



what are our needs?

We are specifically looking for contacts and sponsorships for the following items.

- Running/Cycling clothes (including caps)
- Running shoes
- Printing of logo's on clothes/Medals
- Posters, Signs & stickers
- Banners/canopy/tear drop flags and other promotional material



the future

It is our dream to see this organisation grow year by year with more and more athletes joining us as the years progress and more and more children in need benefitting from the proceeds of our efforts.

We hope to find a big corporate sponsor and a well known personality or two to join our cause soon! Any takers?



do you want to get involved?

Please contact us (see contact details on the back of this pamphlet) and tell us how you would like to get involved or simply fill in that sponsorship on the website for a friend, family member or colleague of yours.

Help us to be the change we would like to see in this world (as Ghandi said) and in South Africa. Your sponsorship could be anything from 5c, 10c, 50c or R1 to R10 per km, if you feel really generous. Remember, the athletes are going to suffer for people in need - they will work for it!

We would also like to get more corporate sponsors involved so please contact us if you are interested!

Please also visit our website at www.d4dsa.co.za or follow our tweets on twitter - just follow @d4dsa. We also have a Facebook page - search for "Distance For Difference" and LIKE us!

God Bless.



contact & other details

Stéphan Pieterse

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Corporate Sponsors



www.d4dsa.co.za

@d4dsa

Search for "Distance For Difference"

Postal address:

P.O. Box 576
 Somerset West
 7129

Physical address:

8 Heritage Close
 Heritage Park
 Somerset West
 7130
 South Africa

Banking details:

Account name: DISTANCE 4 DIFF
 Bank: ABSA
 Branch: Somerset West
 Branch code: 632005
 Account no.: 921 774 1105
 Account type: Savings; Swift code: ABSAZAJJ

Registration details:

Registration number:
 2003/028061/08
 PBO number:
 930 018 736



Accountants/Auditors

Financial Hub (Anna Durand)
 Unit 7, Canal Edge 3, Tyger Waterfront, Carl Cronje Drive, Bellville, 7536 (PO Box 5050, Tygervalley, 7536)
 Tel: +27 -21 914 8113

Directors:

Stéphan Pieterse (Mechanical Engineer), Emile Kotzé (Technician), Jacques van Niekerk (Lawyer), Shawn Roets (Regional Manager), Yolanda Pieterse (Self-employed), James Anderson (Financial Planner), Stuart Oliver (Business Owner)

SEPTEMBER 2010

DISTANCE FOR DIFFERENCE



Children in need, is our passion in deed.



*"We make a living by what we get.
We make a life by what we give"*

Winston Churchill

Main corporate sponsor





who are we?

Distance For Difference (D4D) is a registered section 21 company and non-profit organisation. We help to mobilise runners, cyclists, walkers and swimmers to get sponsorships for every kilometer they complete during the year.

With the money we collect, we help to make the lives of specifically children a little bit easier and make their future look a bit more promising.

D4D management consists of a board of directors and committee members, headed up by the founder, Stéphan Pieterse, a 37 year old University of Stellenbosch Mechanical Engineering graduate and currently heading up Human Resources & Organisational Development at Pragma (www.pragmaworld.net).



our vision

Our slogan **“Children in need is our passion in deed”**, sums up our vision. Over the last number of years we have financially assisted several individual children, groups of children and people, organisations and charities working with children. Our dream is that the children of South Africa can be children in stable family environments, without the fear of abuse or abandonment and with prospects of becoming adults that can positively contribute to the future and well being of South Africa and its people.



how did it all start?

It all started during January 2005 on one of Stéphan’s training runs. This was just after the terrible news of the Asian tsunami and various other news reports about aids, hunger, poverty, shack fires, floods and war, we were all bombarded with in 2004 (nothing has off course

changed during the last few years!). We had and still have a world filled with pain and many, many needs.

While he was running, he thought about what he could do to make a difference in this world, even if it was just a very small one and this is where the idea for this organisation was born. He decided to start a campaign he called “Running for their lives”, the lives of people in need. (The name was changed to Distance For Difference in 2008)

In his own words: *“God has given each of us at least one talent while some have been blessed with many. To be able to use your talents, resources and even the ability to run, which is one thing most of us take for granted, to the advantage of people in need is an awesome experience and is definitely recommended!”*

He soon signed up a few sponsors and at the end of 2005 he collected just over R23,500!



so how does it work?



The campaign works on the following simple principal: Athletes can join the campaign as one or more of the following: a runner, walker, cyclist or swimmer, by registering on the the D4D website (www.d4dsa.co.za) Every athlete is responsible to approach his or her friends, family & colleagues for sponsorships for every km he or she completes during the year, based on a target the athlete set him or herself at the start of the year.

The athletes are required to log their completed km’s on the website where their sponsors can also follow their progress.

Some of our athletes only take part in major events like the ABSA Cape EPIC, Ironman, Argus Cycle Tour, Two Oceans & Comrades Ultra Marathons and get specific sponsorships only for those events.

Our calendar year starts middle November and ends 365 days later.

Sponsors and donors are kept informed via our website & through e-newsletters.



in previous years...

We started out with 1 runner in 2005, then 2 runners in 2006, 10 runners in 2007 and in 2008 we were 30! During 2010, athlete number 50 started to make a difference.

Money collected:
2005: **R23,500**; 2006: **R25,538**; 2007: **R103,259**;
2008: **R147,426**; 2009: **R194,102**

Where does the money go to?: Our very first project back in 2005 was to provide Wendy house to a homeless man. Since then (in line with our vision) we have financially assisted several causes where children are involved. Some of these are listed below:

- Tzadokah Foster Home (Kraaifontein) - R85,000
- Sylvia's House Foster Home (Gordons Bay) - R43,500
- Connect Network (part of www.viva.org) (Somerset West) - R30,000
- ACV day care centre (Rugby, Milnerton) - R35,850
- Masigcine Children's Home (Mfuleni) - R24,000
- The Du Plessis Family (Andries' school fees - Down Syndrome) - R12,000
- The Swarts Family (KFM wish 09) - R12,000
- The Samuel Family (KFM wish 08) - R10,000
- Londiwe Khoza (KFM wish 07) - R10,000
- Nceduluntu Sanctuary Trust (Mama Lumka) - R7,000
- Gabriella Centre for handicapped children (S/West) - R7,000
- bobsforgood Foundation - R5,000
- Home of Hope Foster Home (Cape Town) - R5,000
- Vision K (Stellenbosch) - R5,000
- Jonathan Wood (Autistic) - R5,000
- Jan-Louis de Bruijn (Cancer) - R5,000
- Kuilsrivier Support Group - R5,000
- Brights Lights (S/West) - R3,500
- PATCH - Helderberg (S/West) - R3,000
- Angel's Place Foster Home (Johannesburg) - R3,000
- Child Evangelism Fellowship (S/West) - R2,000



safety of donations

All financial donations are audited by our accountants, **Financial Hub** in the Tyger Waterfront. We have an open book policy and any donar or sponsor is more than welcome to view our financial statements at any time. We can also provide tax redemption certificates if there is a need for that.