

# Creating conscious capital with CEO SleepOut 2017

By [Danette Breitenbach](#)

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This year, the CEO SleepOut will be the SheEO SleepOut, with only women leaders spending the night on the lawns of the Union Buildings in Pretoria, the venue for this year's event which will take place 22 June.

This signals a new chapter in the CEO SleepOut brand that is also a world first. The venue is also fitting, as this is where the historic Women's March took place to the then-Apartheid seat of government in protest against the carrying of passes.



The MEC for the Gauteng education department, Panyaza Lesufi, introduces the new brand ambassadors for this year's Schools' SleepOut.

CEO SleepOut brand ambassador and MC at an event that launched the idea of the 'SHeEO' held at the Zone in Rosebank, Leanne Manas, says this is an opportunity for female leaders to showcase themselves, as well as for male leaders to nominate female leaders to participate.

Also launched at the event was beneficiaries for 2017. The main focus this year is on shelter for children, so the primary beneficiary is the Door of Hope. Announced by Luke Lamprecht, a child development and protection consultant with 25 years in the field, Lamprecht explains that primary shelter is a pillar of the CEO SleepOut. "The Constitution protects children, but if their most basic right of right is not met then no rights exist or come about, such as education, for them."

He says a baby can die on the street quite easily. "The reality is that abandonment is the cause of a range of issues from family planning to substance abuse, but it does not change the fact that this can lead to the death of a child."

## June = SleepOut Month

The criteria to be selected as a beneficiary are very strict and the beneficiary went through a robust process. "This year's primary beneficiary was chosen, amongst other reasons, on its ability to articulate a legacy that would see children calling it home, even when they leave."

Yusuf Abramjee, chief SleepOut brand ambassador and social activist, says June will be the SleepOut month, with the Sympathy SleepOut and the South African SleepOut taking place during this time. "This is a national call to action to go and SleepOut in the month of June." He urged everyone to also donate, from nappies to toilet paper. A list of what is needed can be found on the [CEO SleepOut website](#).



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This is not just about fundraising, but digging deep into the soul of a human being and getting it to connect with another says Prof. Justice Yvonne Mokgoro, former judge of the constitutional court and social cohesion manager. "It is about one human with the power to connect with the one who finds himself in the most vulnerable circumstances of life. This is what the CEO SleepOut means. It is profound, it is so profound that it is one of those experiences I wish for everyone."

### Schools' SleepOut: Future CEOs

MEC for the Gauteng education department, Panyaza Lesufi, calls the Schools' SleepOut a very important activity. "Future CEOs are today's students so if they do not understand what builds them then they will not understand where they are going."

The MEC spoke about the recent tragedy that saw 20 learners die in a traffic accident. The CEO SleepOut has donated money to assist the affected families and schools.

The CEO SleepOut launched in South Africa in 2015 and made history when it raised nearly R26m in one night. The following year, the event was held on the iconic Nelson Mandela bridge in Johannesburg and raised over R20m. The first beneficiary in 2015 was Girls and Boys Town and in 2016 three beneficiaries received R3 each. They are the Asha Trust, Columbia Leadership and the Steve Biko Foundation.



## How funds raised from The 2016 CEO SleepOut will be spent

8 Mar 2017



Secondary beneficiaries include the Gift of the Givers, the Salvation Army and Homeless Talk.

Follow the CEO SleepOut's South African [Twitter feed](#) and find out more on [their website](#).

### ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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