



reach for a dream  
inspiring hope

# CELEBRATING 23 YEARS OF MAKING THE DREAMS OF CHILDREN WITH LIFE-THREATENING ILLNESSES COME TRUE

## 4 X 4 DAY FUNDRAISING PROPOSAL

Event Date: 3 March 2012

*REACH FOR A DREAM FOUNDATION*

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#### National Office

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Reg No. 1991/006185/08 NPO 004-109 PBO 18/11/13/1483

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## HELP US CONTINUE DREAMING

The Reach for a Dream office is a magical place to work, the North Pole in dream fulfillment. Every year we receive support from passionate individuals, without which our work would not be possible. We need this continued support from existing and new donors as without it, our work in Dreamland would not be able to continue. We would like to **invite you to join our dream family and make a difference.**

We believe in the **power of dreams.** We encourage children to use their dreams to fight life-threatening illnesses and in having their dream fulfilled **find hope** again. We seek as far as possible to make dreams come true and leave a lasting legacy of joy and hope in the children and their families we affect. Each day we **fulfill** on average **4 dreams** nationally.

Our vision is to **grow the Foundation,** enabling us to continue giving hope to children fighting life-threatening illnesses through the fulfillment of their dreams, and to further help as many children facing these illnesses through our national projects such as our Camp Sunshine, Queen For A Day, Captain Courage, Tracy Fun Centres and our Jabulani Kingdom Hospital entertaining projects that all function on an ongoing basis. Working throughout South Africa in **2010 we reached close to 30,000 children.**

In 365 days we fulfilled over 1,400 dreams, delivered 31 Captain Courage's for 465 of our brave boys, 32 Queen For a Days for 480 of our precious girls, we organized 290 outings for 8031 children varying from movie days, soccer world cup activities, trips to the zoo and more where finally, we had 21 Camp Sunshine's for 840 of our children. Our Jabulani clowns made 18,400 children laugh in hospitals around the country. This is no small feat and each year through the support of our donors we are able to grow our vision and continue to do even more.

For **23 years** the Reach For A Dream Foundation, has brought hope, joy and healing to South African children. These children between the ages of 3 and 18 years have used their dreams to fight life-threatening illnesses such as cancer, cystic fibrosis, muscular dystrophy, kidney

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failure and blood disorders. **Each child living with a life-threatening illness is given a chance to dream. Reach For A Dream believes that no child should live without hope.**

Childhood can be the most magical phase of the human existence yet for children diagnosed as having a life-threatening illness, the magic of childhood may be lost in the emotional, physical and financial strain of dealing with their illness. Their childhoods stripped away for them with the maturity living with a life threatening illness demands. Reach For A Dream tries to alleviate some of this strain (often affecting the whole family), by creating a different environment for the child - one that is not focused on her/ his illness. We would like our children to find their laughter again and therein find the strength to live beyond their illnesses.

The Foundation is registered with the South African Revenue Services under section 18A of the Income Tax Act. We have also been certified by Empowerdex as being a Civil Society Organisation with a 85.4% Broad Based BEE SED rating. We are able to issue either one of these certificates upon request.

There are countless children and their families in South Africa who are strained emotionally, physically and financially by these life-threatening illnesses. Very little is being done for them. Reach For A Dream seeks to alleviate the strain that a life-threatening illness takes on these children and their families by providing the children with the opportunity to realize their dream. Reach For A Dream enriches children's lives by making dreams come true and as a result, distracting them from the needles, medication and hospital environment. **These young children are under extreme pressure to deal with these medical issues and are in desperate need of our encouragement.**

It takes someone to believe in the power of dreams to allow a child to realize their own and go on. **We have all had a dream** and no doubt many of us are where we are today on account of our dreams. Why then limit another from having their dreams realized when you know first hand of the lasting impact it can have. We discovered an interesting fact about life-

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threatening illnesses: a larger percentage of children survive than adults do. We believe that one reason is that children simply have not learnt what life-threatening means; they live each day as it is given to them.

For our special children attitude is everything, and they need all the encouragement they can get. Whatever the dream it provides armory to the child to fight his or her battle.

As South Africans we have a responsibility of playing a meaningful role in sustaining hope and inspiration. *It is 'when deeds speak, words are nothing'* - African Proverb.

To Fulfill all the dreams and to do outings and projects for our children we must raise the vital funds that we use for this purpose. We are a non-profit organization with NPO Nr 004-109 and Registration No 1991/006185/08.

For this purpose we are hosting our first 4 x 4 Family Day / Challenge and we would like to invite you to be a part of this fun filled and exciting day.

### Concept:

Reach For A Dream Pretoria Branch, together with various sponsors will be hosting a day for families where they can bring their 4 X 4 vehicles and take part in an obstacle course, situated at Rhino Park, 35 km outside of Pretoria. Each obstacle will be sponsored by a specific sponsor and they will have the opportunity to put their personal touch at the obstacle. Each contestant will be receiving points for the course and at the end of the day we will announce a winner and so on.

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## The fun day / challenge:

- Entries will be taken before the event and the entry date will close on the 17<sup>th</sup> of February 2001. This will entitle us to know how many people will be joining us on the day;
- Entry for all vehicles at the venue to start at 07:00;
- The cost per vehicle will be R250;
- Each vehicle will receive a identification card with the entry details on it;
- Obstacle numbers for the entries to start will be allocated before hand and with the entry on the day, they will be receiving their start spot and start time;
- We will then be having a shot gun start
- All vehicles must do the whole course and they also have the option to do the Extreme Challenge, which will be a “Drag Racing” on sand, for the brave participants.
- At the end of the event, we will be having a prize giving event where the winner and also the 2<sup>nd</sup> and 3<sup>rd</sup> places will be receiving prizes.

## Planning for the event:

- Entrants will have the option to buy a braai pack at the cost of R25,00 per person. This have to booked and paid for in advance. Fires will be provided and each family must bring their own picnic basket and crockery and cutlery;
- Jumping Castle and face painting for the kids;
- Music;
- MC for the prize giving event;
- Auctioneer for the prize giving event.

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## Sponsorship opportunity:

To make this day a success we must have the following sponsors on board to assist RFAD with this event:

*4 x 4 Course:*

This course are donated by McCarthy Toyota & McCarthy Toyota 4 x 4 Club and the event will take place at Rhino Park, approximately 35 km outside of Pretoria.

### *Obstacle Sponsor*

We are hereby inviting you to sponsor a obstacle for the amount of R5 000 and with this, you are entitled to put up your branding at the obstacle as well as your banner for the evening's prize giving. You can make the obstacle "your own" and put your own "tweegs" on it. You are also requested to set up your obstacle from Thursday, the 1<sup>st</sup> of March 2012.

You will also be able to put your own "marshal" at the obstacle and do a bit of marketing for your product. You will also be asked to give something small or fliers for the gift bag that will be given to each entry.

We are a Section 18 registered organization and we will be providing you with a tax invoice for your obstacle sponsorship.

To become a sponsor, please fill in the sponsor booking form at the end of the document and fax / mail back to [yolande@reachfordream.org.za](mailto:yolande@reachfordream.org.za) as soon as possible.

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## Prize Sponsor

Reach For A Dream and all participating organizers for the event will be sourcing prizes for this day as well, that might be used as spot prizes, and winner prizes for the event. You are welcome to give us fliers as well to include them in the gift bags.

## Marketing:

Reach For A Dream have designed a invitation as well as a e-mailer banner that are added to all our outgoing mails. This will also be used by our organizing partners. This invitation will be distributed to various 4 x 4 clubs in and around Pretoria by RFAD & all participating Organizers. This event will be put up on our Facebook Page. Reach For A Dream will be inviting press to attend the day with us as well.

For Further information or sponsorship confirmation, please contact:

Yolandé le Grange

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Kind Regards

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## REACH FOR A DREAM - 4 X 4 DAY BOOKING FORM

Join Reach For A Dream 4 x 4 Family Day / Challenge that you and your family will remember for years to come!

**Date:** Saturday, 3 March 2012

**Venue:** Rhino Park, 35 km outside of Pretoria (directions available)

The Day includes a wonderful 4 X 4 experience with your family and a prize giving and Charity Auction in the evening. Should you wish to sponsor a obstacle, please complete this form and fax back to 012 368 1543 or 0866 078 652.

**Obstacle Sponsor @ R 5 000.00 per obstacle x \_\_\_\_\_ Obstacles**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ VAT Reg No: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

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**Please note that the amount of R5 000 must be paid with your booking to secure your obstacle.**

Signature: \_\_\_\_\_ Designation: \_\_\_\_\_

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