



NPC REG: 2019 / 556721 / 08

GOOD THOUGHTS.

GOOD WORDS.

GOOD DEEDS.

GOOD THOUGHTS.

GOOD WORDS.

GOOD DEEDS.

GOOD THOUGHTS.

GOOD WORDS.

GOOD DEEDS.

GOOD THOUGHTS.
GOOD WORDS.
GOOD DEEDS.



“A PROBLEM SHARED, IS A PROBLEM HALVED.”

**SOUTH AFRICANS CURRENTLY FEEL DISILLUSIONED AND FRUSTRATED
BECAUSE OF A SYSTEM THAT HAS NOT DELIVERED ON ITS PROMISES.
AS A RESULT, WE AS SOUTH AFRICANS FEEL HOPELESS, SCARED AND DISEMPOWERED,
LEADING TO A LACK OF MEANINGFUL ACTION.**

WHAT WE STAND FOR

WE EXIST TO

BRING ABOUT MEANINGFUL CHANGE TO SOUTH AFRICA

WE NEED TO PUSH AGAINST

PASSIVE ACCEPTANCE

WE WILL ACHIEVE THIS BY

IGNITING OWNERSHIP AND MOBILIZING COLLECTION ACTION

WE WILL STAND FOR

POSITIVE ACTION THROUGH UNITY

OUR PROMISE

TO FIX WHATEVER WE CAN

IN A THOUGHT

WE CAN ONLY THRIVE IF WE STAND TOGETHER.

OUR TRUE NORTH

CHANGE.
IT'S WHAT WE WANT.
IT'S WHAT WE KNOW IS NEEDED.
BUT SOMEHOW IT NEVER QUITE HAPPENS.

AND SOMEHOW WE'VE FORGOTTEN THE ROLE WE CAN PLAY.

FORGOTTEN THAT WE ARE STRONGER THAN POLICIES.
FORGOTTEN THAT WE ARE STRONGER THAN POLITICS.
FORGOTTEN THAT WE ARE STRONGER THAN THE CHALLENGES WE FACE.

BUT ONLY IF WE TRULY ARE "WE" CAN WE PLAY A POWERFUL ROLE.
WE HAVE OUR DIFFERENCES.
BUT WE BECAME ONE THROUGH A COMMON AND SHARED PURPOSE.
TO SEE POSITIVE CHANGE.
TO SEE THE FUNDAMENTAL CHALLENGES STILL FACED BY ALL, SOLVED.
AT LAST. AND FINALLY.

WE SEE THE HOPE.
WE NOW NEED THE CHANGE.
WE NOW NEED THE PLAN.

A PLAN THAT WE ALL ARE PART OF.
A PLAN WE NEED TO COMMIT TO.
A PLAN THAT SAYS #IMSTAYING...TO ENSURE SOUTH AFRICA THRIVES.

WE MUST EVOLVE

FROM

#IMSTAYING

A PLATFORM FOR UNITY AND HOPE.



TO

#IMSTAYING TO...

A MOVEMENT FOR UNITY AND ACTION.

WHO WE ARE

THE GROUP

BE THE CHANGE

JARETTE PETZER SAW A NEED TO EMBODY THE ABOVE QUOTE, AND AS SUCH HE CREATED THE #IMSTAYING FACEBOOK PAGE IN SEPTEMBER 2019. HIS VISION WAS CENTRED AROUND THE NOTION THAT EMBRACING INCLUSIVE POSITIVITY AND UPLIFTMENT COULD ALTER THE NARRATIVE IN SOUTH AFRICA, IMPACTING SOCIAL BEHAVIOUR AND LEADING TO EFFECTIVE, TANGIBLE CHANGE.

THE BARRAGE OF NEGATIVITY SURROUNDING SOUTH AFRICA IN THE MEDIA HAS HAD LITTLE PUSHBACK, WITH LITTLE BEING DONE TO SHOW THE OTHER SIDE. #IMSTAYING TOOK UP THE BATON TO TRY AND TURN THE TIDE. #IMSTAYING SOUGHT TO DRIVE POSITIVE CHANGE THROUGH GOOD THOUGHTS, GOOD WORDS AND GOOD DEEDS.

THE NEED FOR SUCH A PLATFORM WAS EVIDENT AS ORDINARY SOUTH AFRICANS FROM ALL WALKS OF LIFE BEGAN TO ENGAGE WITH ONE ANOTHER, SHARING STORIES AND INSPIRING THEIR FELLOW CITIZENS. THE PLATFORM FOSTERED BETTER UNDERSTANDING OF OUR DIFFERENCES AND CELEBRATED THAT WHICH WE HAVE IN COMMON, LEADING TO POSITIVE CHANGE INITIATIVES AND ACTION BEING TAKEN BY ITS MEMBERS.



WHO OWNS #IMSTAYING?

EVERY SINGLE MEMBER OWNS THE PLATFORM.

THE OVERWHELMING SENSE OF PRIDE AND OWNERSHIP THAT ALL THE GROUP'S MEMBERS SHARE CAN BE SEEN IN EVERY SINGLE POST. THE UNWAVERING BELIEF THAT #IMSTAYING REPRESENTS POSITIVITY, HOPE AND A REAL OPPORTUNITY TO BRING ABOUT POSITIVE CHANGE TO SOUTH AFRICA KEEPS GROWING WITH EVERY LIKE, SHARE AND COMMENT.

EVERY SOUTH AFRICAN WILLING TO WORK TOWARDS RESTORING LOVE AND UNITY IN OUR COUNTRY OWNS THE HASHTAG.



THE #IMSTAYING NARRATIVE IS HAVING A PROFOUND IMPACT ON SOCIAL BEHAVIOUR IN SOUTH AFRICA. OUR EFFORTS TO CREATE AN ALL INCLUSIVE-INTERACTIVE MEMBERSHIP BY DRIVING HOME THE GROUP'S OWNERSHIP OF THIS PLATFORM IS PROVING TO BE SUCCESSFUL - "FOR THE PEOPLE, BY THE PEOPLE".

THIS MOVEMENT, WHICH WAS BORN FROM SOCIAL MEDIA, CHALLENGES THE STATUS QUO AND TESTS THE LIMITS OF WHAT IT MEANS TO HAVE A COLLECTIVE OF OVER ONE MILLION STRONG, COMMITTED, POSITIVE AND INTERACTIVE PEOPLE. A FORCE-FOR-GOOD AT THE READY. THIS CIVIL MOVEMENT IS UNPRECEDENTED AND A GLOBAL FIRST.

CHANGE THE NARRATIVE

PLANNING & COMMS (MOBILISATION)

UNIFY & HEAL (STORYTELLING)

POWERFUL AUDIENCE



WHO WE ARE

THE NPC

THE UPTAKE OF CITIZENS, MAKING UP 1.8% OF OUR POPULATION, EMBRACING THE IDEA OF GOOD THOUGHTS, GOOD WORDS AND GOOD DEEDS SAW THE ORGANIC EVOLUTION OF THE #IMSTAYING FACEBOOK GROUP INTO A CIVIL MOVEMENT OF UNITY AND ACTION.

RECOGNISING THE POTENTIAL OF THIS GROUP TO BE SO MUCH MORE, IMSTAYING NPC WAS REGISTERED.

THE IMSTAYING NPC IS PRIMED TO GIVE SOUTH AFRICANS THE POWER TO CREATE MEANINGFUL CHANGE.

THIS REQUIRES A CLEAR PURPOSE, DIRECTION AND PLAN.

#IMSTAYING GROUP
A PLATFORM FOR UNITY AND HOPE

IMSTAYING NPC
A DRIVER OF UNITY AND ACTION



CHANGE SUPPORT

GETTING INVOLVED

THE IMSTAYING NPC IS IN A UNIQUE POSITION DUE TO ITS AFFILIATION WITH THE EVER-GROWING #IMSTAYING ACTIVE AUDIENCE. OUR MEMBERS ARE ENGAGED CITIZENS THAT WE ARE ABLE TO CONNECT WITH INSTANTANEOUSLY THROUGH OUR PLATFORMS, AND HAVE DEMONSTRATED AN EAGERNESS TO ENGAGE AND ACTIVELY PARTICIPATE IN OUR INITIATIVES. THIS IS A VERY POWERFUL TOOL THAT, IF USED CORRECTLY, COULD CHANGE THE LIVES OF MANY OF OUR CITIZENS AND ULTIMATELY THE DIRECTION OF SOUTH AFRICA.

AS AN NPC WE CAN FOCUS ON STRATEGIC PARTNERING WHICH WILL BE KEY IN HELPING US DELIVER ON OUR GROWING INITIATIVES. REMAINING SUSTAINABLE IS CENTRAL, AS THIS ENSURES THAT EXPERIENCED PROFESSIONALS ASSIST US AND THE COLLECTIVE IN ACHIEVING OUR GOALS. THIS STRATEGY WILL ALLOW US TO FOCUS ON NURTURING OUR PLATFORM WHILE DELIVERING NEW AND EXCITING INITIATIVES TO THE COLLECTIVE.

FUNDRAISING & SUPPORT
CORPORATE / BUSINESS / BRANDS

COLLABORATION
PARTNER WITH EXPERT PROVIDERS

EMPOWER
THROUGH STRATEGIC PARTNERSHIPS FOR
EDUCATION / SKILLS DEVELOPMENT / ENTREPRENEURSHIP

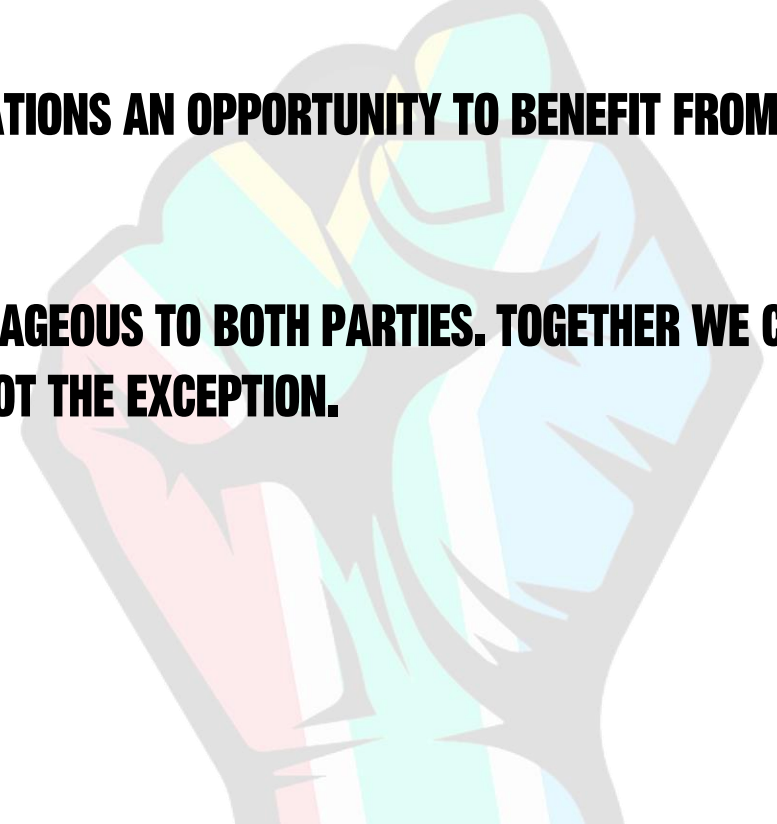


WE ARE AWARE OF MANY COMPANIES AND ORGANISATIONS THAT SHARE IN THE #IMSTAYING ETHOS. WE ARE LOOKING TO FORM STRONG RELATIONSHIPS AND PARTNER WITH THESE COMPANIES IN ORDER TO FULFIL OUR MANDATE OF CREATING TANGIBLE CHANGE IN THREE CORE AREAS OF EMPOWERMENT – EDUCATION, EMPLOYMENT AND ENTREPRENEURSHIP .

THROUGH AN ASSOCIATION WITH #IMSTAYING COMPANIES WILL DEMONSTRATE THEIR COMMITMENT TO SOUTH AFRICA AND ITS CITIZENS. CONSUMERS ARE MORE AWARE AND DISCERNING THAN EVER BEFORE AND ARE INCREASINGLY BUYING FROM, OR USING, THE SERVICES OF COMPANIES THAT THEY CONSIDER TO BE ETHICAL, THOSE THAT TRULY EMBRACE THE CONCEPT OF SOCIAL RESPONSIBILITY. PARTNERS WILL HAVE DIRECT ACCESS TO AN ENGAGED AUDIENCE OF OVER 1 MILLION MEMBERS.

SUPPORTING AND FUNDING AN NPC ALSO OFFERS CORPORATES AND ORGANISATIONS AN OPPORTUNITY TO BENEFIT FROM TAX BREAKS AND AN IMPROVED BEE SCORE CARD.

THEREFORE, AN ASSOCIATION WITH #IMSTAYING WILL BE ONE THAT IS ADVANTAGEOUS TO BOTH PARTIES. TOGETHER WE CAN CREATE A UNITED SOUTH AFRICA IN WHICH POSITIVITY IS THE NEW NORMAL, NOT THE EXCEPTION.



BEHIND THE MOVEMENT

GET TO KNOW US

NPC DIRECTORS

JARETTE PETZER
MIKE ABEL
JOANITA VAN WYK



OPERATIONS

FACEBOOK PAGE
WEBSITE
MERCHANDISING
EVENTS
MEDIA & MARKETING
SPONSORSHIPS
FINANCE / HUMAN RESOURCES

ADVISORY COUNCIL

KHUSTA JACK
HUMAN RIGHTS & CIVIL MOVEMENT

MIKE ABEL & ROSS FARAGHER-THOMAS
BUSINESS STRATEGY

ANNIE NYEMBE
CONTENT, STRATEGY & TECHNOLOGY

EITAN STERN
LEGAL & HUMAN RIGHTS

JARETTE PETZER
MARKETING / STRATEGY / ENTREPRENEURSHIP

VOLUNTEERS

OUR COMMUNITY OF MEMBERS



SPONSORSHIP

LIKE-MINDED BUSINESSES THAT ALIGN WITH OUR VALUES, THAT WANT TO BE PART OF CHANGING THE NARRATIVE IN OUR COUNTRY THROUGH POSITIVITY AND UNITY

MERCHANDISE

**UNIQUELY DESIGNED & WHOLLY SOUTH AFRICAN MANUFACTURE OF #IMSTAYING MERCHANDISE:
T-SHIRTS / STICKERS / KEYRINGS / SOCKS / CAPS – CONTINUOUSLY EXPANDING AN ONLINE STORE ON OUR PLATFORMS**

EVENTS

SPECIFIC #IMSTAYING EVENTS: MUSIC FESTIVALS / WORKSHOPS CO-HOSTED BUSINESS / ENTREPRENEUR EVENTS. ALL VENDORS AT OUR EVENTS WILL BE MICRO BUSINESSES FROM OUR COMMUNITY

DONORS

THESE ARE PEOPLE OR ORGANISATIONS THAT WANT TO SUPPORT #IMSTAYING BY MAKING DONATIONS TO US VIA PAYFAST / SNAPSCAN / PAYPAL / BACKABUDDY CAMPAIGNS

PARTNERSHIP STRUCTURE

SPONSORSHIP

SPONSORSHIP OPTIONS	TIER 1 R 1 500 000	TIER 2 R 750 000	TIER 3 R 350 000
BRAND RIGHTS	FULL (EX MERCH)	BELOW / ABOVE	BELOW
DEDICATED PARTNER PAGE (WEBSITE)	FULL PAGE & LOGO	PAGE AND LOGO	LOGO
ADVERTISING RIGHTS ON WEBSITE	YES	YES	NO
USE OF #IMSTAYING CONTENT	10 MONTHLY	5 MONTHLY	1 MONTHLY
USE OF OFFICIAL #IMSTAYING VIDEO	YES	YES	YES
ARTICLES ON YOUR INITIATIVE	1 MONTHLY	1 BI MONTHLY	2 PER ANNUM
PAID MARKETING CAROUSAL ON FACEBOOK PAGE	YES	YES	NO
PUBLIC SPEAKING	8 PER ANNUM	4 PER ANNUM	1 PER ANNUM



OUR APPROACH

DEFINE

WORK WITH SUBJECT MATTER EXPERTS TO DEFINE TANGIBLE ISSUES THAT CAN REALISTICALLY BE ADDRESSED THROUGH SPECIFIC INITIATIVES AND ACTION PLANS

EDUCATE

PARTNER WITH THE PRIVATE AND PUBLIC SECTOR AROUND THE ACTIONABLE PLANS TO SOLVE THE KEY ISSUES DEFINED ABOVE

MOBILISE

USE THE #IMSTAYING PLATFORMS TO RALLY SUPPORT FROM THE MEMBERS TO DRIVE MOMENTUM THAT RESULTS IN ACTION

EDUCATION

EDUCATION IS KEY TO MEANINGFUL PARTICIPATION IN SOCIETY AND IS A NECESSARY TOOL TO BRIDGE AND CLOSE THE GAP THAT EXISTS BETWEEN SOCIAL CLASSES AND GENDER.

EMPLOYMENT

EMPLOYMENT MAXIMISES THE POTENTIAL OUTPUT IN AN ECONOMY LEADING TO ECONOMIC GROWTH. EMPLOYMENT EMPOWERS THROUGH REDUCING INEQUALITY AND PREVENTING RELATIVE POVERTY.

ENTREPRENEURSHIP

ENTREPRENEURSHIP STIMULATES COMPETITION AND INNOVATION IN THE FREE MARKET, ENHANCING PRODUCTIVITY AND PROVIDING JOB CREATION.

DEFINING KEY ISSUES

THE POWER OF ACTIVE CITIZENRY

ONE HOUSEHOLD, ONE JOB

ONE FAMILY, ONE HOME

FLUSHING TOILETS IN EVERY SCHOOL

FOOD AND POWER SECURITY

ACCESS TO QUALITY HEALTHCARE AT REASONABLE DISTANCES

IN A REASONABLE TIMEFRAME



IN SUMMARY

A CIVIL MOVEMENT FOR TANGIBLE GROWTH THROUGH POSITIVITY AND UNITY OF ALL SOUTH AFRICANS

**TOGETHER WE ARE BUILDING SOUTH AFRICA'S FUTURE AND CHANGING OUR NARRATIVE AND OUR
SOCIAL BEHAVIOUR**

80 MILLION ENGAGEMENTS IN 120 DAYS (AVERAGE OF 800 000 ACTIVE DAILY INTERACTIONS)

**WE HAVE AN ENGAGED, HIGHLY PARTICIPATIVE AUDIENCE OF OVER A MILLION STRONG
WHICH IS GROWING DAILY**

OVER 1.09 MILLION STRONG IN 120 DAYS, WITH YOUR SUPPORT IMAGINE WHERE WE WILL GROW TO...



**THE POWER OF POSITIVE ACTION MOVES PEOPLE
FROM SURVIVING TO THRIVING**

A crowd of people is silhouetted against a dramatic sunset sky with orange and blue clouds. Many people are holding up South African flags, which feature a green, white, blue, and red Y-shape on a black background. The scene conveys a sense of unity and national pride.

ACTIVE CITIZENRY

SOUTH AFRICA

worth uniting for