

# clothing



# children

5 + 2 = MORE THAN ENOUGH



## WE CARE LETS GIVE

# WELCOME



The notion for 'Clothing for Children' (C4C) came about when the Burger family were setting aside old and seldom used clothing to donate to charity organisation 'Turn The Tide 4 Children' (ttt4c) ([www.ttt4c.org](http://www.ttt4c.org)).

The Burger brothers, Schalk (St John's: Head Boy 2011) and Wim (Jan Celliers Primary), and dad Hennie, began speculating about the vast number of people in South Africa's who may also have unused clothing items. This, combined with the fact that through the correct channels these items could be distributed to children in need. The notion had additional appeal because of the upcoming festive season and Christmas celebrations.

Hennie challenged the brothers to implement this initiative at their respective schools, and the C4C initiative was born. The project launch took place at St John's achieving an unexpected and massive response, with approximately R1.7-million worth of clothing and shoes donated.

To facilitate the collection, and in conjunction with partner and charity recipient ttt4c, each St John's pupil was issued with five bags for clothing, two boxes for shoes and a number of labels. All pupils were tasked to take the bags and boxes home

and return after the weekend with them full and appropriately labelled.

To increase motivation amongst the already enthusiastic 'Johannians' a competitive concept was added to the challenge. Each bag would be weighed with the pupil weighing in the heaviest bags the winner. The prize, an iPad awarded by ttt4c. In addition, four 'U2' concert tickets were given to the pupil with the heaviest bags and boxes in each grade.

Round two of this fantastic initiative is taking place at Jan Celliers Primary on Friday 26 November and competitions, service opportunities, media/web initiatives and service delivery strategies are being launched to market the programme to another five schools before year-end and another 100 in early 2011.

*The first recipients of these much needed donations are the ttt4c soccer camp players who will, in turn, deliver more clothing to hundreds of other needy people in the build up to Christmas.*

*Plans to get national and international celebrities endorsements are underway and C4C has set itself the goal of clothing one million children over a five year period.*

**SCHOOLS**  
Register Now!

## GOAL

**ONE MILLION  
CHILDREN TO BE  
CLOTHED IN FIVE  
YEARS.**



In association with:

**turn  
the  
4  
tide  
children**

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