

Here's a sponsorship that will make a major impact on people's lives

 By Marion Scher 31 Mar 2014

If you could get your client R24.5m editorial coverage for two months (Jan and February) would you have happy clients or what!!!

Now if I were to tell you that this amount was the result of an NGO's publicity this makes it all the more surprising - or may not! The NGO is SADAG (South African Depression and Anxiety Group) who do more for mental health than any other organisation in South Africa. The irony however is that the more successful they are in getting into the media, especially television and radio the bigger knock they take financially.

This is because of the toll free lines they offer people to call in with their problems. Every time there's publicity the lines go crazy and who pays for the calls? They do - SADAG...



Help sponsor those who help those in need.
(Image: Sasha Wolff from Grand Rapids, via Wikimedia Commons)

Now my question to corporates, telecoms people, marketers, branding people is this - why the hell is no one sponsoring the organisation? They're more than happy to call themselves the ACME South African Depression and Anxiety Group. And your company would share in the glory of that constant editorial coverage.

The sad fact is that as mental health problems escalate the demand for their services grows. Much of their work centres around their offices (which have just been donated through a telephone appeal on John Robbie's show) where trained counsellors are waiting to deal with all the calls, as well as running support groups in every province in the country, where need is also growing daily.

Another area which has grown exponentially is their suicide prevention work. Here, apart from manning a specific phone line, they visit schools, educating the students on issues such as 'what to look for in their friends or family if they suspect they may be suicidal' and just how to cope!

Some of their lines that desperately need sponsoring are their:

- Support group line (for over 200 groups)
- Suicide crisis line
- Mental health line

They are in fact in this position every year - just having enough money to squeeze through every month. This column isn't asking for money - they need a sponsor! And what an incredible opportunity to not only have your name linked to this amazing organisation where you'd also really be making a difference, but think of the branding opportunity!

If anyone out there is interested please contact: Zane Wilson email: zane1@medport.co.za or call +27 (0)11 783 3728.

ABOUT MARION SCHER

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