



45 Lurgan Road
Parkview
Johannesburg 2193
Established in 2008

Email: nicarelacharity@gmail.com

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Dear Friends,

I would like to invite you to join us as a potential sponsor to Nicarela Charity, EST in 2008.

To give you some background about who we are, what we do, where do proceeds go and how you can get involved – please refer to this sponsorship and donations overview. If you are able to assist in anyway, please do let us know how you can assist us in ANY WAY!

For those who have been involved in the previous year's events, we thank you for your continued support and we hope to have you return again this year for another unforgettable market.

Many Blessings,

Jennifer Beard

082 680 2700

WHO ARE WE?

Nicarela Charity was founded by Graham Hamilton, Karola McArthur and Rev. Chunky Young of St. Columbas Presbyterian Church in Parkview in 2008 where a dream was brought to life.

The wish was to bring the magical markets found in Germany around Christmas time, where snow blankets and thousands of twinkling lights brought a sense of family like bonds, warmth and festivity to others through community.

This vision lead to an independent non-profit organisation known as Nicarela Charity being founded in 2008 for the sole purpose of fundraising through communities and allowing those who want to Get Involved, Make it Happen and Show you care to support others in need. As the saying goes – “community is the heart of humanity.”

OUR ANNUAL EVENTS

Parkview Potjiekos Competition
Parkview Charity Christmas Market

Through these two events, we engage with approximately 15 000 people from all across Johannesburg with the majority of the visitors joining us from the suburbs of Parkview, Parktown, Forestown, Saxonwold, Greenside, Parkhurst, Westcliff, Houghton, Linden, Northcliff and Darrenwood. The target audience is that of the mid and affluent living standards measure (LSM). As our events are aimed to cater for all ages, we enjoy the support and patronage from many young families, members, extended friends and families.

Fundraising details: NPO no. 068-093 PBO Ref no: 930 033 966
Bank account: Nicarela Charity, Standard Bank, Rosebank, Branch Code 004305,
Account # 202265226

Chair: Daneel Jordaan, Vice Chair: Kate Johns, Treasurer: Elna Blom

FUNDING

PAST EVENT_PARKVIEW POTJIEKOS COMPETITION:

Date: 30 July 2023 @ George Hay Park from 11am to 4pm

Total entries into the competition: Full house of 40 teams paying an entry fee with 8 judges

No entrance fee to the public to join in and support our annual competition event.

Total revenue collected during the event more than R330 000.

Total profit of R 249 000 put forward to our selected beneficiaries for distribution in 2024

UPCOMING PARKVIEW CHRISTMAS CHARITY MARKET:

Date: 1st to 3rd December 2023 @ George Hay Park

We aim to presell a minimum of 70 stall holders, set up an oyster and champagne bar, kid's zone, entertainment stage, raffle ticket sales, beer tent, Nicarela run food stalls and donations from our vendors (food trucks) and stall holders (20% of their weekends' revenue).

Our team is ensuring that we have a selection of small businesses with hand crafted items to be sold Nicarela Charity for the distribution amongst its beneficiaries' during 2024.

During this event, we raise funds by charging visitors a entrance fee of R50 per adult through pre booking, R30 per pensioner and children under the age of 12 years enter the market free of charge. We seek sponsorship, donations and or your ability to volunteer your time towards the events.

HOW CAN YOU GET INVOLVED?

We are aware that life is busy and not everyone has the time to contribute towards charity initiatives. We would like to request your support in one or multiple ways as listed below;

Whilst we are aware that some individuals and companies have their own ideas in marketing or getting involved, so if you have different ideas, which are not listed below, please do get in touch with me to discuss this further! The more people involved the more we can do together working through our communities to MAKE A DIFFERENCE!

To proceed with your support – it would be appreciated for the RSVP form to be completed and sent back to nicarelacharity@gmail.com attention Jennifer Beard (082 680 2700).

WHO ARE OUR BENEFICERIES?

- Bethany Home – A Home to heal abused women and their children
- BHCC Hospital & Clinic Outreach – Providing comfort and dignity to patients attending Johannesburg's public health care facilities.
- Guild Cottage – A residential care center offering therapy services for young girls who have suffered any form of abuse.
- Marang House – Home to provide medical care in a non-institutional environment to seriously ill South African children.
- REEA – residential care facility for adults living with epilepsy and associated illness.
- Eventide – Salvation Army home for the aged in Emmarentia.
- Frida Heartly Shelter – A shelter for young homeless mothers looking to kick-start their lives; and individuals going through financial difficulties (affected by retrenchment or unemployment).
- Park Care – providing specialized 24/7 nursing care and/or holistic support to older, and frail persons within a caring residential setting.

Additional beneficiaries can be put forward for consideration to the management committee through reaching out to us via email on nicarelacharty@gmail.com.

SPONSORSHIP OPPERTUINITIES:

Please mark with an "X" if you would like one of these options

| Event Donations | | Cost | Select "X" With quantity |
|--------------------------------------|--|------------------|--------------------------|
| Seating Pods | 1 st December from 3pm to 10pm 4 tables and 12 benches with décor and appreciation | R 1 000 | |
| | 2 nd December from 10am to 10pm 4 tables and 12 benches with décor and appreciation | R 1 000 | |
| | 3 rd December from 10am to 4pm 4 tables and 12 benches with décor and appreciation | R 1 000 | |
| Picket fencing | Donations towards the picket fencing rental fees | R 500 | |
| Umbrellas | Donations towards manufacturing of umbrellas for the weekend (reusable) | R2 899 each | |
| Banners | Donations towards printing of new banners | R 750 each | |
| Reusable Fabric Shopping Bags | Required 5 000 units to be purchased | R 11 each | |
| Kids Zone | | Cost | Select "X" |
| Inflatables | 1 st December from 3pm to 9pm including Rocket | R 2 800 | |
| | 2 nd December from 10am to 9pm | R2 800 | |
| | 3 rd December from 10am to 4pm including Rocket | R 2 800 | |
| | Carnival Stall Games (Weekend) excluding prizes | R 9 400 | |
| Sunset Movie | Movie for 60 children with Popcorn, Slushies, red carpet, beanbags 1 st December 2023 from 7pm to 9pm | R 4 950 | |
| Colour fun run | Colour Run fun for the kiddies Saturday 2 December 2023 @ 11am Saturday 2 December 2023 @ 3pm | R1 950 R1 950 | |
| Neon Disco | Neon disco with lights, glow sticks, glow face paint and neon balloons. 2 nd December 2023 from 7pm to 9pm | R3 150 | |
| Carnival prizes | Selection of party pack prizes to be handed over the weekend | R 10 000 | |

All sponsorship have the opportunity to provide Nicarela Charity with a company overview, high resolution logo, social media handles for marketing on our social media platforms. Announcements over the weekend by our master of ceremonies and acknowledgement on our sponsors board at the event.

Any monetary donations are welcome!



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Should you not be able to contribute financially, however still wish to get involved and make a difference – you are more than welcome to give up some of your time to assist us at the event!

| Event Volunteers | I am available and willing to assist in setup / volunteering as follows; area owner to add to the areas WhatsApp group | Mark "X" to assist | Number of persons |
|--|---|--------------------|-------------------|
| Thursday 30th November | Morning (7am to 12pm) | | |
| | Afternoon (12pm to 5pm) | | |
| Friday 1st December | Morning (7am to 12pm) | | |
| | Afternoon (12pm to 5pm) | | |
| | Evening (5pm to 10pm) | | |
| Saturday 2nd December | Morning (7am to 12pm) | | |
| | Afternoon (12pm to 5pm) | | |
| | Evening (5pm to 10pm) | | |
| Sunday 3rd December | Morning (7am to 12pm) | | |
| | Afternoon (12pm to 5pm) | | |

We appreciate your support and willingness to

**GET INVOLVED,
 MAKE IT HAPPEN,
 SHOW YOU CARE!**



RSVP / CONFIRMATION
WE WOULD LIKE TO ASSIST WITH THE ANNUAL PARKVIEW CHARITY CHRISTMAS MARKET
BY OFFERING THE FOLLOWING;

NAME AND SURNAME: _____

CONTACT TELEPHONE NUMBER: _____

To proceed with your support – please complete this document and send it back to Jennifer via email or WhatsApp with your Proof of Payment.
 Jennifer Beard 082 680 2700 or nicarelacharity@gmail.com

| Assistance with; | Interest <i>Please mark with a "X"</i> | Value <i>Please specify amount</i> | Share your selection from pages 3 and 4 |
|--------------------------|--|--|--|
| Monetary Donation | | R | |
| Sponsorship | | R | |
| Volunteer | | # of persons to Assist | |

All payments to be made to Nicarela Charity, Standard Bank, Rosebank, Branch Code 004305, Account # 202265226, Reference DONATIONS23_NAME or SPONSORSHIP23_NAME

| Complete if you require an Invoice or Section 18A certificate | Please complete the details | |
|--|------------------------------------|----------|
| Company Details | Company name: | |
| | Company address: | |
| | VAT number: | |
| | Contact email address: | |
| | Section 18A Required | Yes I No |

Thank you and we appreciate your support and willingness to

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 MAKE IT HAPPEN,
 SHOW YOU CARE!**