



Presents

# PROJECT 720

67 Mangold Street

Newton Park

Port Elizabeth

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## 1. INTRODUCTION

**KICK** was formed in 2006 with a vision to impact the lives of children in South Africa. Its aim is to unite the young children, equipping and empowering them to have the confidence and authority to believe that they can make a difference in our nation!

We are passionate about South Africa and providing hope for its young children because we believe that through **KICK** we are impacting the future leaders of this nation – educating them, inspiring them and birthing in them a desire to see our country flourish!

KICK exists to support children in need. With a volunteer base of 250 members, we are able to support individual children as well as children's organizations and children's homes. In order for KICK to function effectively and make an impact on the underprivileged community, we rely greatly on the support of businesses, organizations, media and individuals in the society.

## 2. PROJECT 720

KICK, together with a group of passionate athletes are joining hands in hosting a very exciting initiative in Port Elizabeth. The funds raised from this initiative will go towards KICK's various projects and initiatives – directly impacting the children in our community!

A group of 8 paddlers, including professionals, development paddlers and celebrities will take part in the challenge, where they will paddle in a relay, non-stop for 72 hours at an average speed of 10km an hour – they will therefore cover 720km over 72 hours.

DATE: 6pm Friday 6 August – 6pm Monday 9 August 2010

VENUE: Hobie Beach



## 3. WHO WILL BENEFIT FROM PROJECT 720

The funds raised from PROJECT 720 will go directly towards supporting children in need in our community. It is our aim to provide hope for these children, equipping, empowering and educating them.

### **Tayden Hershensohnn**

Tayden is a 19 month old little boy suffering from Feeding Tube Dependency. He has been very ill since he was only 3 months old with aspiration pneumonia, bronchiolitis, dehydration and various other infections.

Tayden was hospitalized 26 times in 2009 and underwent 3 operations which resulted in the diagnosis of Failure to Thrive (FTT) with the end result being the insertion of a gastrostomy (feeding peg) in his stomach to ensure that he receives all the food and nutrients his body needs to grow.

As a result of being fed through his feeding tube, Tayden has forgotten how to eat and drink on his own and needs to be taught how to do this again. Due to not eating or drinking on his own Tayden will not survive without the feeding peg and as a result of the peg Tayden also suffers from a lot of infections.

There is a children's hospital in Graz, Austria, which has a 95% success rate of curing children of their feeding tube dependency and getting them to eat and drink again on their own. Tayden needs to be taken to Graz and has already been accepted onto the programme by the Graz Children's Hospital, who believe he has a great chance of success.

In order to get Tayden to Austria and into the programme his parents require R 180 000 to cover costs. This is where we can help Tayden and be part of ensuring he has a happy, healthy, normal life.

A portion of the funds raised from PROJECT 720 will go towards Tayden and his hospital bills.

### **Zanethemba Creche in Area Q (Walmer Township)**

KICK supports a Baby Transition home, called Zanethemba which is managed by a Dutch couple. The home is linked to a crèche in Area Q of the Walmer Township – Area Q is an incredibly poverty-stricken area in the Walmer Township, with no running water or electricity. The school looks after children from 0 – 5 years old from 8am until 5pm daily. This school feeds the children, educates them and provides love and care to broken hearts. The school is well supported by the people in the community, and is seen as a ray of light in harsh situations. We believe that this crèche has the potential to make a significant difference in these children's lives.

KICK, together with Zanethemba are investigating the possibilities of purchasing the land adjacent to the current shack, and building a large, double-story, brick school which will provide education for many children from 0 – 5 in Area Q. Zanethemba has met with the architects and are awaiting the plans.

KICK will play a large part in funding the building and management of the school, getting sponsors and donors on board.

#### **4. OPPORTUNITIES TO GET INVOLVED:**

##### **1. Volunteer**

The men that will be paddling the 720km have been selected, and include:

1. Richard von Wildemann
2. Hadyn Skinner
3. Andrew Skowno
4. Stuart Laing
5. Calvin Zeelie
6. Jordan Zeelie
7. Hein van Rooyen
8. Jason Goedhals
9. Luvuyo Nonzinyana
10. Celebrities & Members of the public **\*KICK Team WILL PADDLE A LAP EACH!!**

##### **2. Sponsor a friend**

Each member of the 8-man team needs to find another 10 people from the community that are willing to sponsor them a minimum of R5 for each km that they paddle for the cause. If you are interested in sponsoring one of the 8 men, please contact Marius at [info@kickworship.co.za](mailto:info@kickworship.co.za) for more details.

**720km x (R5 x10 people) = R36 000**

##### **3. Volunteer your time**

For individuals in the community that want to get involved on a smaller scale, we need volunteers to be available throughout the 72 hour time frame to help with admin, promo's, setup, etc.

If you are interested in volunteering your time for an hour or two, please contact Marius at [info@kickworship.co.za](mailto:info@kickworship.co.za) to book a time slot.

##### **4. SMS 'PADDLE' to 38275**

For every person that sends an sms saying 'PADDLE' to 38275, a donation will be made to KICK/In Their Shoes. Smsses cost R10 each.

##### **5. FACEBOOK**

To stay updated with PROJECT 720, join the Facebook Groups – Project 720 and KICK OUTREACH

##### **6. Become a KEY Sponsor**

For corporate organizations that want to get involved, we are looking for key sponsors.

**Benefit of being a Key Sponsor:**

- Business logo will be displayed on the following printed merchandise:
  - T-shirts
  - Promotional material
  - Donation boxes situated in designated areas
  - Media releases
  - Advertising on website, blogs, facebook groups.

**How to become a Key Sponsor:**

- A minimum of R5000 donation will be made to KICK/PROJECT 720
- Supply KICK with your business logo
- Sign key sponsor contract

Should you need more information on PROJECT 720, please contact Lauren:

[lauren@kickworship.co.za](mailto:lauren@kickworship.co.za) or [info@kickworship.co.za](mailto:info@kickworship.co.za)

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