



Join #TeamPlayAfrica at the Telkom 947 Cycle Challenge

Make a meaningful difference in the life of a child. Join the Play Africa cycle team to #RideForAPurpose at the Telkom 947 Cycle Challenge on 18 November!



Join us as we meet other professionals who are passionate about riding AND about changing children's lives. Email team@playafrica.org.za to join today!

EVERY RIDER RECEIVES

- A high-quality, attractive #TeamPlayAfrica jersey with Play Africa's logo and corporate branding
- The chance to designate an under-resourced ECD centre or primary school to receive a donation of 10 high-quality toys, donated by Spin Master
- Access to free online fundraising platform, allowing friends and family to help amplify your charitable donation
- Special invitations to family-friendly Play Africa pre-race events especially for #TeamPlayAfrica riders
- A Section 18A certificate for tax alleviation purposes



HOW TO JOIN #TEAMPLAYAFRICA

- Email team@playafrica.org.za confirming you want to #RideWithAPurpose with Play Africa. Indicate whether you will donate R1,000 (and register for the Telkom 947 on your own), or whether you will donate R1,500 (and have Play Africa's dedicated volunteers manage your registration for you).
- Undertake to raise additional donations for Play Africa's extraordinary educational programmes. You can access our free online donation platform to share your goal with friends, family and colleagues. Every rand of every donation directly supports our charitable mission.
- Encourage your company to make a R10,000 or greater donation as a #TeamPlayAfrica corporate sponsor. Corporate partners receive free branding on our jersey AND mention in our press release AND a Section 18A tax certificate for the full amount of their donation.



ABOUT PLAY AFRICA

A groundbreaking, community-connected "children's museum," Play Africa is a shared public space that champions children's rights, inspires children and strengthens family relationships by offering unique three-dimensional learning experiences. Based at the iconic Constitution Hill, Play Africa transforms and re-casts the former prison into a joyful hub of play, learning, innovation, connection and discovery.

Through unique exhibits and programmes with a focus on science, technology, engineering, maths (STEM) and the arts, Play Africa ignites curiosity and a love of learning in young people, building the next generation of South African inventors, problem-solvers and innovators. Any way you look at it, partnering with Play Africa delivers a smart return on investment for South African corporates.

GROWING SCIENTIFIC EVIDENCE

Over the last decade, there's been unprecedented new scientific research on the importance of early child development, including, growing evidence of the centrality of child development in addressing social and economic development issues such as poverty, health, hunger, education and gender equality. Neuroscience advancements now show that the period from conception to 3 years offers an unparalleled, never-repeated opportunity to shape the developing brain; brain connections then form at a rate higher than any other period in the life of an individual.



This forms the structural foundation for the sequential progression of sensory-motor, cognitive, social-emotional abilities and language abilities. Research has also found that investments in early childhood programmes have a high rate of return (13.7%) with benefits in better education and health outcomes, lower crime and up to 25% higher individual earnings (Heckman). We also now know that early deficits are carried into subsequent generations, resulting in an intergenerational cycle of diminished potential and persistent poverty.



Top 3 individual fundraisers designate an ECD centre or school to receive a donation of 30 high-quality toys, courtesy of Spin Master

"I support Play Africa because of the work they do every day to bring children and families together through inspiring, creative learning."

- Thurstan Moodley, Khumovest
Co-leader, #TEAMPlayAfrica

CORPORATE PARTNERS RECEIVE



- SARS Section 18A Tax Exemption Certificate
- Inclusion of logo on #TeamPlayAfrica jersey
- Mention in #TeamPlayAfrica press-release



EXISTING CORPORATE PARTNERS



Your
corporate
here

Your
corporate
here

SUSTAINING PARTNERS RECEIVE



SARS Section 18A Tax Exemption Certificate
Level 1 B-BBEE partner opportunities, including:
B-BBEE Socio-Economic Development (SED)
B-BBEE Ownership Opportunity (Ownership)
B-BBEE Enterprise and Supplier Development (ESD)
B-BBEE Skills Development (SD); Training Opportunities



Inclusion in Media Releases, Social Media
Special Naming Rights for Programmes
Positive Brand Exposure
International Exposure to Potential Investors
Minor Website Presence for Duration of Programme



Quality Impact Report
Sophisticated Monitoring and Evaluation
Employee Skills Development, Volunteering
Community Engagement Opportunities

SUSTAINING PARTNERS



Play Africa Group NPC proudly banks with
RMB Private Bank, a division of FirstRand Bank Limited

Account Name:	Play Africa Group NPC
Bank Name:	RMB (FNB for online banking)
Branch Name:	Sandton
Branch Code:	261251
Account Number:	62478322044