

# GENERAL INFO ABOUT CASUAL DAY

## 1. HISTORY OF THE PROJECT

In 1995 the Casual Day project was launched in South Africa. Although on a small scale, it was such a success, that we decided that this project should become an ongoing, annual event.

The Casual Day project is managed by The National Council for Persons with Physical Disabilities in SA and is annually organised by The Marketing Team (Pty) Ltd.

Funds raised by the project:

<u>Year</u>	<u>Amount raised</u>	<u>Year</u>	<u>Amount Raised</u>
1995	R 413 000	2001	R5.2 million
1996	R1.2 million	2002	R5.8 million
1997	R2.1 million	2003	R7.3 million
1998	R3.3 million	2004	R8.2 million
1999	R4.8 million	2005	R10.1 million
2000	R5.5 million	2006	R12 million
2007	R13.2 million	2008	R 15.4 million
		<b>TOTAL raised</b>	<b>R94.5 MILLION</b>



Looking at the history of this project, one can clearly see that this is a project that people love to participate in. Thanks to the auditors, all monies raised during this project are distributed to the beneficiary welfare organisations no later than 5 months after the project.

## 2. NATURE OF THE PROJECT

On Casual Day (always the first Friday of September) we ask people to **dress up or down - anything other than usual**. Every person who participates must wear the official Casual Day sticker, indicating that they are dressed differently in support of and to benefit persons with disabilities in South Africa. The sticker can be obtained for a R10 donation from the Casual Day office, any Absa outlet, from a participating welfare organization, any Game store or via the Casual Day website.

Experience has shown that employees will enthusiastically participate in the project and gladly pay R10 to be able to attend work dressed in something different for ONE DAY!! Some companies decide on a theme for the day and dress accordingly.

"Casually dressed" does not only mean shorts and denims, but also indicate that every person can dress differently than usual. In certain companies, it will mean that the men will be able to go to work without a tie and in the more informal companies, employees can dress more formal. How the company enjoys Casual Day is entirely up to them and will depend on the atmosphere and type of company. *All we ask is that every person that participates must wear the official Casual Day sticker.*

As every participant will be wearing the official Casual Day sticker, the public will be able to identify the respective personnel and companies supporting the project.

This creates a feeling of belonging in the company and is a great way of team building. Life is not all about work and on this day you will have the opportunity to do good as well as put a little pleasure back into life.

### 3. BENEFICIARIES

Casual Day is a fundraising and awareness creating project that is managed by: "The National Council for Persons with Physical Disabilities in South Africa" (NCPDPSA).

NPO number: 000-923.

**The beneficiaries of this project are the following national organisations:**



000-923 NPO

The National Council for Persons with Physical Disabilities in SA



SA Federation for  
Mental Health

SA Federation for Mental Health



**DPSA**  
DISABLED PEOPLE SOUTH AFRICA

Disabled People South Africa (DPSA)



DeafSA

Deaf Federation of South Africa (DEAFSA)



**EPILEPSY**  
SOUTH AFRICA

Epilepsy SA



South African  
**NATIONAL**  
Council for the  
**Blind**

SA National Council for the Blind

Abovementioned organisations all provide a service on a national level and represent over **400** different schools, homes and workshops in the field of disability.

Casual Day does not only allow the opportunity for fundraising, but also brings the beneficiary organisations, and their services, under the attention of the public. Issues such as accessibility, transport and job creation are addressed therefore the project really helps to improve the lives of persons with disabilities in South Africa.

Services rendered by these organisations include the following:

- ☺ Job creation
- ☺ Education and training
- ☺ Housing
- ☺ Poverty alleviation, and many more

## 4. PROJECT DETAILS

The project is organised by "The Marketing Team (Pty) Ltd". Their contact details are as follows:

**Telephone number:** (012) 663 8181  
**Fax number:** (012) 663 8188  
**E-Mail:** [casualday@mweb.co.za](mailto:casualday@mweb.co.za)  
[loslit@mweb.co.za](mailto:loslit@mweb.co.za)  
**Web site:** [www.casualday.co.za](http://www.casualday.co.za)



**Postal Address:** PO Box 10534  
 Centurion 0046

**Bank Details:** Absa bank  
**Account Number:** 404 535 5076  
**Branch code:** 630 305  
**Account Name:** Casual Day/Loslit Dag  
**Fundraising Number:** 000-923 NPO

**Auditors of the Project:** Thompson, Maher and Associates  
 Mr. Michael Maher: (011) 646 2155

**National Director of NCPPDSA:** Mr. Johan Viljoen: (011) 726 8040  
[johan.viljoen@ncppdsa.org.za](mailto:johan.viljoen@ncppdsa.org.za)

**National Organiser of Project:** Mrs. Annelise de Jager: (012) 663 6262  
[themteam@mweb.co.za](mailto:themteam@mweb.co.za)

## 5. MARKETING OF CASUAL DAY

Casual Day is promoted nationally via radio, television, newspapers, magazines and through on-line media. The media sponsors publicity to Casual Day, and the publicity report of Casual Day 2008 shows that publicity of more than R8.7 million was generated last year. We are extremely grateful to the media for their huge contributions. This assists us in keeping the overheads of the project to a minimum to enable the funds raised to go towards the beneficiaries.

The project also receives publicity via Absa and we are indebted to them for providing us with an infrastructure to distribute the stickers countrywide. Absa does in no way benefit financially from this project.

## 6. CASUAL DAY FRIENDS

A project of this scale needs business partners to be truly successful. Absa is the primary partner of Casual Day. They contribute financially towards the project and give an infrastructure for the distribution of the stickers.



Game also distribute the stickers through all their stores countrywide, making sure that each and every person can get hold of a sticker.

**Neither Absa nor Game benefit financially from the project.**

## 7. CONCLUSION

Casual Day 2009 will take place on Friday 4 September. This is a fundraising project involving 6 national welfare organisations, that provides a service within the field of disability.

The project has always been a great success and is a highlight in the lives of persons with disabilities. Casual Day not only raise funds for persons with disabilities but also addresses various problems in the field of disability, thus improving the lives of these people as a whole.

The project has already raised about **R94.5** million over the last fourteen years, but the real success can be seen by the impact it has on the lives of persons with disabilities around us.

