



## MEDIA RELEASE

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### Results Media Release – For Immediate Release

Tuesday, 18<sup>th</sup> August 2015

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#### The CEO SleepOut™ Raises Record R26-million For Vulnerable Children

The Philanthropic Collection and CEO SleepOut™ Trust has announced that the inaugural 702 Sun International CEO SleepOut™ raised over R26 million for its appointed beneficiary, Girls & Boys Town (GBT).

Says Ali Gregg, founder and CEO of CEO SleepOut™: “The final amount of R26,054,869 was noted by BDO SA, the appointed auditor and Accounting Partner to the CEO SleepOut™, and is believed to be the largest amount raised in South Africa for a single event.

“Everyone involved is thrilled to see an organisation like Girls and Boys Town receiving a donation of this size, knowing that GBT offers long-term, sustainable solutions and care to homeless and vulnerable children.”

The CEO SleepOut™ originated in 2006 in Sydney, Australia, by local business leader Bernard Fehon, who conceived the idea while working on a fundraiser for Australia’s St Vincent de Paul Society (Vinnies), a nonprofit organisation that combats social injustice across Australia, specifically homelessness.

With a passion for assisting the homeless and vulnerable, particularly children, Gregg engaged Fehon back in 2012 to extend the concept to South Africa. Thus began a process of putting together a South African and International team that would ensure the ethical, transparent success of Fehon’s idea – and create an opportunity for homelessness to be highlighted across South Africa, while enabling those in a position to effect immediate changes to do so.

It was on this platform that on 18 June 2015 - a chilly mid-winter evening with temperatures dropping to -3°C –247 of the country’s CEOs, business leaders, influencers and top decision makers responded to the call to action to sleep on the street to create awareness of and raise funds for the cause of homelessness.

Participants were tasked with raising a minimum of R100 000 each, payable directly to the GBT. Says Gregg: “Accountability and transparency are key, and GBT will release details on the allocation of funds after consideration from The CEO SleepOut™ Trust and appointed Working Group.”

Members of the Trust Working Group include representation from 702, Sun International, City of Johannesburg, Adams & Adams, BDO, Ethics Monitor, Institute of Directors, Mpowered, Nedbank and Proudly SA.

Huddled around braziers on the chilly June night, South African Captains of Industry interacted with the homeless and listened to inspiring life-stories from GBT graduates. Participants received a sleeping bag and a cardboard chair which converted into a thin floor covering. Each realised it was more than many homeless people have and the mood was solemn as the reality of what it may be like to sleep on the streets every night crept in.

Co-Title Partner, Sun International’s Chief Operations Officer Rob Collins called the event an “unprecedented success” which captured the hearts and minds of South Africa. “The objective was achieved and over R26 million was raised for people less fortunate than us. Having experienced this event, I know that we can make this a country wide event due to our huge national footprint of hotels, resorts and casinos across Southern Africa,” he said.

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Says Terry Volkwyn, CEO of Primedia Broadcasting, which boasts 702 among its radio stations: “It was rewarding to see the CEOs of the country’s biggest corporations sign up so willingly, and put themselves in discomfort, in an effort to alleviate the plight of homeless children. One night on the street was never going to cure inequality, homelessness and so many other problems that we face in South Africa, but it had the potential to change a mindset, and that’s what 702 is most proud of, following The CEO SleepOut™.”

Top contributor for funds raised for a single participant was Brett Levy, Joint CEO of Blue Label Telecoms, with R540,000. “The CEO SleepOut™ was an incredibly impactful event for me on a personal level and certainly fulfilled the mandate of finding a way to help those in need,” Levy said. “It also illustrated the power of collective energy to show the true spirit of ‘ubuntu’. It was inspiring to see our local business community unite to address such an important issue in an environment different from one that all CEOs are typically exposed to and I’m already looking forward to next year’s SleepOut.”

Paul Dunne, CEO Northam Platinum, was the second highest contributor with R429,900 raised. “The CEO SleepOut™ was indeed a humbling experience, both in terms of enduring what many marginalised people in our society are subjected to every day, and by the generosity of the supporters of this worthy cause. What the success of this initiative demonstrates is that each and every one of us can work towards building an equitable society, in a growth orientated South Africa where everyone has the opportunity to contribute to its future.”

Investec Bank’s CEO Stephen Koseff, who raised R400,500, added: “We live in a world of inequality and if you become a CEO you are very privileged. Being one of the privileged few, we have to understand how the underprivileged live.”

Both Fehon and Gregg are delighted with the extraordinary success of the CEO SleepOut™ in Johannesburg, noting that the experience changes the way CEOs think. Says Fehon: “It is one night where business and community leaders with many differences unite to consider together the broader community. As they listen to stories of those who have no home and often no family to support them, CEOs have conversations about their own life journeys and reflect on how lucky they have been and consider how they can help others.”

“The social impact of this philanthropic event reached beyond the business leaders sleeping in Gwen Lane in Sandton,” Gregg says. “Companies like Business Connexion, Discovery, Hogan Lovell, IQ Business, Sage Pastel Accounting and Sun International’s Sun City, Sibaya Casino and Carnival City demonstrated solidarity and created Sympathy SleepOuts™ for staff to sleep outdoors at their own business premises. School children at Auckland Park Preparatory, Fairlands Primary and King David shared the experience by holding School SnoozeOuts™.”

GBT was the chosen beneficiary as it met four key areas identified by the global CEO SleepOut™ brand and call to action: Shelter, Nutrition, Education and Healthcare. GBT’s CEO Lee Loynes says: “This is a moment in our history that we will never forget because through the event our children, those cared for by other similar organisations and those living on the streets – young and old – have become visible.”

In 2016, the Philanthropic Collection and CEO SleepOut™ Trust will roll the event out nationwide with SleepOuts™ taking place in Johannesburg, Cape Town, Durban and Port Elizabeth.

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## About The CEO SleepOut™

The CEO SleepOut™ initiative is part of a worldwide call to action to end homelessness by asking influential business leaders and decision-makers to sleep on the streets on one of the coldest and longest nights of the year in either hemisphere. In South Africa, The CEO SleepOut™ operates as a Trust, The CEO SleepOut Trust. For three years from 2015, Sun International is its Joint Title Partners, with Girls & Boys Town it's appointed Beneficiary Partner- From the inaugural CEO SleepOut™ in Sandton, Johannesburg in 2015, the event is to be rolled out in 2016 to include Cape Town, Durban and Port Elizabeth. The CEO SleepOut™ proposes to inspire a new way to spearhead social innovation in South Africa.

Internationally, the event is a leading innovative philanthropic movement. Founded in Australia ten years ago, thousands of global leaders have since raised awareness of and funds for homelessness in SleepOuts in Australia, New Zealand, Canada and across the United States and the United Kingdom. Now initiated in South Africa, our business elite and decision-makers are being challenged to reveal their character, their compassion, their true grit, and sleep under the stars for just one night. By doing so, they become powerful agents of change to drive social innovation in their own backyard.

## The CEO SleepOut™ Champions Line-Up

**Founding Partner:** The Philanthropic Collection. **Joint Title Partners:** 702, Sun International. **Beneficiary Partner:** Girls & Boys Town. **City Host Partner:** City Of Jo'burg **Stakeholder Partners:** Adams & Adams, BDO, CNBC Africa, Ethics Monitor, Institute of Director, Mpowered, Nedbank, Proudly South African **Influencers:** Australia - The Vinnies CEO Sleepout, Canada - The Covenant House Sleep Out - Executive Edition, New Zealand - The Lifewise Big Sleepout, United Kingdom - The CEO Sleepout UK, United States - The Covenant House Sleep Out: Executive Edition **Ambassadors:** Bernard Fehon: International Goodwill Ambassador, Lesley Sedebi: South African Goodwill Ambassador, Pat Pillai: South African Goodwill Ambassador, SEAL: International Goodwill Ambassador, Yusuf Abramjee: South African Goodwill Ambassador. **Contributing Sponsors:** AMS, ASSA ABLOY, Boogertman & Partners, Compass Group, Europcar, Infiniti, Ironmongery Warehouse, KFC, KWIK Space, Sandton Tourism Association, Stuttafords Van Lines, Virgin Atlantic Air. **Friends:** Bastion Graphics, Caxton Printing, Creative Media Spaces, Eyethu Events, Ginami, Homeless Talk, Infrastructre Photos, LEAD SA, Life Co Ltd, LIT Creations, Ministry of Illusion, Ornico, Sandton Central Management District, Sandton Chronicle, Tribal Fish.

## Links

### South Africa: The CEO SleepOut™ Website

<http://www.theceosleepoutza.co.za/>

### Australia: Sydney – The Vinnies CEO SleepOut

<https://www.youtube.com/watch?v=WxLnG2LEHQY>

### Canada: Toronto – Covenant House: Executive Edition

<https://www.youtube.com/watch?v=hr34bpTx5CU>

### New Zealand: Auckland – The Lifewise Big SleepOut

<https://www.youtube.com/watch?v=XksUXmA5Pqg>

### United Kingdom: New Castle – CEO Sleep Out UK

[http://www.theceosleepout.co.za/#prettyPhoto\[image\]/3/](http://www.theceosleepout.co.za/#prettyPhoto[image]/3/)

### United States: New York – Covenant House: Executive Edition

<https://www.youtube.com/watch?v=8A1tWR1I1CA>

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**Project: The CEO SleepOut™**

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**Ends.**

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