

Directorate: Advancement & Partnerships Office

06 August 2024

#Twentyfrom20 Website Plan

Overview of the campaign(for the project team) :

The #Twentyfrom20 campaign is designed to mobilise the support of 60 companies, each donating R20,000, to achieve a collective fundraising goal of R1.2 million. This three-month campaign will focus on raising R20 000 from 20 companies across the three projects. We are confident that the #Twentyfrom20 campaign will not only meet its fundraising goal but also strengthen the bond between TUT and its community, showcasing the power of collective effort and corporate social responsibility.

Website links for the look and feel of the campaign:

<https://online.tut.ac.za/>

<https://ifow.ac.za/#>

<https://www.backabuddy.co.za/home>

<https://fundly.com/>

<https://dribbble.com/tags/charity-template>

<https://dribbble.com/shots/23534792-Fund-Crowdfunding-Website> (this is my number one)

Initial request:

Content Sections:

Header with logo and navigation.

Campaign overview.

Fundraising goals and impact.

Descriptions of the three projects.



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Donation instructions

Real-time progress tracker which has to be updated weekly

Testimonials using videos, reels and pictures.

Contact information and social media links.

Maintenance and Support:

Ongoing technical support.

Timeline

Website Launch: By August 9th, 2024

Home: landing page (videos with Deans endorsements and project leaders, each project target, donation journey)

About

Campaign overview and ambassadors

In celebration of the University's 20th anniversary, the Advancement and Partnerships Office (APO) is excited to announce the launch of the #Twentyfrom20 fundraising campaign. This strategic initiative aims to raise R1.2 million to support three vital projects within the University.

Given the increasing challenges in fundraising, innovative approaches like this campaign are essential. The #Twentyfrom20 campaign will engage 60 companies, each committing R20,000 from the period of the 15th of August to 31 October 2024. Donors will have the option to allocate their contributions to one of the three projects, impacting both the TUT community and the broader community in which we exist.

Projects

Ndumo Community Project

The TUT Environmental Education Centre, nestled in the heart of the Ndumo Game Reserve in KZN, educates thousands of learners annually on nature conservation, water sustainability, and environmental stewardship. Beyond education, our programme addresses critical issues such as malnutrition by providing meals to learners, and it actively works to alleviate gender-based violence and poor health, which are barriers to learning. Our centre provides hands-on learning for over 5,000 learners monthly, and our community workshops



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further our outreach. This centre is also used for research purposes for several critical areas within Nature Conservation and Sustainability.

Project Leader: Dr Cheryl Ogilvie

Intervarsity Hackathon Series

Our collective goal is to foster digital solutions with a social impact, particularly within educational spheres. This three day event will take place in 3 different provinces between September and October. Approximately 500 students from various faculties, campuses, and external universities will engage in this challenge. This event not only introduces neighboring high schools to diverse opportunities in technology but also underscores how entrepreneurship, the arts, and engineering contribute to innovative digital solutions. It showcases the breadth of career paths within these fields and encourages students to tackle real-life challenges posed by industry.





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Grade R Centre of Excellence

The TUT Grade R Centre for Excellence is supporting Early Childhood Development in South Africa, emphasising creativity, critical thinking, and problem-solving skills, while fostering cultural preservation and innovation. This state-of-the-art centre will benefit approximately 100,000 learners and 1,000 ECD practitioners, spanning from ECD centres to primary schools.

Equipped with classrooms, a toy library, reading rooms, a robotics centre, art and musical rooms, the centre will serve as a hub for interactive and enriched learning experiences. Neighbouring primary school students from Soshanguve, Garankuwa and other surrounding townships will access the centre's resources, facilitating holistic educational growth and an opportunity to engage with the latest learning material.

Project Leader: Prof Lydia Mphahlele

Donors (messages of support from donors, the graphic mascot needs to be on this page with a thank you message to the donors) (the donors that have donated will be updated weekly)

Contact us

Meet the team

Professional pictures with white backgrounds or we can use MeMoji's with names and contact details

The campaign email address

FAQ's

- Social media links



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Domain: TUT20from20

Email address: TUT20from20@tut.ac.za

TOP 3 PRIORITIES

1. Fully functional home page
2. Projects page
3. How to donate and contact details



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