian Ocean.

The river is 230 kilometers long and starts at an elevation of 1405m absl winding its way through four prominent dams, Midmar, Albert Falls, Nagle and Inanda and completes its journey at Durban. The uMngeni is one of the hardest working rivers in South Africa and is faced with numerous challenges ranging from illegal sand mining, invasive species, chemical, sewage and an abundance of plastic and other packaging pollution.

Run the Rivers - uMngeni is a project to highlight the challenges faced by the river, especially from a plastic pollution perspective as well as celebrating the current interventions by communities and businesses to positively impact the river and improve its health. The Run will follow the general direction, flow and landmarks of the river but does not aim to follow the river directly; sometimes water can flow easier than humans can run or walk.



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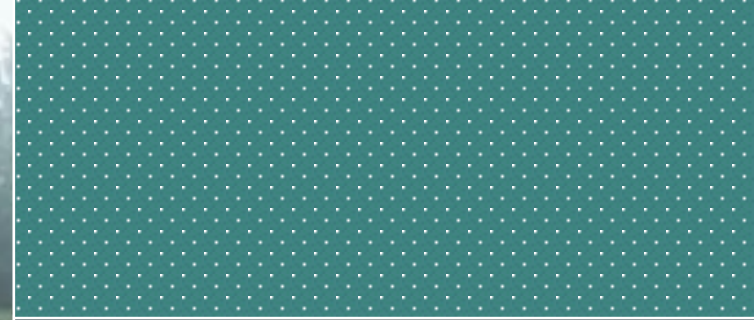
ABOUT

Most of the run will be on trail or gravel road. However, the river is its own master and does not follow human ways and sometimes it will necessitate a bit of good old fashion road running.

This is not only a run, but an adventure on foot; enjoying being outside and following the river. You will also be part of a bigger project; telling the story of the river to a broader audience throughout the week of the event. The project aims to highlight the challenges faced by the river and to celebrate all the help the river receives. To this end a full media crew will follow the team on their journey of discovery.

This journey is part interacting with the river in its natural environment as well as interacting with people that make use of and are dependent on the river.

Join us on the journey. You are not only going to see a river, you are going to meet its people too.



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OUR OBJECTIVES

- Raise R1 000 000 for the Umgeni River Source to Sea Initiative
- Showcase various challenges facing the River and its `Communities
- Showcase the organisations making a difference along the Umgeni River
- Connect the public, companies looking to get involved in funding and Municipality to the various community champions in specific areas who are working hard for change within their communities
- Highlight the importance of education and awareness on plastic pollution within communities and schools
- Expand on the role that reclaimers around South Africa play within communities, to combat plastic pollution every day
- Explore innovative solutions to post consumer plastic, in order to drive the informal economy around plastic.
- Educate the public on the necessity for personal, corporate and legislative change around plastic pollution and what that actually means to people on the ground



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THE RUN



Limited teams will be invited to join this invitational fundraising event. These teams will, over the course of 5 days, run the full length of the uMgeni river; from source to sea. They will have the chance to interact with communities along the way and help highlight some of the challenges faced along the river, as well as solutions to these problems.

On the final day, which will merge with World Beach Cleanup Day, we plan to organise a Party for the Oceans event, to celebrate the partnerships formed through this journey and allow the public to celebrate our beautiful ocean with the team.

THE RUN



Due to the daily distances, we will allow for teams to rotate, with a fully equipped shuttle bus transporting teams between stop overs.

We have also identified community champions who will speaking a little bit about their community and how we can help at each stop over point, as well as a community representative who will join us on the run towards the coast.

This for us symbolises Ubuntu and the togetherness we need in order to overcome some of the challenges facing our environment and communities along this iconic river.

- Day 1 - Umgeni Vlei to Midmar Dam**
- Day 2 - Midmar Dam to Albert Falls Dam**
- Day 3 - Albert Falls to Nagle**
- Day 4 - Nagle to Inanda**
- Day 5 - Into the Ocean**

Total Distance: 170 kms



DAY 1

Umgeni Vlei and the Dargle Valley

The day starts at Umgeni Vlei Nature Reserve, KZN, where you will get to know a little more of the work the Litterboom Project is doing and why their focus is not only in the rivers, but also within communities alongside these rivers. It is this knowledge you'll carry with you into the journey and give you the framework for your experience over the next few days.

The day is just over 30km long, the highpoint is at 1520m absl and you finish below Midmar dam at 1053m absl.



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DAY 2

Midmar Dam and the Thokozani community

The start line for the day is below the Midmar dam wall which is a true site when overflowing. The day is just under 40km long, the highpoint is at 1124m absl and you finish below Albert's Falls dam wall at 638m absl.

The Thokozani community lives on a hill overlooking the dam.



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DAY 3

Nagle dam and the Nonzila community

A rest day! Well sort of. The run starts a little further down stream and follow mainly rural roads to Nagle dam. The day measures a little further than 31 kilometers with a highpoint at 840m absl and a low point at 440m absl. Before the end there is a matter of a significant hill to climb.

Day 3 is focussed on the Nonzila community.



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DAY 4

Inanda Dam and Mshazi community

Inanda is big! The day ends at on a little hill overlooking a small piece of the dam. Day 4 is not easy. You are well and truly in the Valley of a 1000 hills and you will get well acquainted with a number of them during the day.

The day is just short of a full marathon, the highpoint is at 620m absl and the finish at 160m absl.



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DAY 5

The Ocean and the Wastepreneur Programme

For 4 days you followed the river, seen some of the challenges, visited a few dams and now you finally smell the finish and enjoy seeing some of the familiar views you are used to on the coast.

Closer to the ocean the cumulative impact on the uMgeni really hits home. You'll experience more of the power and size of the river as well as the size of the challenges faced by the river.

The journey started with a focus on what the river should be like and finishes as a stark contrast of what is needed- but in an inspiring way we hope.

Not only will you get to put your feet in the ocean, you'll also meet the Wastepreneurs whose own journey started in the rivers and ended up as skilled and trained entrepreneurs making products from waste plastic meeting a growing need for products that makes a positive environmental impact.

The day is just short of a full marathon, the highpoint is at 120m absl and the finish at the Ocean.

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MEDIA



We will be using the following platforms to create awareness for Run the Rivers ahead of the event and throughout the week of the run:

Print:

Times Live
Sunday Times
Northcoast Courier
Northglen News

Radio:

East Coast Radio

Socials:

Parley for the Oceans (200k Instagram followers)
Adidas Runners (230k Instagram followers)
The Litterboom Project (7k Instagram followers)
More to be announced...

RUN THE RIVERS



PARTNERSHIPS



You are invited to partner with Run the Rivers - uMgeni. This is a fundraising adventure. Participants do not pay an entry fee. Rather, they are selected to help with fundraising as well as highlighting and amplifying messages around the river and the issues faced by the river and to celebrate all the good things that are happening.

This makes partnerships invaluable.

There are three funding options available:

RUN THE RIVERS



TITLE PARTNERSHIP

You are keen on helping to tell the story of the uMgeni, South Africa's most polluted river, and make a big contribution to the care of the river and communities that form part of this vital waterway. You are not only willing to open your cheque book but you are also up to invest time and effort into the project.

This comes with a few benefits. You will be able to nominate a team of 6 to join the adventure and you will be featured in all correspondence and be part of the matrix of the story.

Talk to us on how to make this happen, it is not impossible.

Cost : R250 000

You get:

6 Runners

Brand placement and recognition throughout the week on our Run the Rivers Page and media articles

Company logo and website link on the TLP Run the Rivers Page

Place your company name on the event: Run the Rivers, made possible by

The chance to be part of this iconic maiden event

COLLABORATION PARTNERSHIP

Maybe you don't quite have the time on hand to commit 6 people to run for 5 days or your budget is a little more restrained. We get it, it is 2023 after all. You can still be part of the project.

A third of the input cost, a third of the people requirements but you are still shaping the future of the uMgeni River in a meaningful way.

As a collaboration partner you get to nominate 2 people for a team.

Cost : R75 000

You get:

2 Runners

Brand placement and recognition throughout the week on our Run the Rivers page and all media articles

Company logo and website link on the TLP Run the Rivers Page

Opportunity to be interviewed to speak to how your company does things differently and creates a positive impact

The chance to be part of this iconic maiden event

I JUST WANT TO HELP

You're capacity is maxed but you would love to make a difference. You are as likely to buy a beer for a fellow runner than running yourself. Well the event takes a lot of beer, uhm, logistical support. Every little bit helps and makes a difference to the ongoing care of the river.

Please talk to us to see how you can buy the uMngeni a beer.

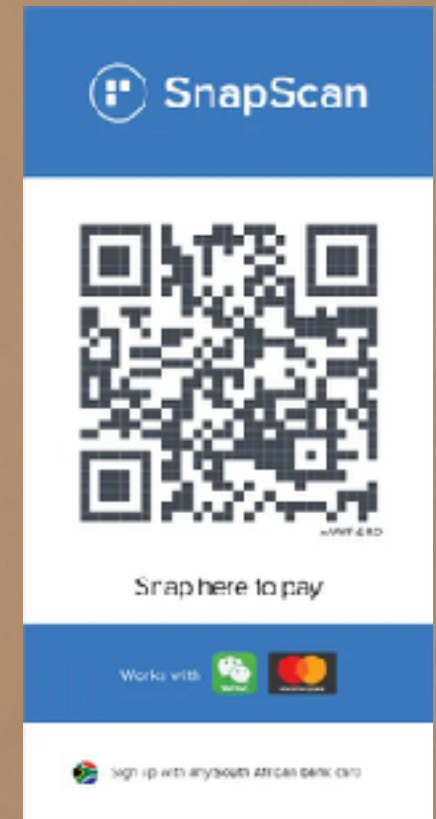
Cost : Up to you...



EFT
The Litterboom Project NPC

FNB

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Thank you for doing your bit for the communities, rivers and oceans. We hope to work together for a cleaner City, to show off to the rest of the world!

For more info please contact:

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