



"LET'S RAISE CHILDREN WHO WON'T HAVE TO RECOVER FROM THEIR CHILDHOODS."

Funding proposal for



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ABOUT DYNAMIC WOMEN FOR CHILDREN



Dynamic Women for Children (DWFC) is a Pretoria-based non-profit organization dedicated to empowering impoverished children by addressing their social, emotional, educational, and physical needs. For the past 17 years, DWFC has been building and refining a comprehensive support structure that acts as a safety net where life, adults, and systems often fail vulnerable children.

Grounded in the vision that investing in a child today shapes a responsible, purpose-driven adult tomorrow, DWFC adopts a holistic approach to break the cycles of poverty and generational trauma. Through education, counselling, life skills training, and emotional support, we help children heal, grow, and make better choices for their future.

Our structure is not only transforming lives in our home community but is also scalable and adaptable to other communities across South Africa. During our Cape 2 Care 3.0 Walk from Vereeniging to Cape Agulhas in February 2024, we identified a widespread need for structured collaboration among NPOs, businesses, and individuals working to uplift underprivileged children. As a result, DWFC is now committed to expanding its framework nationally—empowering existing support systems, rather than replacing them, and helping communities build on what they already have.

To raise awareness and inspire action, five Dynamic Women summited Mount Kilimanjaro on 28 October 2024 in our campaign called Climb 2 Care. This climb symbolizes the journey every child takes—overcoming the mountains of poverty, trauma, and neglect—with the DWFC structure as their guiding path.

Our flagship project, DWFC Kameelfontein, marks the beginning of this national rollout—laying the groundwork to help children across South Africa rise into healthy, whole, and purposeful adults.

"Let's raise children who won't have to recover from their childhoods"



ABOUT CAPE2CARE



We walk for the children who have been failed—failed by their circumstances, failed by the adults meant to protect them, failed by broken systems and empty promises. We walk for the children who don't yet know how powerful they are or how deeply capable they are of changing their future. We walk for the children with untapped potential who only need one opportunity to turn their pain into purpose and their failure into freedom.

For the past three years, we've walked from Pretoria to Cape Town—over 1,400 km in just three weeks—to raise awareness and funds for **Dynamic Women for Children (DWFC)**, a non-profit that provides holistic support to underprivileged children across South Africa. We've seen what just one opportunity can do in a child's life—and we're not stopping.

Now, we're stepping up!

In 2026, we're taking on a **world record**: running 2,160 km from South Africa's northernmost to southernmost point—in just **9 days**. Why? Because every kilometer run is a stand for the child who feels forgotten. Every blister, bruise, and stride taken is a cry for the child who deserves to heal and to dream again.

We're calling on **you**—our partners, donors, and change-makers—to run with us.

Your support will:

- * Fund trauma counselling, education, and life skills programs for children in need.
- * Expand DWFC's impact to more communities across South Africa.
- * Give children the safe environments, tools, and love they need to become whole, empowered adults.

"If one step can change a life, imagine what 2,160 km of steps can do."

Help us turn steps into stories of freedom.

MEET THE TEAM



Michelle van Biljon
Director/ Social Worker

Michelle van Biljon is a purpose-driven social worker and the Director of Dynamic Women for Children, deeply committed to bringing hope, healing, and transformation to the lives of children and families. Her work is grounded in a powerful philosophy: not to rescue, but to walk alongside those she serves—empowering them to uncover their own strength and capacity to rise above life's challenges.

Michelle believes that true, lasting change begins from within. This belief fuels her dedication to strengthening the social, emotional, and educational foundations of vulnerable children and families, creating space for growth, dignity, and resilience. Rooted in her faith, Michelle sees herself as an instrument in God's hands—living out her calling with compassion, integrity, and unwavering purpose. Her passion lies in giving children a voice, a vision, and a future: helping them break free from cycles of trauma, embrace their potential, and live lives filled with meaning and hope.

Having completed multiple Cape2Care journeys, Michelle is now focused on taking the mission to the next level—expanding its reach across South Africa. Her vision is bold: to empower, inspire, and impact lives in every corner of the country, one heart, one home, and one hope-filled step at a time.

Seventeen years ago, Marleen answered a divine calling—to become God's hands and feet on earth by bringing love, hope, and empowerment to vulnerable children. This calling gave birth to Dynamic Women for Children, a faith-rooted organization dedicated to uplifting children socially, emotionally, and educationally so they can rise above adversity. Marleen is the visionary behind DWFC & Cape2Care, inspired to expand the impact of the mission across South Africa. Having led multiple Cape2Care journeys, she remains the heartbeat of both the organization and its outreach efforts.

As Founder and Managing Director, Marleen sees this work not just as a role—but as her life's purpose. She leads with compassion, integrity, and unwavering faith, committed to reflecting God's heart and making a lasting difference in the lives of children.

Marleen van der Walt
Managing Director



Marlien Sonica Cronje Professional at Life



Marlien Sonica Cronje is a powerhouse of passion and purpose. A true professional at life, she's a movement specialist, life enthusiast, and adventurer at heart. As a former Springbok and Blue Bulls rugby player, she brings strength, discipline, and drive to everything she does.

Now the founder and developer of Mounted Fitness and the innovative Mounted Gym WALL, Marlien is dedicated to helping others move, live, and lead with authenticity and energy. Since joining Cape 2 Care in February 2024, she has aligned deeply with the vision and structure of Dynamic Women for Children, recognizing its potential to impact lives far beyond Kameelfontein.

Her passion and belief in the mission make her a vital part of the team—committed to taking Cape2Care and Dynamic Women for Children to the next level.

Mandy Richardson is a powerhouse woman with a resilient spirit and a heart full of purpose. A natural connector and passionate entertainer, she brings energy, joy, and authenticity wherever she goes. Mandy is a fierce advocate for self-love, self-worth, and living life with intention.

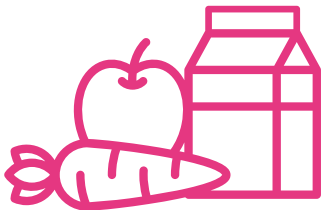
As a devoted mother and nature lover, she embraces growth, overcomes fear, and inspires others to do the same. With a clear glimpse of the Dynamic Women for Children and Cape2Care vision, Mandy has stepped into a vital role—bringing fresh energy and unwavering support as the newest member of the team, committed to helping take the mission to the next level.



Mandy Richardson

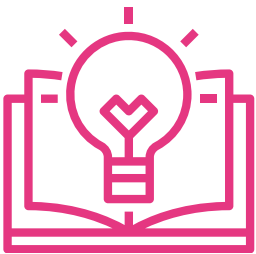
OUR SAFETY NETS

PHYSICAL SAFETY NET



We focus on meeting our children's daily physical needs to support their health and development. This includes three nutritious meals, a lunchbox, clean clothing, toiletries, stationery, and physical activities —ensuring they are well-nourished, having able and strong bodies, properly cared for, and equipped for daily activities. Proper Nutrition and meeting their basic needs is the foundation of strong bodies, active minds and hopeful futures.

EDUCATION SAFETY NET



We support our children's educational needs by providing essential tools such as the opportunity to attend school, stationery, school supplies, transport, after school support and nutritious meals to help them stay focused and engaged. By creating a stable, supportive learning environment, we aim to build a strong foundation for their future. Through proper education and access to meaningful opportunities, we strive to break the cycle of poverty and empower children to reach their full potential.

EMOTIONAL SAFETY NET



We are committed to raising children who won't have to recover from their childhoods. By nurturing their emotional well-being in a safe, loving, and supportive environment, we help them develop confidence, self-worth, and resilience. Our approach focuses on consistent care, positive connections, and emotional safety—ensuring they grow up feeling empowered, valued, secure, and ready to thrive.

COMMUNITY SAFETY NET



We foster children's social development by encouraging positive interactions, teamwork, and a sense of belonging within a supportive community. Through group activities, mentorship, and shared experiences, we help children build strong relationships, communication skills, and empathy. This foundation prepares them to engage confidently and responsibly in their communities now and in the future.

HOPE IN MOTION— Turning pain into purpose, one step at a time.



EVENT

OVERVIEW

We propose an ambitious, inspiring fundraising event

Twelve extraordinary women will undertake a world Record challenge, travelling non-stop, 24 hours a day, from BEITBRIDGE (the northernmost point of South Africa) to Cape Agulhas (the southernmost point) a total distance of 2160 km — in just 9 days.

This event will not only set a NEW world record but will serve as a powerful metaphor for the long, determined journey needed to protect and nurture every child's right to a safe and joyful upbringing, because when we invest in children today, we build a stronger, more hopeful tomorrow.

PURPOSE

Raise vital funds to expand our programs offering safe spaces, nutrition, healthcare, counselling, mentorship, and educational resources to vulnerable children.

Build a trauma centre on site to serve as a base for professionals to utilize and donate of their time and skills to serve their community with healthcare and trauma support.

Create national awareness around the importance of CHILD WELFARE — building environments where children don't have to recover from trauma but instead thrive from the beginning.

Inspire communities by showcasing courage, endurance, and unity through the journey of 10 dedicated women.

IMPACT

- Help create more safe spaces for at-risk children.
- Break the cycle of trauma by investing in early, positive intervention.
- Showcase the power of women uniting for a cause that impacts future generations.
- Leave a legacy by setting a World Record tied to meaningful social change.

EVENT CONTINUED

EVENT HIGHLIGHTS

- [Daily social media updates](#) from the team, sharing stories and milestones.
- [Community “Meet and Cheer”](#) Points along the route.
- [Showcasing South Africa](#) as we pass through many hidden gems and towns people may not even know of.
- Media partnerships to [amplify awareness nationally](#).
- [World record dedicated](#) to the children of South Africa.

SUPPORT NEEDED

- [Corporate Sponsorships](#): Funding for travel logistics, nutrition and gear, support crews, and Social media fees.
- [Public Donations](#): “Sponsor a kilometre” campaigns and personal pledges.
- [Media Partners](#): National exposure to increase awareness, donations and support.
- [Volunteer Support](#): Drivers, medics, technical support teams, photographers, and videographers.



GOALS & OBJECTIVES

Kameelfontein Care Centre

The Care Centre for underprivileged children aims to raise vital funds to continue providing a safe, supportive, and nurturing environment for children in need. Our fundraising efforts focus on meeting their basic needs, supporting holistic development, ensuring access to quality education, expanding our reach to serve more children, and sustaining long-term impact through staff development and facility improvements.

Therapy Centre @ Dynamic Women for Children

The Kameelfontein Care Centre Therapy Unit aims to create a safe, accessible, and professional therapeutic space where underprivileged and traumatized children—and the broader community—can receive essential emotional and psychological support. Through trauma recovery, mental health intervention, therapeutic activities, community involvement, and capacity building, the centre is dedicated to fostering lasting healing and resilience.

DWFC Structure Through South-Africa

The Dynamic Women for Children Project - The healing ground seeks to empower women across South Africa to lead community-based initiatives that protect and uplift vulnerable children. By equipping local women with the skills, resources, and support needed to build sustainable safety nets, the project promotes holistic care, community involvement, and national scalability of its child-focused model.

Traveling therapist

The Traveling Therapist Project aims to bring professional therapy, training, and empowerment directly to underserved communities through a fully equipped mobile unit. By delivering trauma-informed care, training local stakeholders, and strengthening the Dynamic Women for Children framework, the project fosters healing, resilience, and sustainable support systems for vulnerable children and their communities.

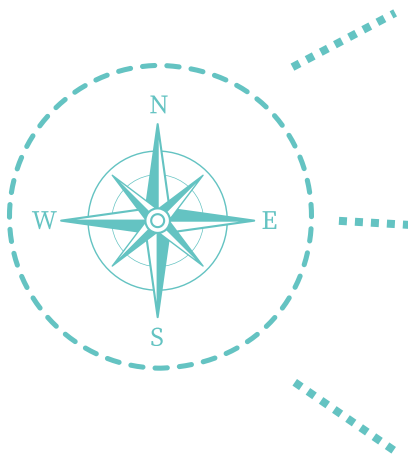
SEE ATTACHED DOCUMENT FOR MORE DETAIL

SPONSORSHIP PACKAGES

Proposed Sponsorship Packages

SEE ATTACHED DOCUMENT FOR DETAILED PACKAGE

PACKAGE 1 – COMPASS CONTRIBUTOR



The Compass Contributor Package offers an opportunity for supporters to contribute essential goods or services—such as accommodation, fuel, food, clothing, medical supplies, or other logistical items—instead of financial donations. In recognition, sponsors will receive visibility on our website's "Support Wall," a one-time social media mention, a personalised thank-you card, and optional logo placement on our physical thank-you banner. A tax certificate may also be issued where applicable. Additional benefits may apply depending on the value of the contribution.

PACKAGE 2 – KM'S OF KINDNESS



The KM's of Kindness Package invites sponsors to run alongside us in spirit by sponsoring one or more kilometres of our 2,160 km journey at R2,160 per kilometre. Sponsors will be featured on our website and social media, along with a map highlighting their sponsored stretch. All sponsors receive a personalised thank-you card and a tax certificate (if applicable). Those sponsoring 10 km or more will receive individual social media promotion with their business logo.

SPONSOR PACKAGES CONTINUED

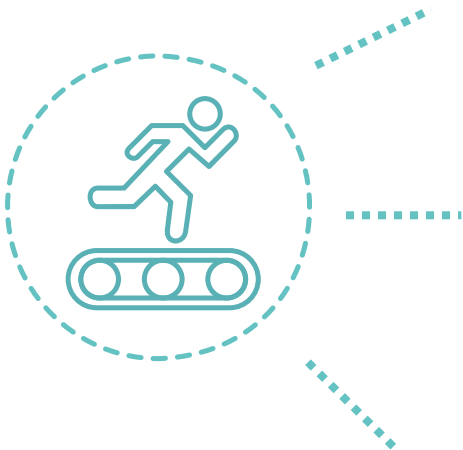
PACKAGE 3 – THE ROUTE RISER



The Route Riser Package offers sponsors the chance to make a meaningful impact with a once-off contribution of R15,000, helping to light the way forward for vulnerable children.

Sponsors receive a one-time promotion on Facebook and Instagram, listing on our website under “The Route Riser Sponsors,” a personalised thank-you card, and a tax certificate (if applicable).

PACKAGE 4 – MOMENTUM MAKERS



The Momentum Makers Package invites sponsors to give generously with a contribution of R25,000, directly supporting care and empowerment for vulnerable children. Sponsors will receive two promotional posts on Facebook and Instagram, a feature in one live video, logo placement on our website, a personalised thank-you card, and a tax certificate (if applicable).

SPONSOR PACKAGES CONTINUED

PACKAGE 3 – LEGACY LEADER



The Legacy Leader Package is designed for corporate sponsors who want to align their brand with purpose, hope, and meaningful impact through a contribution of R50,000. Benefits include four promotional posts on Facebook and Instagram, two live video features, a website feature with a link to your business, a personalised thank-you card, a tax certificate (if applicable), and an invitation to an exclusive Cape 2 Care event.

PACKAGE 4 – 9 DAY TRAILBLAZER



The 9 Day Trailblazer Package offers exclusive title sponsorship (only 9 packages available) with a contribution of R100,000 or more. Sponsors receive top-tier branding, including “Cape 2 Care powered by [Your Brand],” website and vehicle branding features, logo visibility on runners’ gear for one full day, start and finish line banners, and weekly social media promotions. Additional benefits include interview opportunities, full media exposure across DWFC campaigns, a framed certificate of appreciation, a tax certificate (if applicable), and an invitation to exclusive Cape 2 Care event.

SPONSORSHIP NEEDS

TRAVEL , ACCOMODATION & MEALS:

- 2 MINI BUSSES (16/21 SEATER)
- 1 SUPPORT VEHICLE
- FUEL
- SOUND WITH PA SYSTEM
- ACCOMODATION
- MEALS / MEAL VOUCHERS
- WATER

BRANDING AND MEDIA:

- BANNERS
- GAZEBO
- TEAR DROP BANNERS
- BRANDING ON CLOTHING
- WATER BOTTLE STICKERS
- VEHICLE MAGNETS
- GOPRO'S / CAMARA EQUIPMENT
- SOCIAL MEDIA SPONSORSHIP

RUNNER REQUIREMENTS AND NEEDS:

- HEADLAMPS
- RUNNING SHORTS
- LONG PANTS
- SHIRTS
- SOCKS
- RUNNING SHOES
- WIND/RAIN JACKETS
- BEANIES
- CAPS
- BUFFS
- SUPPLEMENTS

CREW NEEDED:

- 12 runners
- 4 drivers (drivers will be slot into manager tasks)
- 1 Physiotherapist
- 1 Traveling logistics manager
- 1 Ground Logistics manager
- 1 Nutrition manager
- 1 Social Media manager

OUR ROUTE



Musina
Makhado (Louis Trichardt)
Polokwane (Pietersburg)
Mokopane (Potgietersrus)
Mookgophong (Naboomspruit)
Modimolle (Nylstroom)
Bela Bela (Warmbaths)
Pretoria
Johannesburg
Kempton park
Meyerton
Vereeniging
Vanderbijlpark
Potchefstroom
Klerksdorp
Orkney
Leeudoringstad
Wolmeransstad
Bloemhof
Christiana
Warrenton
Kimberley
Jacobsdal
Koffiefontein
Luckhof
Van der Kloof
Petrusville
Phillips town
De Aar
Richmond
Three sisters
Beaufort West
Klaarstroom
De Rust
Oudtshoorn
Calitzdorp
Ladismith
Barrydale
Suurbraak
Buffeljagrivier
Swellendam
Bredasdorp
Struisbaai
Cape Agulas



"LETS RAISE CHILDREN WHO WON'T HAVE TO RECOVER FROM THEIR CHILDHOODS."

WALKING FOR DREAMS, STRIDING FOR CHANGE

WHY US?

We have already completed three powerful journeys on foot from Johannesburg to Cape Town—each step a declaration of hope, each mile walked for children in need. Now, with an even more ambitious and united team of Dynamic Women, we are setting our sights higher: not only setting a world record but to ignite a movement of change across South Africa.

This isn't just about walking. It's about walking with purpose—to raise awareness, mobilize resources, and bring real, lasting transformation to vulnerable children and families.

By sponsoring this mission, you become part of something far greater than a campaign—you become part of a life-changing legacy.

Together, we can empower children across South Africa with the tools, support, and hope they need to break cycles, dream boldly, and build brighter futures.

SPONSOR HOPE. WALK WITH PURPOSE. EMPOWER A GENERATION

CONCLUSION

"WALKING FOR DREAMS, STRIDING FOR CHANGE' IS NOT JUST A RECORD ATTEMPT—IT IS A STATEMENT. IT SAYS THAT EVERY CHILD MATTERS. THROUGH THE BRAVERY, ENDURANCE AND PASSION OF TEN REMARKABLE WOMAN, WE WILL PAVE THE WAY TO A SOUTH AFRICA WHERE EVERY CHILD GROWS WITHOUT FEAR, WITHOUT TRAUMA, AND WITH EVERY OPPORTUNITY TO THRIVE.

WE INVITE YOU TO JOIN US IN MAKING HISTORY, AND CHANGING LIVES.
THEIR FUTURE IS WORTH EVERY STEP.

**THANK
YOU**

CONTACT US

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