

INVITATION TO PARTICIPATE



Ladles of Love Mandela Day has become legendary after successfully breaking four world records in four consecutive years. Each year we raise millions to fund our nutrition programme for little children at Early Childhood Development (ECD) Centres in poverty-stricken communities.

The 2024 World Record breaking attempt is:

“The largest number of volunteers paying to spend 67 minutes on Mandela Day in service to grow children in need.”

ONE DAY: Mandela Day - Thursday 18 July 2024

ONE GOAL: R5 million to fund food for over 3 million healthy meals

ONE LOVE: The little children who need food to grow, learn, and play

EVENT VENUES AND TICKETING PLAN

Event Cape Town:

V&A Waterfront Lookout Venue, Cape Town

Event Johannesburg:

Constitution Hill, Braamfontein. Johannesburg

Bookings: Online via webtickets.co.za

Event: Elect a city and select a timeslot between 09h00 – 17h00

Activation: Choose an activity for 6 different options

Check out and pay: R200 donation for each ticket

Receive: Ticket immediately and 18A Tax certificate on request

Access: Tickets will be scanned at registration on Mandela Day

Satellite Events: See Create Your Own event on slide 9



VOLUNTEER ACTIVATION STATIONS

1

MAKE SANDWICHES

Spread jam and peanut butter mix on loaves of bread and bag for children in need.



2

FILL BUCKETS OF HOPE

Layer dry goods in buckets to cook up delicious bulk meals or pot bread for children's lunches.



VOLUNTEER ACTIVATION STATIONS

4

CRAFT TOYS

Craft, make and decorate toys to assist in fine-motor skills and wellness of small children.



3

CREATE BOOKS & POSTERS

Create and collate books or decorate wall art to grow the minds and imaginations of children.



VOLUNTEER ACTIVATION STATIONS

5

PACK NUTRITION BOXES

Sort and pack ECD Centre Nutrition boxes filled with food cans and essential cooking ingredients.



6

INNOVATE FOOD GARDENS

Innovate and create edible garden kits ready to educate, grow and feed children in need.



CREATE YOUR OWN - MANDELA DAY EVENT

In 2024 you can volunteer wherever you are in the world. Simply 'Create Your Own' event and book tickets via Webtickets.co.za. This can be for one person or thousands of people, it is up to you and your team.

Create Your Own Mandela Day tickets are R200.00 per volunteer and deemed a donation, which supports our Ladles of Love nutrition programme. Each ticket provides one child in need with 40 healthy meals

5 easy steps:

1. Buy CYO event tickets via: www.webtickets.co.za
2. Visit Ladlesoflove.org.za and fill in a CYO form to receive a 'how to guide' for your activity/ies,.
3. On 18 July organise volunteers to spend 67 minutes making as many items as they can
4. Email us with information of how many volunteers and items were made, then attach images with captions for our official our official world records.
5. Donate items to children in need or vulnerable people near you, or drop at your nearest Ladles of Love Warehouse in Cape Town and Johannesburg.

Share on socials and wherever you can assist us in fundraising to create a better world for our children in need.

#ITISINYOURHANDS #MANDELADAY2024

OUR MANDELA DAY 2024 CAMPAIGN

Our massive nationwide publicity and PSA advertising will generate awareness and drive the rally cry to mobilise volunteers supported by our integrated marketing campaign.

The appeal: Mobilise people to help Ladles of Love break a world record and do good, for good.

The rally cry: Buy tickets to volunteer your 67 minutes at Ladles of Love's Mandela Day events in Cpt and Jozi.

The social investment: R200 per ticket donation funds 40 meals a month for a child in need.

The social impact: Small children get a chance to grow, focus and learn when they receive our daily nutritious meals.

The opportunities: Partnerships, sponsorships, Corporate Social Investment, HR Team building, CYO satellite events.

To understand more about our Mandela Day concept please watch our event video from 2023:

<https://www.youtube.com/watch?v=p7z2gaeUIEg>

OUR 2024 CORPORATE OPPORTUNITIES

- **One headline sponsor national:** R500,000
- **Four key national sponsors:** R250,000
- **Regional event sponsors:** R150,000
- **Volunteer Activation Station sponsors:** R100,000
- **Product/ Services sponsor:** Value of product
- **CSI /SED funder:** elect amount and enjoy ROI to the value of spend
- **Media sponsorship:** To be discussed

All packages contracted for Mandela Day enjoy an excellent return on investment with a post event report of the social impact generated for participating in our 2024 campaign.

Depending on your tailored package we will provide a list of marketing benefits which we can assure you are extensive and will generate substantial awareness for your brand and purpose.

To discuss packages contact: Alison McCutcheon on 082 554 9926 or email : alison@ladlesoflove.org.za



SPONSORSHIP BENEFITS	HEADLINE SPONSOR	NATIONAL/REGIONAL CO-SPONSOR	VOLUNTEER ACTIVATION SPONSOR	PRODUCT SERVICES SPONSOR	CSI/SED FUNDER	MEDIA SPONSOR
18A Tax certificate	✓	✓	✓	✓		
CSI/SED Affidavit	✓				✓	✓
Quarterly Donor Report logo	✓ + quote	✓			✓	
Website Wall of Gratitude logo	✓ + quote	✓✓	✓	✓	✓	✓
Website logo placement	✓	✓	✓			
Tagged Socials Media posts	✓ + campaign	✓	✓			
Newsletter features	✓ + quote	✓	logo	logo	✓	
Activation Station	✓		Area specific	Area specific		
National Branded Media Wall	logo repeated x 6	Logo repeated x 3	✓	✓	Logo repeated x 2	✓
Wayfinding and signage	✓	Selected areas	Area specific	Area specific		
Campaign collateral and stage	✓	Stage branding				
Post report images and video	Tailored report	✓	✓	✓	✓	✓