

67.67 Hippo Water Roller Challenge

In support of Mandela Day, 18 July 2013

The overarching objective of Mandela Day is to inspire individuals to take action to help change the world for the better, and in doing so build a global movement for good. Ultimately it seeks to empower communities everywhere.

"Take Action; Inspire Change; Make Every Day a Mandela Day."

For the cost of one good cappuccino per day for 67 days you can transform a family's life for five years and more.

Commit at hipporoller.org/6767

Commit

YOUR SPONSORSHIP

The cost of providing one Hippo Roller per family, including distribution & project costs for each individual community, identifying the beneficiaries as well as the handover ceremony, is:

R1,467.67 - including VAT
(\$145 - VAT not applicable)

BRANDING OPPORTUNITY



Your organisation has the opportunity to build their brand by including your logo on the Hippo Rollers that you sponsor.

- Drum colour – we can manufacture the Hippo Roller drum in any colour to suit your brand at no extra

Dear << Test First Name >>

To celebrate UN World Water Day on 22 March 2013 the Hippo Water Roller Project invites YOU to join the 67.67 challenge – the aim of the challenge is to support the 67 Minutes of Community Upliftment drive on MANDELA DAY - 18 July 2013.

Corporate companies, NGOs and individuals have the opportunity of transforming the lives of people in water-stressed communities around South Africa, through this initiative.

THE CHALLENGE

The Hippo Water Roller Project is challenging sponsors and individuals to support this worthy cause by purchasing Hippo Water Rollers for this campaign. Our goal for 2013 is to distribute at least **4, 489 Hippo Water Rollers**.

WHO BENEFITS?

We will select 67 communities around South Africa who are situated in water-stressed areas, or who lack adequate access to water. The benefit to families who receive Hippo Water Rollers is immediate through the use of this appropriate technology, improving access to water, which is a basic human right.

HOW TO GET INVOLVED

We appeal to corporate companies to use their CSI and Marketing budgets to purchase Hippo Water Rollers for one or more communities (i.e. 67 x Hippo Water Rollers per community).

We also appeal to NGOs, staff volunteer groups within companies, other groups and individuals to support this campaign by challenging others to do the same.

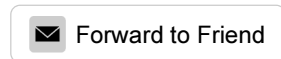
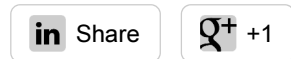
The Hippo Water Roller Project will coordinate and distribute the Hippo Water Rollers on your behalf to the 67 communities within South Africa and will provide photos and stories of each handover.

Thank you for your continued support!

Grant Gibbs

- Drum colour – we can manufacture the Hippo Roller drum in any colour to suit your brand at no extra cost

- Add your logo (11cm diameter) to the large white screw cap – price on request



Email us at
6767@hipporoller.org

21 August 2000

NATIONAL DEVELOPMENT
PROJECT: DISTRIBUTION
OF HIPPO WATER ROLLERS

"A personal appeal is made to your organization to actively support a national project which will positively change the lives of millions of our fellow South Africans."



Nelson Mandela



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