

A SHORT HISTORY OF THE JAKARANDA CHILDREN'S HOME

The Jakaranda Children's Home opened its doors in 1987 and is situated in East Lynn Pretoria. The Children's Home is an independent charity organisation. We care for traumatised children that have been removed from their parents' care by the courts as a result of abuse, sexual abuse and neglect. We currently have 250 children between the ages of 18 months and 18 years old in our care.

Our goal is to give the children the opportunity to fully develop, regardless of their background, in a stimulating and safe environment. We do not want to estrange them from their family or the community so we use therapeutic services to facilitate behaviour correction and to expand our programs in a way that the community can also benefit.

The marketing team has been given the task of raising the astronomical amount needed to successfully carry out this educational project. This cost is R218.00 per child per day. State subsidies cover between 40% and 50% of the total costs.



<http://www.youtube.com/watch?v=Xs22dpSSpVo>

WHAT IS THE JAKARANDA CHRISTMAS LIGHT FESTIVAL ?

Jakaranda Children's Home in Pretoria, has been hosting the Festival of Lights since December 2010. It runs from 1 December to 31 December. The staff, children and donors decorate 21 houses and the Children's Home terrain with millions of Christmas lights and then open the terrain to the public to come view our lights over the holiday period. We also have a variety of entertainment like street musicians, singers, bands, laser shows, and several other events during the month. The festival highlight is usually the Gospel Concert where some of South Africa's top artists perform. The "lights route" spans around 800 metres and we create a family friendly environment with safe parking manned by security guards. We ask a small donation at the gate as entrance fee and annually have thousands of visitors to our festival.



WHAT IS THE GOAL OF THE JAKARANDA CHRISTMAS LIGHT FESTIVAL ?

THE MAIN GOAL OF CHRISTMAS LIGHT FESTIVAL IS TO GIVE THE TRUE CHRISTMAS MESSAGE TO OUR CHILDREN AND TO THE PUBLIC.

Our secondary aim is to make as many people as possible aware of the work we do with the children who have been placed in our care by order of court and to secure new donors for the future. To get as many people on the premises as possible to create awareness and encourage people to get involved in the care and education of our children.

The funds we raise are applied to the care of all the children.



TARGET MARKET OF THE CHRISTMAS LIGHT FESTIVAL

The idea is to create a safe, family friendly environment where children and adults from all culture groups and religious backgrounds can get together and enjoy themselves during the festive period. This way all levels of society is exposed to the Children's Home and the work we do.



HISTORY OF THE FESTIVAL AND VISITOR STATISTICS

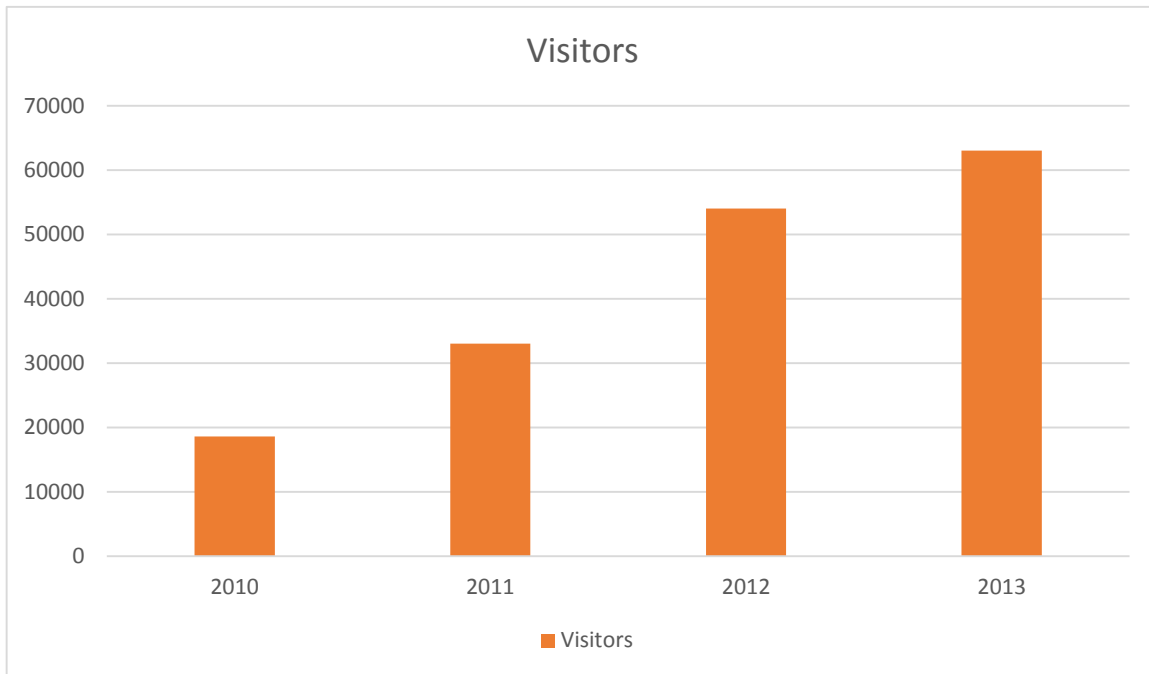
2010 – The Jakaranda Christmas lights festival started very small and was intended to be an entirely internal project aimed at making the children in the home aware of the true meaning of Christmas. Several people from the community heard about this and asked if they could bring their families to come see the lights and so the festival began.

2011 – The following year the Children's Home decided to treat this as a fully fledged project and to involve the community. We suddenly had more media interest and the festival became known in Pretoria as well as the rest of the country. We didn't allow vehicles on the premises any longer but visitors could now do the 800m route by foot at R10 per person. We had a few food stalls and people enjoyed the food and had picnics. Some of our events included Carols by candlelight and a laser show which proved to be very popular. During 2011 we had 33 000 visitors to the festival.

2012 – In 2012 the festival burst at the seams. We added a tea garden, musicians, singers and concerts. The media interest also expanded and the festival appeared in 7 newspapers, 13 radio stations, of which some broadcast directly from the premises, and on 4 TV channels. During 2012 we had 54 000 visitors to the festival.

2013 – We had even more visitors than in 2012 – 63000 visitors went through our gates, and the children in our care greatly benefitted.

2014 – Even with unusually high rainfall we had 60 000 visitors and was our most profitable festival yet



- 2010 – **18 600** Visitors
- 2011 – **33 000** Visitors
- 2012 – **54 000** Visitors
- 2013 – **63 000** Visitors
- 2014 – **60 000** Visitors

The Jakaranda Children's Home shows a visitor growth of **238%** since its inception in 2010. The total number of visitors grow by **16%** from 2012 to 2013. The projected number of visitors for 2015 is **70 000 visitors**



FESTIVAL ENTERTAINMENT

After the 2010 festival it was decided to try attract more visitors to our festival by introducing more entertainment. In 2011 we started with "Lasershows" and Carols by candlelight. We found that this was popular with the public and decided to take it a step further in 2012 and 2013.

In 2012 we created a tea garden where, during the month of the festival, several artists performed. We also arranged a Gospel concert with artists like Ronel Erasmus, Danie Botha, Louis Britz and Freda Francis. This concert was a huge success and drew a crowd of around 3 000 people In 2013. We have decided to take it a step further by having:

- Performances by singers, dancers and a fireworks display during our opening ceremony on 30 November together with our parade of marching bands, drum majorettes, and motorcycle riders
- A tea garden with musicians and singers
- 2 Nights of "Lasershows" on 19 & 20 December.
- Another Gospel Concert on 21 Desember.
- Christmas Carols by well known artists on 22 December.
- Outdoor movie night on 6 December.
- Country music concert after Christmas on 28 December.

Our lasershows attracted **4800 and 4300 (2 nights)** people

Gospel Show attracted **3800** people and our Country show attracted **5300** people in 2013 and unfortunately was canceled due to rain in 2014 wich set us back about R130 000.00 for that particular evening.

OPENING NIGHT

Opening night is usually special. It takes place in the form of a parade with motorbikers from the Christian Motorcycle Association and the Light Riders. We also have marching bands from the South African Army and Scottish pipe bands. During 2012 we also had the team from Kwela to film the event for KykNet.

For 2015 we will add a firework show and well known singers joined in the count down to the switching on of the lights.

Opening 2014 program thus far:

- Fireworks display by Fireworks 4 Africa
- Lyttleton Manor Pipe Band
- CMA & Light Riders motorbikers
- Gerhard Marais' "lights motorbike" will lead the parade.
- Drum Majorettes
- Singers like Rinel Day
- Dancers



TEA GARDEN ENTERTAINMENT

During the festival we have performances by musicians and singers on the tea garden stage. The music varies between classical, jazz, blues, gospel and Christmas carols.

This year the tea garden will be covered by a marquee.



PAST AND FUTURE CONCERTS AT THE FESTIVAL

We decided in 2012 to make concerts a part of the festival. The entertainment we offer as part of the festival is included in the entrance fee.



Gospel Concert 2012 - <http://www.youtube.com/watch?v=OVXPT13H-v8>

Laser show 2012 - <http://www.youtube.com/watch?v=UtsncMNB59w>



OUR MARKETING STRATEGY

The festival is already well known country wide and doesn't need much introduction. We do however distribute flyers and posters to create more awareness. Support from newspapers, radio and TV also creates more awareness. Social media plays a large roll in the marketing of this festival.

MEDIA COVERAGE HISTORY OF THE JAKARANDA LIGHT FESTIVAL

During the 2012 festival and in the month before the festival we were in the paper 7 times of which twice were front pages.



Newspapers that published articles and advertisements were Beeld, Tshwane Beeld, Rapport, Pretoria News, Rekord Oos and Moot, Eastern Times, Rietmark and Sondag.



Radio Media



TV Coverage



SPONSORSHIP OPPORTUNITIES AND BENEFITS

Arranged from most expensive sponsorship to less expensive sponsorship to give any type of business or company the opportunity to help us in any way you can

Main Festival Sponsor (NAMING RIGHTS) – R250 000

- This sponsorship will give you the naming rights of the festival "JAKARANDA CHILDREN'S HOME LIGHT FESTIVAL SPONSORED BY>>>>>"
- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Main Entertainment Sponsor – R120 000

- This sponsorship will give you the naming rights of the MAIN STAGE "JAKARANDA CHILDREN'S HOME LIGHT FESTIVAL MAINSTAGE SPONSORED BY>>>>>"
- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sound And Lighting Main stage Sponsor – R90 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of or contribution to December electricity account – R90 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Main stage Artist Sponsor – R60 000

- Belasting verligting sertifikaat deur middel van 'n Artikel 18A belasting kwitansie vir die waarde van die borgskap.
- Maatskappy inligting op alle bemarking materiaal.
- Erkenning tydens fees as borg.
- Erkenning in alle media advertensies as borg.
- Advertensie baniere tydens fees.

Main Light Sponsor – R40 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of JOC Certifate Structural Engineers & Pointsmen – R30 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of security guards – R20 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Printing and Marketing Material Sponsor – R15 000

- Or physical donation of posters, programs and flyers.
- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Power Generator & Diesel Sponsor – R10 000

- Alternatively a physical donation of a generator and diesel.
- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of Terrain & Foodstall lights - R5 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of tea garden lights - R5 000

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

Sponsorship of one or more houses' lights – R3 500

- Tax certificate by way of an Article 18A tax receipt for the value of the sponsorship.
- Company information on all marketing material.
- Acknowledgement of sponsorship during festival.
- Acknowledgement of sponsorship in all media advertising.
- Advertising banners during festival.

PUBLIC FEEDBACK

Rene Groenewald van Wyk

Ek was daar by die kindershuis met die openings aand, en die mooiste van als, vir my, was nie die liggies nie, ja dit was pragtig, maar wat my die meeste geraak het, was die kinders wat jare terug uit die kindershuis uit is, gaan werk het en hulle eie gesinne al het, wat terug kom om na hul liggies te kom kyk, almal wat ek onthou van jare gelede, van hulle uit laerskool dae, Jan-Hendrik, Stemmet, Danny en hele paar oud kindershuis kinders wat kom kuier het by hul huis! Dit se iets van wat die kindershuis doen vir hierdie kinders! Maar wat vir my die heel mooiste gebaar was en n knop in my keel laat vassit het, is die pappa met sy vroutjie wat van sy eie kindertjies kom wys het in hierdie huis het pappa groot geword, hierdie was pappa se huis toe ek so klein was soos julle, die glinster in daai man se oë toe hy se "dit lyk nog net soos altyd, presies soos ek dit onthou" daardie woorde het my laat sitplek soek in n donker hoekie, en my trane laat loop.

Schoonraad Bookings-Coleen Baie dankie aan elke liewe en iedere een wat hierdie jaar die Liggiefees so AWESOME gemaak het! Dit is voorwaar elke jaar n hoogtepunt en n belewenis en lekker om saam jou kinders verstom te staan oor die wonder liggies! Volgende jaar mik ons vir 70 000?! Mag julle n geseënde 2013 ervaar!

Nico Botha Ek soek na n woord om gisteraand te beskryf, en ek sukkel. Kan iemand help? Ek het selfs in die woordeboek gesoek maar kan geen woord kry nie. Niks waaraan ek dink kan die ervaring wat ons as gesin en vriende gisteraand gehad het verwoord nie. DANKIE dat ons deel daarvan kon wees Christo, dankie vir jou en jou span se harde werk. Dankie vir elkeen wat betrokke was. Groot dankie vir Jesus, deur Sy genade en liefde en guns was gisteraand moontlik. Dit was lekker. Wys jou net waar Jesus is kan dinge net lekker wees!

Aimey Rouxek het vanuit 'n stil hoekie alles sit en waarneem tydens vanaand se Gospel Konser. Die konsert en liggies was pragtig, maar dis julle met die "personeel t-hempies" wat my gefassineer het. Amper half ongesiens soos bye gewarrel sodat als perfek vlot verloop (en dit het). Hier en daar ñ huisouer met haar krosie. Die lug oop en sterre besonder helder. Indien die wêreld toé sou vergaan soos voorspel, sou dit die perfekte atmosfeer wees. Dankie en sterkte, ek glo julle almal daar is baie moeg, veral jy na gister. ~

Hettie Weideman Baie geluk! Alle dank aan ons Skepper vir die mooi werk wat julle doen vir die kinders. Voorspoed vir julle vir 2013.

Marie Dreyer n Groot applous vir elkeen van julle personeel en huisouers wat so hard gewerk het om van hierdie projek 'n sukses te maak!! Ons was daar en dit was "great".

Nico Botha Ons was bevoorreg om n paar keer by julle te kuier gedurende die tydperk. Ek wil vir julle dankie sê vir die geleentheid om daar by Jakaranda nie net liggies te kom kyk nie, maar ook saam met vriende te kuier. So regs van die ingang het ons daai sement tafel en bankie meer as eenkeer ons eie gemaak en lekker gekuier. Ons wens julle n wonderlike toekoms, n lewe om na uit te sien gevul met God se genade, dat julle Sy guns elke dag sal ervaar en dat julle saam in Sy liefde sal leef. Ons sien uit daarna om volgende jaar weer daar te kuier.

Lizelle Louw Ek is trots vir wat julle doen en dat julle so mooi na die sonskyn kinders kyk!

Cobi Schoerie Sjoë en ons was so bevoorreg om deel van hierdie wonderlike fees te wees. Baie dankie aan Jakaranda Kinderhuis vir die geleentheid wat julle vir Martin gegee het om sy talent te kom deel op so 'n onbeskryflike groot geleentheid. Baie dankie. Christo vir al die reëlings en hope geduld en aan almal wat betrokke is was

Marieth Kloppers Ek was daar gisteraand met my man en 2 seuntjies! En dit is ons lekker om julle te kan ondersteun. Die liggies is pragtig en ek sal julle nou ook op ander maniere ondersteun.

CONTACT DETAILS

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