

TURNING KILOMETERS INTO  
IMPACT

#RIDE/RUN/TRI  
FOR CHANGE



TRADEROOT  
ACTIVE

To whom it may concern,

Thank you for your consideration to become part of the TRADEROOT ACTIVE™ impact investment Project - providing a platform to generate funding for children's education and sports development, through the participation in outdoor sports, such as **Cycling, Running** and **Triathlons**.

The *#Ride / Run / Tri for Change* campaign is a subset of our broader initiative to promote the TRADEROOT ACTIVE™ brand across multiple sporting disciplines, in order to generate funding for CSI projects. These initiatives are currently linked to early childhood development and education, as well as support and development of talented athletes in professional road cycling.

#### BENEFITS OF PARTNERING WITH US

- Be part of the vision and make a difference in the future of SA's youth;
- Build a brand that is pro-active, involved and promoting development and empowerment;
- Corporate Social Investment benefits;
- Established initiative brand, infrastructure and administration;
- Co-branding and marketing across all social & digital platforms, sports gear and merchandise;
- Promote health, wellness and fitness amongst employees, clients, families and friends.

We believe that the greatest and most useful gift we can give to the children of South Africa is to promote education, development and self-confidence in our youth. Rather than supporting feeding schemes and similar organisations that tackle the problem of education on the surface, we feel that the contribution we make can be more effective if we support individual children and talented athletes from disadvantaged backgrounds who show the potential for success and who also have the support of their parents and surrounding infrastructure in achieving that potential.

We intend to grow the current initiatives into a formalised foundation, which will be run independently from our corporate brand (TRADEROOT AFRICA™), so that we can employ specialists in this field to truly drive the initiative into an ethical, sustainable and meaningful enterprise we can all be proud of.

Become a TRADEROOT ACTIVE™ initiative partner, and help us to jointly make an **IMPACT!**

For more information, please visit [www.traderootactive.org](http://www.traderootactive.org).

Sincerely,  
The Traderoot Active Team

*Share our vision to GIVE BACK to South Africa and its youth? Eager to promote health, wellness and fitness for change?*

BECOME A MAIN  
CONTRIBUTING  
PARTNER AND HELP  
US GROW THIS  
INITIATIVE.