

The
CEO
SleepOut™
RISE TO THE CHALLENGE

SUMMARY

THE MOVEMENT IN NUMBERS

JUNE 2015 - DECEMBER 2017

TOTAL FUNDS RECEIVED

R52 734 714.85

TOTAL FUNDS
DONATED

R38 321 531.37

TOTAL INCOME AWARDED TO
PRIMARY BENEFICIARIES

73%

THE CEO SleepOut™ TOTALS

REGISTERED C-SUITE MEMBERS

472

SECONDARY BENEFICIARIES

5

BRAND AMBASSADORS

15

MEDIA PARTNERS

10

PRIMARY BENEFICIARIES

5

SECONDARY BENEFICIARY
DONATION VALUE

R3 561 297.72

PARTNERED CHAMPIONS:
OUR PARTNERS/SPONSORS/FRIENDS

115

SPECIAL EDITION PUBLICATIONS

4

THE SATELLITE EVENTS

TOTAL SATELLITE EVENTS

187

TOTAL SATELLITE BENEFICIARIES

151

TOTAL SATELLITE BENEFICIARIES
DONATION VALUE

RI 791 532.15

TOTAL SATELLITE
BRAND AMBASSADORS

24

The Sympathy SleepOut™

TOTAL REGISTRATIONS

64

TOTAL BENEFICIARIES

151

The Student SleepOut™

TOTAL REGISTRATIONS

9

TOTAL BENEFICIARIES

9

TOTAL BRAND AMBASSADORS

5

The School SleepOut™

TOTAL REGISTRATIONS

108

TOTAL BENEFICIARIES

88

TOTAL BRAND AMBASSADORS

19

The South Africa SleepOut™

TOTAL REGISTRATIONS

6

TOTAL BENEFICIARIES

14

THE REPORTS

TOTAL SOCIAL IMPACT VALUE GENERATED

AS MEASURED BY IQ BUSINESS

R80 376 144.00

TOTAL MEDIA SPACE

AS MEASURED BY ORNICO

R36 364 816.16