

# MEDIA RELEASE

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## THE CEO SLEEPOUT™ TRUST MEDIA STATEMENT – FOR IMMEDIATE RELEASE

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### OVER.... BUT NOT OUT!

#### A NEW CHAPTER FOR THE CEO SLEEPOUT™

**22 October 2018.** The Trustees of The CEO SleepOut™ Trust (the Trust) have taken the difficult and heartfelt decision to suspend our philanthropic events in South Africa for the foreseeable future. This decision was taken in order to mitigate the negative media response to our most recent 2018 campaigns. Since The CEO SleepOut™ was launched, the Trust has always been steadfast in its mission to organise philanthropic events that focus on raising substantial funds for our Primary Beneficiaries. However, in 2018, negative press that we believe was fuelled by misleading representations of the facts, undermined our philanthropic mission. This negatively affected the funds raised in 2018, for which the Trustees are deeply saddened. Hence, the Trustees believe that more work needs to be done to prepare South Africa as a nation for our mode of social innovation. Until such a time, we remain motivated to establish new solutions that bring help to those who need it.

The Trust's story has been one of great success, notwithstanding erroneous accusations of maladministration. The Trust functions by receiving donations from third parties in relation to The CEO SleepOut™ Events, and by providing funding and support services. Ultimately, the Trustees have always ensured that these funds are disseminated to the appointed Primary Beneficiaries with absolute transparency and accountability. As a non-profit organization, our processes are transparent and the clean Auditors Reports are available for all to see at [www.theceosleepoutza.co.za](http://www.theceosleepoutza.co.za).

The SleepOut™ Movement brings together businesses and influencers to effectively address the Five Pillars that alleviate homelessness: Shelter, Nutrition, Healthcare, Education, and Community. The Philanthropic Collection™ (Pty) Ltd, a social enterprise, curates The SleepOut™ Movement, which aims to spearhead innovation in philanthropy. The SleepOut™ Movement achieves this mission by employing sound business strategies with the primary goal of doing good for others. The Movement was born out of a desire to address homelessness as a threat to human dignity and to aid vulnerable individuals to access their fundamental human rights. As a force for change, The SleepOut™ Movement is also focused on allowing participants to gain genuine empathy for vulnerable communities, as this is what leads to continuous and sustainable social change.

Since its inception in 2015, The CEO SleepOut™ Movement has raised more money overnight than any other philanthropic organisation on the African continent. Relating to the 2015, 2016, 2017 Events, The SleepOut™ Movement raised a total of R52 734 714.85 and donated 73% of income received in an amount of R38 321 561,00 to five Primary Beneficiaries (see footnote). Over the four years we have contributed goods and services to the value of R3 711 297,22 to six secondary beneficiaries. The Movement has seen 243 Satellite Events held to date, with additional donations of goods to the value of R2 060 346,75 apportioned among 178 Satellite Beneficiaries. In addition to the funds raised for vulnerable communities, The SleepOut™ Movement was instrumental in both the creation and sustainability of thousands of jobs in the formal and informal sectors, in addition to the alleviation of poverty in line with Government's policy for sustainable economic development.

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The Social Return on Investment (SROI), as independently calculated by IQ Business, is in excess of R80-Million, showcasing the meaningful impact that this Movement has had within our communities.

Further details in relation to The CEO SleepOut™ Trust can be found in these [The Frequently Asked Questions](#).

We would like to take this opportunity to thank all of the CEOs, leaders, influencers, companies, students, schools and every other South African citizen who has supported The SleepOut™ Movement.

The SleepOut™ Movement closes this particular chapter of the Trustees' philanthropic endeavours with a sense of pride. In addition, we are hopeful that the concept of employing business strategies for philanthropy gains momentum in South Africa. Ultimately, the Trustees hope to witness a future where South Africa leads the charge for using social innovation as a force for change to empower society's most vulnerable.

**Footnote**

Figures relating to The 2018 Event will be released on The CEO SleepOut™ Website post The CEO SleepOut™ Trust's interim 2019 Financial Audit.

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**ISSUED BY**

**The CEO SleepOut™ Trust**

Registration No. 2016/ 005637/21  
PBO No. 93000077276  
Trustees A.D. Gregg (South African/ British)  
R.I. Sher (South African)  
EFG Incorporated (Pty) Ltd

**DATE**

Monday 22 October 2018

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