



The residents of Little Eden call on CEOs and business leaders to support this year's Little Eden Society CEO wheelchair campaign.

CEOs called to support wheelchair challenge

Little Eden Society has been providing 24-hour care to children and adults with profound intellectual disabilities for over 55 years.

For the sixth year running, CEOs and business leaders are being challenged to sign up for the annual Little Eden Society CEO's wheelchair campaign by spending one workday in a wheelchair.

This will happen in March, which is Intellectual Disability Awareness Month.

The campaign seeks to highlight challenges experienced by people with physical disabilities who rely on a wheelchair for mobility on a daily basis and to help raise R1,5m towards the care of 300 children and adults with profound intellectual disabilities at Little Eden Society (www.littleeden.org.za).

Currently, it costs R13 460 per month to care for one resident at the home and with 68% of Little Eden residents having been abandoned or coming from an underprivileged background, they are financially taken care

of completely by Little Eden Society.

How to participate:

- Contact Nadine Mason at nm@littleeden.org.za
- Donate R55 000 (R35 000 for smaller enterprises) to Little Eden Society
- Challenge another CEO or business leader to participate
- Share a write-up about your day in the wheelchair with pictures or videos to be published on Little Eden Society's social media pages and website.

Participating companies will gain valuable tax and BBBEE benefits and additionally will make a lasting contribution to improving the lives of one of the most vulnerable members of society.

For more information about Little Eden Society and how you can contribute towards the missionary work, contact the public relations and communications co-ordinator Gaahele Mokgoro at 011 609 7246 or email pro@littleeden.org.za or visit www.littleeden.org.za