2018 SleepOut Movement calls on South Africans to #RiseToTheChallenge

Marking the centenary of the birth of Nelson Mandela, the 2018 SleepOut Movement is presenting several new opportunities for South Africans to #RiseToTheChallenge in raising awareness of the plight and injustice of homelessness, as well as raise funds to assist in eradicating this social inequality.



2017 SHE-EO SleepOut event - Constitutional Hill Women's Prison

Now in its fourth year, the CEO SleepOut events 2015-2017 donated in just 36-months over R38m and supported 315 beneficiaries. The 2018 SleepOut Movement, which sees Dr. Makaziwe Mandela as the patron in honouring her father, offers two unique chapters: the Nelson Mandela CEO SleepOut - Liliesleaf Edition and the Nelson Mandela Legacy SleepOut - Robben Island Edition.

On Wednesday, 11 July, the Nelson Mandela CEO SleepOut - Liliesleaf Edition aims to host 200 CEOs (each with four guests who embody Madiba's leadership and humanitarian qualities) as they #RiseToTheChallenge, spending a winter's night at the iconic Liliesleaf Farm and Museum in Rivonia, Johannesburg. In addition, an auction will be held for Madiba's outside bedroom at Liliesleaf where he, Madiba, spent countless hours writing, reading and reflecting, with opening bids commencing at R250,000. The goal is to raise R30,000,000.

One week later, on what would have been Madiba's 100th birthday, 67 global influencers, business leaders and celebrities will overnight on Robben Island, inside the maximum-security prison and courtyard where Mandela spent 18 years. On this same night, an auction will be held for the highest bidder commencing at $250,000 to sleep inside cell number seven - Madiba's home during his imprisonment. Our aim is to raise R67,000,000 through our 67 participants at a pledge of $100,000 each.

Nelson Mandela School Sleepout

On this same night, schools across the country are invited to join in the Nelson Mandela School Sleepout: Empowered by Liliesleaf. Other organisations, community groups, sports teams, clubs, and more, are encouraged to form groups of 12 or more and be a part of the Nelson Mandela South Africa Sleepout- Empowered by Liliesleaf.

This year, the 2018 primary beneficiaries were appointed by the CEO SleepOut Trust for their commitment to education, nutrition and community upliftment, three of the five pillars that alleviate homelessness alongside shelter and healthcare. The

primary beneficiaries are Liliesleaf Farm and Museum in Rivonia and The Qunu Food Security Project in the Eastern Cape.

Social impact

Former CEO SleepOut participant and Investec Group CEO Stephen Koseff says: "We live in a world where there is a lot of inequality. If you become a CEO, you're one of the privileged few – and we have to understand how the other side live."

He is supported by another former participant Alexander Forbes Group Holdings Ltd interim CEO Deon Viljoen: "If you are in a privileged position to bring about positive change, then it is your duty to do so."

"If we can dream it, we can do it. South Africa needs each one of us to pool together towards the achievement of a better future for generations to come," says 2017 She-EO SleepOut participant Nonkululeko Dlamini, CFO, Industrial Development Corporation.

Adam Craker, CEO of IQ Business, confirms: "The social impact of The CEO SleepOut events has been felt far and wide across South Africa. Participants have experienced great change, both professionally and personally, with the accumulative three-year social return on investment values to South Africa conservatively estimated over R100m."



2016 - CEO SleepOut - Nelson Mandela Bridge

Special edition events

Under 1World, the 2018 SleepOut Movement will also have two special editions being created this year. The first special edition being produced for the main events is HopeTalk. This will go on sale the first week of June 2018 for just R20.00 and funds raised via advertising support will be given to Homeless Talk to support their office infrastructures and team salaries,

a further secondary beneficiary to The SleepOut Movement.

The second special edition aligned to the Nelson Mandela School SleepOut: Empowered by Liliesleaf, is KIDLandthropy, a special digital publication aimed at school children to teach philanthropy and empathy.

To register as a participant, go to www.theceosleepoutza.co.za.

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