

Here's an incredible branding opportunity

What would you say if you were offered an organisation to tie you/your client's name to one that achieves an average of R4m to R6m's worth of editorial coverage, print and electronic per month? You would also be making a significant contribution to the fight against depression and anxiety.

In May they had 87 print stories, reaching 9.5 million people as well as 42 broadcasts on radio and TV reaching 49 million people.

This popularity however is their downfall! As soon as their name is aired with their toll-free line (calls paid by them) they are inundated with calls, which costs them an average of R60 000 per month.

The organisation is the South African Depression and Anxiety Support Group, and sadly unless they receive substantial sponsorship they will have to close their doors for good.

For the last 15 years this incredible organisation (a registered NPO) has been at the forefront of mental health advocacy, patient care and destigmatisation of mental illness - perhaps the fastest growing illness in the world!

Helping thousands - perhaps someone you know

Representing thousands of South Africans with mental health problems ranging from depression, anxiety, bipolar disorder, PTSD, and schizophrenia, SADAG answers over 146 000 calls annually from people in mental health crisis. Their 15-line toll-free call centre and SMS line is open 7 days a week, 365 days a year and receives up to 400 calls a day from desperate people who feel they have nowhere else to go to and no one to turn to.

With over 100 dedicated volunteer counsellors and 160 support groups nationwide, SADAG is often the last line of hope between life and suicide for South Africans with mental health problems across the country. In urban, rural, and peri-urban communities, SADAG offers help, crisis intervention, and education for thousands of people. Now, due to a severe lack of financial help, SADAG may have to turn off that help.

When times are hard, calls increase

Despite SADAG's immense and invaluable work across the country, helping people from all walks of life understand their diagnosis, the importance of treatment compliance and extensive associations with mental health professionals and medical schemes, SADAG receives no funding at all from medical aid schemes, government and less than 10% of their funds come from the pharmaceutical industry.

However, as the economy is so poor the calls to SADAG have grown hugely and these calls now cost up to R60 000 per month for telephones alone, SADAG is in a crisis needing an additional R500 000 this year in order to continue their work. Their survival now depends on the communities they have been working with and serving for 15 years.

They would be more than happy to give naming rights to the sponsor i.e. The Acme Depression and Anxiety Support Group.

Support Group... And let's face it where can you get your name attached not only to an organisation that generates such goodwill - but this is virtually a household name on television, radio and print media.

If you can help please contact Zane Wilson via email zane1@hargray.com or call Cassey on or +27 (0) 82 835 7650

Visit SADAG's website on www.sadag.co.za to see the full extent SADAG's services - and the huge gap they would leave were their doors to close.

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