



DONATE
R67

MANDELA DAY FUNDRAISER

A BAKKIE FOR **LUNGISA'S** COMMUNITY KITCHENS

in partnership with



MANDELA DAY PARTICIPATION TOOLKIT

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Overview:

Lungisa Haai, also known as 'Mama Lungi', left her full-time job and started the Siphekela-Isizwe Feeding Scheme, which runs five community kitchens in Gugulethu, Summer Greens, Khayelitsha, Dunoon and Joe Slovo.

The Kolisi Foundation has been supporting and journeying with Lungisa since May 2020, seeing her kitchen grow from supporting 150 children and elders to more than 1000 daily. Her operation is no longer feasible without a vehicle upgrade to enable basic transportation of goods to and from the kitchens.

"It's not just about feeding; we also need to empower them [children]." - Lungisa.

Beyond providing food support through her community kitchens, Lungisa also runs empowerment programmes and organises weekly sporting practices for the children of the communities she serves. Her community kitchens are safe and welcoming spaces for the children. And to us, Lungisa is a true community builder and leader.

Some background on Lungisa - <https://youtu.be/3gsI4HleqIQ>

We are rallying partners/donors/sponsors to join us on our mission to purchase a new bakkie for Lungisa's community kitchens this #MandelaDay2022. The campaign will run from Friday, 8th of July until 31st July. You can get involved in your capacity or as an organisation.

In the spirit of Mandela Day, Freedom of Movement will kickstart the fundraising with an R50,000 donation to the project and will also match every donation made by our customers through the FOM platform. We challenge other proudly South African brands to join in on the movement.

How to support this campaign as an individual?

- Donate a lump sum amount.
- Donate R67 towards this campaign via GivenGain.
- Create your sub-fundraiser for this campaign to raise funds. Maybe you can run a race, do a challenge or pledge your birthday.
- Share and encourage your friends and family to donate.

How to support this campaign as a school?

- Donate a lump sum amount.
- Encourage the pupils to donate R67 towards this campaign via GivenGain.
- Match student donations as a school.
- Host a school fundraiser.
- Share and encourage the message through your networks.

How to support this campaign as an organisation?

We still need 150k for the bakkie, which is our fundraising goal. Suggestions should you like to participate in this fundraising initiative internally and/or externally.

- Encourage all your staff to donate R67 towards this project. We created a campaign page on GivenGain (click [HERE](#)), to which your staff can directly contribute.

- You can create a sub-fundraiser to track donations from your staff and clients on this page. See details on how-to below.*
- The organisation can match employee/client donations.
- Donate a lump sum amount from your organisation.
- Pledge R67 or R6,70 (or another amount) for each sale you make during a specific period.
- Encourage your online audience and clients to donate to this fundraising campaign (see social media support tools below).
- Share and encourage donation and pledging via the link provided amongst your customers and staff.
- Nominated other organisations to take part.

How to create your fundraiser link for this campaign?*

- Visit the fundraiser link - <https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/>
- Click on the "Start Fundraiser" button.
- Complete the detail to create your page.
- Share with staff, friends and family.

How to support this campaign via social media?

- Highlight your involvement by sharing the provided content across platforms using our sample social media posts.
- Follow, retweet, share or like content from the social networks regarding the campaign (see social channels to follow below).
- Share and encourage donation and pledging via the link provided amongst your customers and staff.
- Share the campaign clip on your social media - <https://youtu.be/ybN4oMtxyTU>

When posting about this campaign on your channels, please include the following:

1. Direct call to action: To read more or donate an amount towards this campaign, follow the link: <https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/>
2. Tag the parties involved (see handles below) in order to reshare and amplify where possible.

Follow our social channels and tag us in your social posts:

Kolisi Foundation

- Instagram – @kolisi_foundation
- Facebook – @kolisifoundation

Freedom of Movement (FOM)

- Instagram – @fombrand
- Facebook – @FOMbrand

Sample Social Media Copy

Feel free to customise the following sample posts to align with your organisation's voice and style (without changing the core information) and pair them with the visuals we have provided.

Sample Social Media Copy
<p>We are excited to be involved with the Kolisi Foundation's and Freedom of Movement's Mandela Day Fundraiser.</p> <p>We will be donating (inset amount here) for this campaign to support Lungisa.</p> <p>We challenge (insert organisation name) to also take part and donate towards this worthy cause.</p> <p>Visit their GivenGain page to donate https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/</p> <p>#KolisiFoundation #Remembertheone #onebyone #MandelaDay2022</p>
<p>Get involved this Nelson Mandela Day with a R67 donations.</p> <p>We admire the work of Lungisa, running five community kitchens and we have decided to support this fundraiser. Our staff are taking part and donating R67 each towards the Kolisi Foundation and FOM #MandelaDay2022 campaign. As an organisation we are matching each donation our staff are making.</p> <p>Be part of the campaign and pledge your support: https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/</p> <p>#KolisiFoundation #Remembertheone #onebyone #MandelaDay2022</p>
<p>This Nelson Mandela Day we are supporting a worthy cause.</p> <p>The Kolisi Foundation and Freedom of Movement are running a Nelson Mandela Campaign to support an incredible woman, Lungisa, running five community kitchens. We have pledged R68 for each sale we are making during the month of July.</p> <p>Are you joining us?</p> <p>Be part of the campaign and pledge your support: https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/</p> <p>#KolisiFoundation #Remembertheone #onebyone #MandelaDay2022</p>

Sample Newsletter Copy

You can customise the below copy to communicate your support for this campaign in your newsletter or other platforms.

Sample Newsletter Copy

Mandela Day 2022

We are joining hands with the Kolisi Foundation and Freedom of Movement to support a worthy cause.

Lungisa Haai, also known as 'Mama Lungi', left her full-time job and started the Siphekela-Isizwe Feeding Scheme, which runs five community kitchens, supporting over 1000 children and elders in Gugulethu, Summer Greens, Khayelitsha, Dunoon and Joe Slovo. Her operation is no longer feasible without a vehicle upgrade to enable basic transportation of goods to and from the kitchens.

We are going to help her buy a new vehicle.

(Insert your involvement in the copy and how you are taking part in this campaign)

To read more, donate or pledge an amount towards this campaign, follow the link:
<https://www.givengain.com/cc/bakkie-for-lungisa--nelson-mandela-day/>

Clip regarding the campaign: <https://youtu.be/ybN4oMtxyTU>

Clip introducing Lungi: <https://youtu.be/3gsI4HleqIQ>

Visual Assets

To help support your efforts, you can use the Kolisi Foundation – FOM designs and related assets. Please reach out to us if you have any questions via email at anica@kolisifoundation.org.

Click [HERE](#) to access the folder.