

## THE BOOK

Children of Africa: South African Edition is a stunning photographic journey capturing South Africa's diversity and incredible beauty through the eyes and faces of her children. Recently launched in New York by the world's most famous lifestyle guru and event planner to the stars Colin Cowie, together with Tsidii Le Loka singer from the Lion King. Over 300 supporters turned up, many flew in from around the world to help raise money on the night for the children in South Africa. A very successful exhibition of the photographs from the book were sold and all Children of South Africa photographic books sold out on the night!

This unique coffee table book showcases South African children from every walk of life and stories of the unsung heroes. Set against some of the most beautiful landscapes and architecture. These powerful emotive images highlight the magic, beauty and spirit of hope that is South Africa.

100% of the profits are being donated directly to the MaAfrika Tikkun charity. Nelson Mandela is the Chief Patron and he has said "This charity is working miracle". All funds raised from the book and documentary will go to support a sports program to help orphans and vulnerable children in South Africa play sport.



**'Great idea! Great pix! Great kids! Great country! Great continent! Great book!'**  
- Sir Bob Geldof

## THE GOAL

**Giving these children the opportunity for a better future by keeping them off the streets and out of trouble... building healthy self esteem and learning skills for a brighter empowered future - through sport**

With support from Sir Bob Geldof and the South African Government, this corporate gift will create thousands of opportunities for the children of South Africa to play sports.

Using this book as a corporate gift will make a real impact to the lives of the children. Every single book bought will help a child play sport. A feel good corporate gift with a real meaning!

100% of the proceeds from the sale of the book will subsidise sports programs for HIV/AIDS affected orphans and vulnerable children. (A detailed funding proposal is available on request.)



## THE PEOPLE

**‘If we can share the love we have and let it spread to all the children around the world who need our help the world will be a better place’ – Alethea Gold**

The vision for **Children of Africa: South African Edition** was born following the tremendous success of the **Children of China** book. [www.thechildrenofchina.org](http://www.thechildrenofchina.org)

After working together for many years, world renowned fashion stylist Alethea Gold and award winning children’s photographer, Luca Zordan teamed up to compile a beautiful photographic journey through China. Alethea and Luca donated all the proceeds to Chi Heng Foundation to support 8000 orphaned HIV/AIDS affected children in Henan province in central China.

Distributed during the Beijing Olympics with full support from the Chinese Government and endorsed by Jackie Chan, the book had tremendous corporate support, with Coca Cola using it as their signature gift given to their VIP guests on the final night of the Olympics, and bought by the likes of Qantas, Citibank, KPMG, North Face, MAC, Four Seasons Hotels, HYATT hotel group, Louis Vuitton, Zegna, Royal Bank of Scotland, UBS Bank, and many many more. Continuing the success, three photographic exhibitions have already been held, most recently in Hong Kong with several more major ones planned to help the children in central China



Now, Luca and Alethea have turned to South Africa pledging their time, pro-bono, to the Children of Africa: South African Edition project. Luca and Alethea are passionate about helping and empowering children all over the world. It is with your help that they can continue to make a difference to children’s lives.

**Children of South Africa  
Endorsed by Sir Bob Geldof**

**&**

**Foreword by Leah Tutu  
The Honourable Desmond Tutu’s wife**

## HELP MAKE A DIFFERENCE

Which option would best suit you?

- Partnering as a sponsor for an exhibition to help raise more for the children - aligning yourself with a Mandela endorsed and charitable brand.
- Purchasing books for corporate gifts - and help make a difference and raise confidence through sport.

**Price list** (All prices quoted in SA Rands)

QUANTITY	COST PER UNIT (R)
1+ Book	R249 (£22)
100+ Books	R238 (£21)
300+ Books	R226 (£20)
500+ Books	R218 (£19)
1000 Books	R211 (£18)

### Personalising the book

(required minimum order quantity to be advised)

- Logos on the outside back cover: R1700 (£149.25)
- A personalized letter from your CEO in the book: R1700 (£149.25)

Updated conversions will be done on purchase.

No profits are made on personalizing.

## CONTACT

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[www.thechildrenofsouthafrica.org](http://www.thechildrenofsouthafrica.org)



### Proceeds from the book sales

QUANTITY	COST PER UNIT (R)
1 Book	Sponsors 1 child’s fully comprehensive sports training for 1 week, including coach, grounds, sports shoes, equipment & transportation
100 Books	Sponsors 25 children for 1 month
400 Books	Sponsors 100 children for 1 month
4000 Books	Sponsors 100 children for 10 month

Taking school holidays into account it means:  
100 kids receive full soccer training for a year!



Orders South Africa

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