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Proposal and Motivation for Radio ,TV Interviews and Media – Cape 2 Care 2026

Project Title: Cape 2 Care 2026 – Walking for the Forgotten Children of South Africa

Organisation: Dynamic Women for Children (DWFC)

Interview Request: National and regional radio, TV platforms and Media

Objective: To raise national awareness, increase support, and mobilize public engagement for the Cape 2 Care 2026 initiative

Motivation:

Cape 2 Care 2026 is not just a physical challenge—it's a movement. It's a bold act of solidarity with the children who have been overlooked, unheard, and unprotected. Our journey, covering 2,160 km in just nine days from the northernmost to southernmost point of South Africa, symbolizes the urgency, resilience, and collective effort needed to change the future for thousands of vulnerable children.

We are requesting opportunities for radio and television interviews to amplify our message and inspire the public to get involved. These media platforms offer an unparalleled channel to share the voices behind the cause, the stories of children we've walked for, and the national impact of Dynamic Women for Children (DWFC). Exposure through these interviews will help galvanize support, attract vital partnerships, and ultimately fund trauma counselling, education, and holistic support services for children across the country.

Cape 2 Care has already proven its ability to spark conversation and community engagement. Now, in 2026, with a world record-breaking goal in our sights, we have a powerful story to tell—a story of pain turned into purpose, and failure transformed into freedom.

Why Radio and TV Interviews Matter:

- **Reach and Influence:** Broadcast platforms can connect our message with diverse South African audiences—urban and rural, young and old.
- **Emotional Impact:** Hearing or seeing the runners and child beneficiaries speak personally about their experiences evokes empathy and inspires action.



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- **Momentum Building:** Consistent media exposure will build anticipation and engagement in the months leading up to the event, driving donations, volunteerism, and public involvement.
 - **Partner Attraction:** Media visibility strengthens our appeal to corporate sponsors and philanthropic partners who align with national social impact initiatives.

Interview Topics Can Include:

- Dynamic Women for Children as Non-Profit Company in South-Africa
- The origin and evolution of Cape 2 Care
- The psychological and emotional challenges children in South Africa face—and how DWFC addresses them
- Personal stories from previous walks
- The logistics and goals of the 2026 record attempt
- How the public can run with us—literally and figuratively

We believe media collaboration can take Cape 2 Care 2026 to new heights—and help transform even more children's lives throughout South-Africa. Together, we can raise voices, build hope, and walk for change.

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