

67 industry hours for local NGOs and SMEs - Mandela Day at the Red & Yellow School

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For Mandela Day 2016, the Red & Yellow School, South Africa's premier advertising college, will give back a collective 67 industry hours to local NGOs, NPOs and SMEs in both Cape Town and Johannesburg.

On 18 July, Red & Yellow's full-time students and staff will join forces for a one-day creative hustle to give back to the community through the power of marketing and design.

How will it work?

Red & Yellow are harnessing the combined talents of their marketing, design, and copywriting students, staff, and industry volunteers to give back to the community on Monday, 18 July 2016, from 13h00 - 17h00.

Volunteers will be assigned to a participating NGO, NPO or SME in need of assistance in one of two streams - creative or strategy. Volunteers will gain experience working for real clients by being their personal marketing hero or creative guru for the day, giving participating organisations the tools they need to source potential funding or support that will help them change the world.

And if you are an NGO?

If you're an NGO, NPO or SME in need of one-on-one, expert marketing or creative advice and services for your organisation, as well as a free training workshop in digital marketing - then we invite you to complete a short needs analysis. On the day you'll have a one-on-one session with your group of experts who will craft a tailor-made strategy or creative collateral just for you.

Giving back in Cape Town and Jozi

Red & Yellow is committed to educating 100,000 students by 2020, 10% of which through free education and training. "After last year's success, we're extending our event to our Johannesburg campus so that we can help even more NGOs, NPOs and SMEs in the only way we know how - through education," says Kira Koopman, event organiser. "We know how important it is to give back, grow our community and connect experts with those organisations that need it, and there's no better day to join forces than on Mandela Day."

Get involved

The event will be sponsored by NOMU, Ecco II Cafe, Eat Out The Box and Sir Fruit, with donations from Pick n Pay.

Contact Red & Yellow now at mandeladay@redandyellow.co.za to volunteer your time, donate, sponsor, or sign up as a participating NGO, NPO or SME.

Please RSVP before 1 July 2016.

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