

FREQUENTLY ASKED QUESTIONS

THE 2018 SLEEPOUT™ MOVEMENT FAQs

WHAT IS THE 2018 SLEEPOUT™ MOVEMENT?

The 2018 SleepOut™ Movement embodies two special chapters, **The Nelson Mandela CEO SleepOut™ - Liliesleaf Edition** and **The Nelson Mandela Legacy SleepOut™- Robben Island Edition**, which sees business leaders and influencers spend a winter's night at either of the two Events, raising funds and gaining empathy for the homeless and vulnerable communities. The Events aim to support the five pillars required to integrate the homeless back into society; Shelter, Nutrition, Medical, Education and Community as well as being a tribute to Madiba's lasting legacy in his centennial year. The Primary Beneficiary for this year's Events are **Liliesleaf Farm and Museum** and the **Qunu Food Security Project**. In 2015, we focused our efforts on helping **Girls & Boys Town** as the appointed Primary Beneficiary, which worked across all five pillars. In 2016, we focused on education and funds went towards appointed Primary Beneficiaries that worked in the ECD, and other educational areas; **The Asha Trust, Columba Leadership**, and **The Steve Biko Foundation**. In 2017, our efforts focused on Shelter, with **The Door of Hope** as the Primary Beneficiary. The Events are some of the projects of The CEO SleepOut™ Movement, which also creates Special Edition publications, under the brand 1World, to spread the message of corporate philanthropy, empathy and social innovation.

THE 2018 SLEEPOUT™ MOVEMENT PHILOSOPHY?

The 2018 SleepOut™ Events are presented by The Philanthropic Collection™ (Pty) Ltd, a social enterprise. The Philanthropic Collection™ (Pty) Ltd is not an NGO; we use sound business practices and collaborate with leaders and brands, to create projects and events that benefit the non-profit sector. We are inspired by activist Dan Pallotta whose philosophy is that philanthropy needs to be allowed to run on modern-day business principles to ensure the greatest Social Return on Investment, and funds for beneficiaries, without relying solely on sponsorship. To do so, it must incur costs and retain working capital to ensure that it is sustainable.

As a commercial entity, from 2015 through 2017, we gave 73% of earnings to beneficiaries. This exceeds international norms for events of this nature.

For more on the Pallotta philosophy please take the time to view one of the most viewed TED talks ever, by clicking [here](#).

HOW IS MONEY RAISED FOR THE 2018 SLEEPOUT™ MOVEMENT BENEFICIARIES?

In order to participate in The CEO SleepOut™ Event, business leaders must pay a mandatory minimum pledge (in 2018, it is R150 000.00 for The Nelson Mandela CEO SleepOut™ - Liliesleaf Edition). They are also welcome to raise more money through sponsorships and donations from their supporters and followers.

HOW MUCH MONEY HAS BEEN RAISED SO FAR?

From 2015 to date, The CEO SleepOut™ Events have raised **R52 734 714.85** for Primary Beneficiaries and a total of **R4 903 829.87** for Secondary and Satellite Beneficiaries, as audited by BDO SA, the appointed auditor and Accounting Stakeholder Partner to The CEO SleepOut™ Trust in 2017.

WHO AUDITS AND MONITORS THE MONEY?

The funds raised in The CEO SleepOut™ Events are paid to The CEO SleepOut™ Trust account. The CEO SleepOut™ Trust (No. IT00819/2015; PBO Reference No. 930055276) is the crucial structure that supports The Philanthropic Collection™ (Pty) Ltd, The CEO SleepOut™ and affiliated Brands.

The Trust bank account was audited by BDO for the financial year 2017 and will be audited by PSG and Associates for the financial year 2018. In addition, the Trust employs a specialist accounting firm to record and monitor the money. Noting that an audit was not required for the 2016 financial year end, as all funds received were collected directed by Girls & Boys Town in a separate ring-fenced bank account.

Once both the auditor and the accounting firm are satisfied with the monies collected, the allocation (net of costs and working capital requirements) is presented to the Trustees. After that process the monies are paid out to the appointed Beneficiaries, with total transparency. Trustees donate their time to the CEO SleepOut Trust™ and are not paid for their time. Copies of the Trust's Annual Financial Statements are available at www.theceosleepout.co.za.

WHERE DID THE MONEY GO?

In 2015, an amount of **R26 253 551.16** was awarded to **Girls & Boys Town**. In 2016, **The Asha Trust, Columba Leadership, and The Steve Biko Foundation** were awarded **R3 453 545.00** each (a total of **R10 360 635.00**). These funds were paid out via EFT in December 2016. In 2017 **R2 707 375.21** was donated to **Door of Hope**.

Primary Beneficiaries are asked to use the funds for specific CEO SleepOut™ Legacy Projects, which are tangible projects (aside from running costs) that can be monitored and tracked, to ensure we can be transparent about where the funds go. Details of these various Legacy Projects can be found on The CEO SleepOut™ BLOG :-

3-Year Overview

- Good News Video - <https://youtu.be/wwqCJTVJl7g>
- In Numbers - <https://theceosleepoutza.co.za/blog/movement-numbers-june-2015-december-2017/>

The 2015 Event

- The 2015 Movement In Numbers - <https://theceosleepoutza.co.za/blog/movement-numbers-2015/>
- The 2015 Leaving A Lasting Legacy - <https://theceosleepoutza.co.za/blog/2015-ceo-sleepout-leaving-lasting-legacy-girls-boys-town/>

The 2016 Event

- The Asha Trust - <https://theceosleepoutza.co.za/blog/2016s-ceo-sleepout-funds-went-asha-trust/>
- Columba Leadership - <https://theceosleepoutza.co.za/blog/2016s-ceo-sleepout-funds-went-columba-leadership/>
- The Steve Biko Foundation - <https://theceosleepoutza.co.za/blog/2016s-ceo-sleepout-funds-went-steve-biko-foundation/>
- Where The Funds Went - <https://theceosleepoutza.co.za/blog/2016s-ceo-sleepout-funds-went-steve-biko-foundation/>
- The 2016 Movement In Numbers - <https://theceosleepoutza.co.za/blog/movement-numbers-2016/>
- The 2016 Leaving A Lasting Legacy - <https://theceosleepoutza.co.za/blog/2016-ceo-sleepout-leaving-lasting-legacy-education/>

The 2017 Event

- Legacy Info-Graphics - <https://theceosleepoutza.co.za/blog/2017s-eeo-sleepout-funds-went-door-hope/>
- The 2017 Leaving A Lasting Legacy - <https://theceosleepoutza.co.za/blog/eeo-sleepout-raises-just-r3-million-door-hope/>
- The 2017 Movement In Numbers - <https://theceosleepoutza.co.za/blog/movement-numbers-2017/>
- Event - <https://theceosleepoutza.co.za/blog/discussions-held-2017-eeo-sleepout/>

That's a total of **R38 321 561.82** awarded to Primary Beneficiaries over three years. Audited financial letters from BDO are available on request, and a full audited report from 2017 is available.

Primary Beneficiaries are able to decide for themselves how much they want to market their funds in the media.

WHAT HAPPENED TO THE REST OF THE MONEY – THAT DIDN'T GO TO THE PRIMARY BENEFICIARIES?

The balance of the remaining funds over the past three years was used to cover costs not covered by sponsorships, including building the website responsible for the collection of monies, the professional fees of the event activation company, media partnerships, Trust-related costs, the shortfall in costs of the event, and a reserve for working capital that is retained in the Trust for sustainability of The SleepOut™ movement in 2018 and beyond (which allows us to raise more for future Beneficiaries).

ARE ITEMS GIVEN AWAY TOO?

The 2018 SleepOut™ Movement will also benefit Secondary and Satellite Beneficiaries being 26 under-resourced schools across South Africa. The morning after The 2016 CEO SleepOut™ Event, working with Gift of the Givers, over 1,000 members of the local homeless community were invited onto The Nelson Mandela Bridge, where they could help themselves to blankets, sleeping bags, food and all other items used at The Event. The sheds used to house the activities on The Nelson Mandela Bridge that night were donated to the Local Zandspruit and Itsoseng Communities. Along with this, In 2015 and 2016 The CEO SleepOut™ created two Special Edition publications, *HopeTalk* and *Empathy*, proceeds from the sales of which were awarded to Homeless Talk and the Salvation Army. Once again on the morning after the 2017 Event, The CEO SleepOut™ and Gift of the Givers were instrumental in ensuring that all items used at the Event were once again recycled back into the Homeless Communities. The value of these donations to Secondary and Satellite Beneficiaries is estimated at **R4 903 829.87** (as reported by IQ Business).

WHAT IS SROI AND HOW DOES IT WORK IN THE CEO SLEEPOUT™?

The CEO SleepOut™ 2016 SROI refers to the analysis of the Social Return on Investment of The Event, and was measured independently by IQ Business. SROI tells the story of how change is created and assesses the value of the impact of The Event. It uses stakeholder engagement, research and common accounting and investment appraisal methods, to create an index that compares monetised outcomes to the investment required to generate it; a cost / benefit analysis. Some of the outcomes included in The CEO SleepOut™ 2016 SROI included the value of the items collected for the Satellite and Secondary beneficiaries as well as the value given to the increase in empathy experienced by all Stakeholders.

In 2015, the SROI was 1:3.15. In 2016, The social impact of The CEO SleepOut™ was felt far and wide within South Africa. Participants of this one-night event experienced great personal change and directly affected change on others. This resulted in a cost to benefit ratio of R1: R4.24. For every R1 that was invested in The Event, a social return of R4.24 was created. This study does not include the measurement of the impact created for the four Primary Beneficiaries, as the change that they will experience had not as yet materialised.

The objectives of the She-EO SleepOut™ were to raise awareness about homelessness and its five pillars: shelter, nutrition, health, education and community and to champion the pillars of homelessness for abandoned and vulnerable babies. In addition, the SleepOut™ raised funds, goods and services for designated NGOs associated with abandoned babies, and aimed to inspire philanthropic thinking and initiatives from attendees, their families and their organisations.

While the amount raised by the initiative is easy to measure, awareness and personal transformation is harder to analyse and quantify. A narrative approach not only captures the unique experience of individual participants and the beneficiaries themselves, but also gives insight in the transformative power of such initiatives. Equally, research shows that such narratives help external parties to access the nuanced nature of human experience, and through personal testimony, to understand more clearly the impact of the event on individuals and their organisations.

For the previous year's assessment, the scale of the intervention warranted a full SROI. For the 2017 assessment in view of the decreased reach and scope a decision was taken to conduct a qualitative impact assessment.

The implication is that if the goal of the SleepOut™ movement goes beyond raising funds for targeted causes, the awareness and transformative dimensions of the project will be best measured by both analysis and stories. Read the full 2017 report here.

WHAT IS THE MEDIA COVERAGE OF THE EVENT?

The CEO SleepOut™ Event is monitored and analysed in the media by Ornico, the Brand Intelligence® research company. Ornico's campaign analysis of the inaugural The CEO SleepOut™ in 2015 was awarded two Gold Awards at the prestigious AMEC Awards, celebrating excellence in communications measurement and evaluation. Ornico was awarded Gold for both the "Best use of measurement for a single event" and "Best measurement of a not-for profit campaign", beating stiff competition from global campaigns featuring Pope Francis, The Bill and Melinda Gates Foundation and Unicef.

WHAT ARE SATELLITE EVENTS?

The Satellite Events are The Nelson Mandela South Africa SleepOut™, and The Nelson Mandela School SleepOut™ Events. These see businesses, groups and learners spend a night outdoors, at their office parks, safe outdoor areas, or school grounds respectively, collecting items for Satellite Beneficiaries. Satellite Events do not collect funds, but gather much needed items for organisations, once again aligned to one of the 5 Pillars in alleviating homelessness.