

BRIEF SYNOPSIS EVERYDAY HEROES AWARDS 2015 CARING IS AGELESS

Reach Out Specialised Events together with the Department of Social Development are proud to announce the launch of the...

Everyday Heroes Awards 2015 Caring is Ageless

event that will be held at ***Birchwood Conference Centre, Thursday 1 October 2015.***

- Everyday Heroes Awards boasts the support of the Department of Social Development and we are honoured to have Minister Bathabile Dlamini as the Keynote Speaker
- This initiative aligns with Social Developments vision around ***Creating A Caring Society*** in a sustainable manner and the celebration of the “International Day of Older Persons” on 1 October 2015 as dictated by the United Nations

OVERVIEW

1. Our societal fiber has been eroded by people’s apathy towards our Senior Citizens and their contributions to society at large
2. It saddens us that our Unsung Heroes and Heroines who are working in the community are not been recognized
3. Our vision is to fill this gap in society to recognize our Senior Citizens for their contributions to society
4. This unique initiative will become a National Signature event and a Ministerial Legacy Project for the Senior Citizens in our country
5. It Informed by the ***SA Elderly Peoples Charter Government Agenda*** for Social Development to enable the poor, the vulnerable and the excluded within our society to secure a better life for themselves
6. Everyday Heroes Awards is committed to dedicating the month of October to

OBJECTIVE

1. To create a platform and find innovative substantial ways of finding support to invest in these initiatives in community development and take it to the next level
2. To publicly **Recognise, Reward and Honour our Unsung SA Senior Citizens Heroes and Heroines** who have been working in the community for 3 years+
3. Cultivate a sense of appreciation and respect for the Senior Citizens
4. Facilitate an intergenerational dialogue for social change and social cohesion

You are invited to partner with us by sponsoring a category and submitting your nomination before 7 September 2015.

SILVER AWARD CATEGORIES

1. EVERYDAY HEROES BEST FEEDING SCHEME AWARD 2015
2. EVERYDAY HEROES BEST HEALTHY LIVING AWARD 2015
3. EVERYDAY HEROES SAFE HAVEN AWARD 2015
4. EVERYDAY HEROES SAFETY & SECURITY AWARD 2015
5. EVERYDAY HEROES WELFARE AWARD 2015
6. EVERYDAY HEROES EDUCATION AWARD 2015
7. EVERYDAY HEROES MOST CARING ORGANISATION AWARD 2015
8. EVERYDAY HEROES ARTS & CULTURE AWARD 2015
9. EVERYDAY HEROES SPORTS AWARD 2015

CRITERIA

- 60 Years plus
- SA Citizen
- Pensioned, Retired or Unemployed
- Individually self-funded initiative or partly sponsored by an organisation
- Gogo's or Mkhulu's who are running initiatives in the community for more than 3 years
- Play a critical role through volunteer work, transmitting experience and knowledge, helping theirs and other families with Caring responsibilities.

CAMPAIGN EXECUTION

PHASE 1: 1 August – 7 September 2015

- Call for nominations and sponsors via electronic and print media

PHASE 2: 9 September 2015

- Task Team will pre-screen all submissions to verify compliance with rules.
- Will provide a short list for the judges

PHASE 3: 15 September 2015

- Internal Adjudication Panel to select 3 finalists per category and the winners

PHASE 4: 22 September 2015

- Breakfast Media Announcement
- Birchwood Conference Centre
- Announcement of finalists at Media Launch, Television and Radio
- Send out notices via SMS

NEW AGE BREAKFAST: 1 October 2015

- Hosting with Minister Bathabile Dlamini – Birchwood Conference Centre

GALA DINNER: 1 October 2015