



# CMR 'PasellaPakkies'

## Sponsorship Opportunity

Registration Number: 035-918-NPO

**The CMR Gauteng – Oos is seeking industry and community partners to help to sustain and maintain the CMR “PasellaPakkies” project.**

**Background:** Due to the fact that the CMR is still one of the very few welfare organisations which provides food to the community they serve, we identified an opportunity to leverage on this service offered by CMR community offices. We strive to create a positive perception of the CMR Gauteng - Oos within the market place and community where we serve ensuring a bond within our communities.

**Purpose:** To create awareness for the CMR Gauteng - Oos through media exposure with the launch of 'Pasella Pakkies' as the feeding scheme Brand.

**Objective:** To establish an overall sub brand within the CMR Gauteng - Oos by designing a recognisable logo to communicate 'PasellaPakkies' to the corporate markets and to the communities we serve.

**Target Audience:** Corporate organisations, churches and individuals who would like to get involved in 'PasellaPakkies' making a difference and impact on children's lives.

**Project Ambassador:** Ghapi is our brand ambassador.

**Media:** Community newspapers, CMR Gauteng - Oos Website and wide coverage on social media

**The Message:**

Although CMR Gauteng - Oos is one of the very few welfare organisations that provide food to the community it is not all we do and not our core existence. The CMR Gauteng - Oos is

passionate about children therefore our core value offer is to protect the children within our community. We are a registered Child- and Family Protection Organisation. All families in need make an appointment with the social worker and certain criteria are followed to give the necessary help. This will prevent that persons become dependent on the service and are empowered to reach their individual and unique potential.

**Our Need:**

1. We are in need to collect food stock (non-perishable food) which can be distributed to the community offices.
2. Financial donations to purchase fresh products and dry goods

Mrs Sandra Kruger may be contacted at 012 3614613/19 for any deliveries, but people can just also deliver any "PasellaPakkies".

Delivery Address:  
430 Quebec Street  
Faerie Glen  
Pretoria

**Value Offer:**

- Article 18A in the case of any financial donations
- BEE Certificate level 4
- Media coverage

What is a 'PasellaPakkie'?

A 'PasellaPakkie' is any type of non-perishable food or beverage parcel.

Contacts:

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