

## **CGF FACILITATES COLLABORATION BETWEEN THE WOT-IF? TRUST AND THE TOY RUN**

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### **Article by CGF Research Institute and the Wot-if? TRUST**

The Wot-if? TRUST is a registered trust that was established in 2013 to design, implement, manage, monitor and evaluate Socio-Economic (SED) and Enterprise Development (ED) initiatives and spend on behalf of its clients to maximize their B-BBEE (Broad-based Black Economic Empowerment) contributions.

The TRUST is specifically designed as a flow-through vehicle so that the contributions companies make reach the intended beneficiaries and in return they receive their B-BBEE points.

From time to time we receive donations from clients like corporate clothing, furniture, computers and even toys, with a request to "on-donate" or distribute to beneficiaries or worthy causes.

Every year Big Five Duty Free participate in a Teddy Bear initiative at O.R. Tambo International Airport during Christmas. For the past two years, The Wot-if? TRUST has helped to distribute left over teddies to orphanages, nursery schools, Christmas parties and organisations like Teddy Bear Clinic, Children of Fire and Choc, to name a few. This year we were honoured to also be able to contribute to the Gauteng Motorcycle Toy Run which has been providing toys -- amongst other items -- to the needy for the past 32 years and improved the image of motorcyclists over the years.

Started as a small event run by the Italian Motorcycle Owners Club (IMOC) with less than ten eager bikers, The Toy Run has grown to an estimated 20 000+ bikers in Johannesburg alone! The annual Toy Run is now a national event with 25 separate rides happening at the end of November 2014. The Johannesburg collection gathers around 25 000 toys annually. All of the toys gathered at these events are re-distributed to the needy in time for them to receive a gift for Christmas. These gifts can be used toys, toiletries or educational packages.

The logistics of the distribution are frightening but with the assistance of the service clubs and charities affiliated to the Toy Run organisation, every toy finds a loving owner in time for Christmas.



Says Graeme Cartwright, President of the Gauteng Motorcycle Toy Run, "Our heartfelt thanks goes to Terry Booysen of CGF who facilitated a meeting between the Gauteng Motorcycle Toy Run and The Wot-if? TRUST, where a generous teddy donation was provided to them by the TRUST. This donation is very gratefully accepted on behalf of the Gauteng Toy Run and will assist us in getting closer to that always moving target of having a gift for every child in need."

The Wot-if? TRUST team act on the belief that we are all enriched by giving and receiving with big hearts, open minds and an abundance mind-set, and donations like the teddies are just a small part of what we love to do, said Gail Styger, one of the TRUST's Founding Members.

The TRUST's work is based on constant innovation and big dreams and our mission is to create self-sustaining initiatives based on models that are replicable and scalable. Four key principles underpin the work we do, namely:

- Initiating, supporting and growing emerging businesses and entrepreneurs;
- Developing viable and vibrant communities;
- Ensuring that the next generation inherits a thriving planet; and
- Building leaders for tomorrow.

The Wot-if? TRUST can be contacted at: [info@wot-if.co.za](mailto:info@wot-if.co.za)

For more information visit our website on [www.wot-if.co.za](http://www.wot-if.co.za) or visit and like our Facebook page <https://www.facebook.com/pages/The-Wot-if-TRUST/548326808557644>

## **ENDS**

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More information regarding CGF can be found at [www.cgf.co.za](http://www.cgf.co.za)

More information regarding the Gauteng Motorcycle Toy Run can be found at [www.toyrun.org.za](http://www.toyrun.org.za)

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