

Tekkie Tax allows donors to select charity of choice

The organisers of the well-known Casual Day campaign, Corn l Theron and Annelise de Jager, have launched a new annual fund raising campaign - Tekkie Tax for Friday 31 May 2013. Donors can select beneficiaries of their choice, selected from five main categories; animals, basic community welfare, children, disability or education.



With a 20-year history of success, accountability and transparency, the organisation is spreading its wings to include more welfare organisations than ever before, giving South Africans an opportunity to give according to where their hearts lie.

Campaign endorsed

Some of the biggest NGOs in the country endorse the campaign:

- Child Welfare SA
- SOS Children's Villages
- SPCA Tshwane
- Alzheimer's Society
- Hospice
- South African Woman's Federation (SAVF)

It has joined forces with the Foundation for Social Change through Choice (FSCC) to ensure that all monies are accounted for with 100% transparency for all beneficiaries involved. With this charitable trust (and the Board of Advisors representing the beneficiary organisations), the organisation offers the lowest cost structure possible with the most fun.

Fund reasons

Annelise de Jager, project organiser, says, "As experts in our field of service, we know that running a fundraising campaign is expensive, labour intensive and holds a lot of risk factors for the organisation running it. Now we have brought together a mix of the most accountable welfare organisations in the country to do one big campaign where the public has the choice of whom it wants to benefit by its donations. This will save a lot of money and will create a platform for organisations that normally do not have the infrastructure to organise this kind of campaign."

Process

During the month of April and May, members of the public will be asked to get a Tekkie Tax sticker for a R10 donation from any of the participating outlets or participating welfare organisations.

There will be five different kinds of stickers, each representing a beneficiary sector. People will be able to choose which of the five sectors they would like to support by buying one of those sector's stickers.

Supporters are encouraged to get permission from their offices to participate in the Tekkie Tax campaign on Friday, 31 May 2013, and promote the campaign with its free publicity material of posters and brochures, to ensure that everyone in the office will know about the campaign and gladly participate.

For more, go to www.tekkietax.co.za or contact Cornèl Theron on +27 (0) 12 663 8181 or email tekkietax@mweb.co.za.

For more, visit: <https://www.bizcommunity.com>