

IRONMAN®

4 the Kidz south Africa



IRONMAN®
FOUNDATION



IRONMAN 4 THE KIDZ South Africa: REPORT BACK ON 2014 INITIATIVES



IRONMAN® 4 the Kidz has over the past 10 years become a lifeline for children's charities in the Eastern Cape through the dedication of athletes participating in the world's most challenging multi-sport endurance event, the generosity of sponsors and the support of the South African and international public.

OUR AIM:

The KFC IRONMAN 4 the Kidz Charity's aim is to raise awareness for the plight of less fortunate children who often come from dysfunctional family backgrounds.

OUR PROMISE:

We will ensure that all contributions are effectively and correctly used to directly improve the life and needs of the kids in the Eastern Cape.

OUR FUTURE:

Growing into 2014, the Charity support will expand its reach to the rest of South Africa.

IRONMAN 4 THE KIDZ

10 YEARS OF INSPIRATION

In 2005 ex Springbok Garth Wright and Gary Stephenson took on the challenge to raise funds for the kids of the Eastern Cape, leading them to create the IRONMAN 4 the Kids Charity Trust.

In 2005 their goal was to raise R11,000 for the Eastern Province Child and Youth Care Centre. They would never have guessed that in 2014 they would be participating in the IRONMAN South Africa for the 10th consecutive year with a target of R2 million.

As a registered NPO, IRONMAN 4 the Kidz aims to improve the lives of abandoned, abused or neglected children through the support of children's charities. Supporting 15 children's charities in 2014, having added an additional two charities since 2013, the Charity has recently changed its mandate to expand its reach nationally to help support NPOs around the country.

Over the years the Charity has managed to meet its goals and increase their support to the various beneficiaries it assists.





FUNDS RAISED

2014's success

An IRONMAN® event is more than just a triathlon. For the millions, it is life's ultimate challenge, a rite of passage and spiritual journey.

Thanks to the support of the 169 athletes who raced in IRONMAN 4 the Kidz colours in 2014, as well as the business community and public who sponsored them and supported the Charity, IRONMAN 4 the Kidz successfully raised in excess of R2 million for its beneficiaries in 2014.

"There are only two options Regarding commitment, you're either in or you're out. There's no such thing as life in between."

~ Pat Riley

IM4K GROWTH

2005 - 2014

The IRONMAN® 4 the Kidz fundraising efforts at has increased from R11 000 in 2005 to R2 million in 2014, raising over R8 million for children charities along the way.



OUR BENEFICIARIES

MAKING A DIFFERENCE

IRONMAN® 4 The Kidz makes a tangible difference to the 15 beneficiaries we support.

The need is true, the support is real and the effects are phenomenal.

[EP Child and Youth Care Centre](#)

[Khayaletu Youth Centre](#)

[Lelethu Baby Shelter](#)

[M.T.R. Smit Children's Haven](#)

[Oosterland Youth Centre](#)



OUR BENEFICIARIES

CONTINUED...

[Salem Baby Care Centre](#)

[Foodbank SA](#)

[Child Welfare East London](#)

[We care Outreach Initiative](#)

[Sabrina Love Foundation](#)

[Siyakatala Child and Youth Centre](#)

[ADP Day Care Centre](#)

[Star Up-liftment Centre KWT](#)

[Zonke Izinto QT](#)



HOW YOUR SUPPORT IS MAKING A DIFFERENCE

The funds distributed to each beneficiary through IRONMAN 4 the Kidz are carefully allocated and monitored to ensure transparency and efficiency in the use thereof. Key projects have been earmarked for the funds at each beneficiary in 2014:

EP Child and Youth Care Centre

- Cottages bathroom revamp
- Chairs/tables for hall
- Therapy and running costs

Khayaletu Youth Centre

- Establishing growing tunnels
- Construction of braai and braai area
- Running costs

Lelethu Baby Shelter

- Daily care of babies running costs

M.T.R. Smit Children's Haven

- Education, medical and therapy costs

Oosterland Youth Centre

- Sending kids on national sports tournaments
- Running costs



Salem Baby Care Centre

- School uniforms, fees and stationery
- Construction of new day care centre

Foodbank SA

- Assistance for current feeding schemes

Child Welfare East London

- Security for Sunshine Children's Home following various thefts and break-ins
- Improvement of general security

We care Outreach Initiative

- Easter feeding programme

Sabrina Love Foundation

- Stipends provided to 10 families to ensure home nursing

Siyakatala Child and Youth Centre

- Fencing for kids' area
- Purchasing of new fridge

ADP Day Care Centre

- Revamp of kitchen
- Running costs for staff to care for physically disabled kids

Star Up-liftment Centre KWT

- Assistance for current feeding schemes

Zonke Izinto QT

- Assistance for current feeding schemes



TOWARD 2015

EXPANDING OUR REACH

Over the past 10 years our reach and support to our communities has expanded dramatically, however most of the beneficiaries supported are Eastern Cape-based. With the support coming from athletes and businesses around South Africa, we have updated our mandate going into 2015 to lend assistance to beneficiaries around South Africa – focusing first and foremost on the areas where races are held. We hope to continue expanding our network of support into the future.





CONTINUED SUPPORT

CORPORATE SOCIAL RESPONSIBILITY

In order to achieve our goals of supporting beneficiaries on a national scale, we rely on continued support from the athletes, public and businesses that believe in the IRONMAN 4 the Kidz cause.

A great social investment initiative and tax deductible, your support of IRONMAN 4 the Kidz also has the added benefit of putting your brand in touch with the elite group of athletes who take on IRONMAN® and IRONMAN® 70.3® South Africa each year, as well as the media who cover the event.

WHO YOU ARE CONNECTING WITH

THE PERFECT AUDIENCE FOR ASPIRATIONAL BRANDS

IRONMAN® is powerfully different to other sports, attracting achievers, driven and goal-orientated people – or in some instances, creating them in the nine month journey to crossing the finish line for the first time.

BRAND QUALIFIERS

These are some of the words we live by and use to describe the attributes of our brand and inspire competitors to fulfill a lifelong dream.

BRAND VALIDATION

Aspirational
Competitive
Dedicated
Driven
Elite
Exclusive
Goal-Oriented
Healthy
Influencer
Inspirational
Lifestyle
Opinion Leader
Mentally Tough
Passionate
Physically Fit
Quality



EVENT MEDIA COVERAGE AND VALUES 2014^{NEWSCLIP}

Newspaper articles:	63
Radio mentions:	63
TV mentions	15
Online entries (SA Only):	76

Website hits: 22 126 unique hits on Race Day (+7 951 from 2013)

Total AVE (SA only)*	R 4 229 578.92
Total PR Value (SA only)*	R10 466 348.76

TOTAL MEDIA VAL (incl. SuperSport):
R 8 634 370.55

TOTAL PR VAL (incl. SuperSport):
R 23 466 348.70

EXPANDING INTERNATIONAL REACH IN 2014

- In 2014, the IRONMAN South Africa show will be televised on:
- Universal Sports Distribution, distributed to about 10 000 000 homes in the USA. To be repeated 5 – 10 times during the year.
 - ESPN, distributed to approximately 400 000 000 homes worldwide.

This international distribution will elevate the media value of the event by millions and increase the reach of the event throughout the world.



THE EXPOSURE
A GLOBAL MEDIA EVENT

The IRONMAN® South Africa attracts representatives from a variety of different media platforms including print, radio, television, web, and social media.



THANK YOU - IRONMAN FOUNDATION FOR YOUR SUPPORT IN 2014

CONTACT

JULIA BANACH

IRONMAN 4 THE KIDZ

JULIA@IRONMAN4THEKIDZ.CO.ZA

CELL: 082 499 0111