

Empowering South African Teachers, Students, and Our Nation: A Sponsorship Opportunity with the Empower 5 Challenge

Dear South African business owners,

Imagine a future where every South African student receives an exceptional education, guided by empowered and skilled teachers. This is the vision of the **Empower 5 Challenge**, and we invite your company to be a crucial part of making this a reality.



The quality of education directly impacts the talent pool available to companies like yours and the overall prosperity of our nation. A key challenge we face in South Africa is ensuring our teachers have continuous access to high-quality training that fits their demanding schedules. That's why we developed an innovative **online teacher training portal (LMS)**.



Empower your whole school

Sign up all your teachers for an annual subscription to this training platform and enjoy FREE online streamed or face-to-face training for your staff!



Our platform offers over **60 online accredited courses** (registered with SACE – the South African Council for Educators), providing teachers with the **CPTD points** they need for professional development. We cover essential areas like **technology in education and soft skills**, and this year, we're launching **curriculum-specific content** for core subjects. Additionally, teachers can access over **40 recorded webinars** and a **typing course**. We are constantly adding new content and updating existing courses to keep them relevant. While our courses are currently in English, we've started adding **Closed Captions in Zulu and Afrikaans**, with the goal of offering spoken content in multiple languages with your support. To visit our platform please follow this link: [TTA online platform](#)

To raise awareness and secure vital funding for this initiative, our dedicated ambassador, **Scott Giles**, is undertaking the **Ironman 70.3 World Championships in Spain** and a series of **local triathlons in South Africa**. Scott's incredible efforts will highlight the Empower 5 Challenge on a national and international stage, offering valuable exposure for our sponsors.



Scott Giles Ironman 70.3 Tangier, Morocco

How Your Company Can Empower Teachers

We offer various flexible ways for your company to contribute and benefit from this impactful partnership:

1) Flexible Sponsorship Options:

- a. **Straight Sponsorship/Donation:** A direct financial contribution.

Powerful Ways to Benefit Your Business

We have partnered with **Project Liberate (NPO 246-180)**.

b. Section 18A Tax Deduction

As an approved Section 18A Public Benefit Organisation, Project Liberate (NPO 246-180) can issue you a SARS-compliant receipt so your donation is **100% tax-deductible (up to 20% of taxable income for companies)**.

- ☒ Reduce taxable income
- ☒ Directly fund life-changing projects
- ☒ Transparent reporting on impact

c. **B-BBEE Socio-Economic Development (SED) Points**

If your priority is B-BBEE scorecard improvement, your Empower 5 contribution can qualify for SED recognition, helping you meet compliance targets while uplifting communities.

- ☒ Improve B-BBEE level
- ☒ Support meaningful transformation
- ☒ Showcase your CSI commitment

Note: Due to SARS regulations, the same contribution cannot be claimed for both Section 18A and B-BBEE points. You choose which benefit you'd like to claim.

- d. **Marketing-Focused Donation:** Some companies choose to donate for marketing purposes without utilising the CSR/NPO route.
- e. **FNB eBucks:** If your company has eBucks with FNB, you can use them to sponsor teachers through our partnership with the eBucks team and store.

2) What we offer in return

- **Direct Teacher Sponsorship:** A single sponsorship of just **R200 per calendar year** provides a teacher with full access to our comprehensive platform. As a sponsor, you'll be listed on our "**Wall of Fame**," and we'll create marketing opportunities throughout Scott's racing year, directly and indirectly tied to your contribution. Please visit the Wall of Fame to see all our existing and current sponsors here: [Wall of Fame](#).
- **Diamond, Platinum, and Gold Sponsorships:** For companies looking to make a more significant impact, we offer exclusive branding opportunities for those sponsoring a larger number of teachers:
 - **Diamond Sponsor:** 1000 teachers
 - **Platinum Sponsor:** 500 teachers
 - **Gold Sponsor:** 250 teachers

These esteemed sponsors will have their branding prominently displayed on our **race kits, bikes, travelling kits, website, and social media pages**. To maximise exposure, this offer is limited to **6 companies**.



Scott Giles Ironman Africa, Gqeberha



Kit branding opportunity.

We are committed to transparency and accountability. We provide **follow-up reporting and feedback** to teachers, schools, and sponsors who require it, validating your interest and commitment to this vital cause.

Many of our current sponsors contribute in various ways, including smaller monthly contributions (e.g., sponsoring 10 teachers a month), one-off sponsorships, and utilising their social spending through our NPO partner. Individuals have also used their FNB/RMB eBucks to sponsor teachers.

We believe that by empowering teachers, we empower our students, and in turn, strengthen our country's future. We would be thrilled to discuss how your company can join the **Empower 5 Challenge** and make a lasting difference.

Please feel free to reach out to me directly at [Your Contact Information] or reply to this email to schedule a call.

Sincerely,

The Empower 5 Challenge Team