

# Hands Together for Orphans and Widows 2017

**NA WETTI ZONE** *Presents*

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Modern Advocacy Humanitarian Social  
and Rehabilitation Association



**The Hands Together Event For Orphans And Widows**  
**HATOW EVENT**

**HANDS TOGETHER FOR ORPHANS**  
Philanthropists, Businessmen , Artists , Civil Society  
& Officials Uniting To Erase The Suffering Of Orphans  
& Vulnerable Widows

**TIME** **1st December 2017**  
**CONGRESS HALL**  
**BAMENDA**

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## ***Partnership Appeal***

# Na – Wetti



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Ref: **MA17-NA/00**\_\_\_\_\_

Date: 26/07/2017

## The General Management

**Object: Request for Partnership or Sponsorship or Assistance to the Hands Together for Orphans and Widows (HATOW) Event**

Sir/Mme,

It is with due honour and respect to your individual and corporate activities that we table to you this request. Primarily, Na Wetti is a modern publicity service concept with broad online social network extensions and supported by the NGO Modern Advocacy Humanitarian Social and Rehabilitation Association (MAHSRA). This initiative connects to a series of activities to foster the development rights of vulnerable community girls and women, especially in [empowering vulnerable community widows, orphans](#) and [combating gender and sexual violence](#) initially supported by the [Canadian](#) and of the [British](#) High Commissions in Cameroon.

In focus, the Na Wetti concept and platform is an opportunity for businesses and institutions to gain wide exposure with different audiences locally, nationally and across sub-Saharan Africa. The platform works with businesses on a gain-gain basis in the sense that, it strives to give best quality marketing to its clients and in return, it uses the clients' publicity fees to support its community development objectives. By supporting vulnerable people in the society with its publicity income, it releases maximum business grace to all its clients.

Presently, as we are planning to produce a new edition of the Na Wetti magazine, we have deeply thought of the suffering children and women (Orphans and Widows) within our communities some of whom we have been working with and providing both subsistence and vocational training opportunities. Accepting that it is a great and noble idea to build community awareness and invite other third party individuals and organizations to follow, we are thus planning to hold the second edition of the HATOW event on the **1<sup>st</sup> of December 2017** at the Bamenda congress hall wherein defined donations from our potential supporters like you will be channelled to the beneficiaries and reports of implemented activities projected.

We herein seek your consent for sponsorship or partnership for this noble course detailed in the proceeding pages. Please feel free to let us know at whatever level, you or your company or institution can be of assistance in this HATOW initiative.

Sincere Regards



*Dr. Kelly T. Nyah*  
Chief Executive Officer (CEO)

## Why the Need for the Event “HANDS TOGETHER FOR ORPHANS AND WIDOWS”

Recent development needs that tie with the UN Sustainable Development Goals (SDGs) require that growth or economic progress be accompanied with primary concern to human wellbeing and social progress. In fact, SDGs 1 to 4 highlights the need to eradicate poverty, encourage healthy lives and quality education for all at all ages. Within these universal guide lines, we see that there is strong need for rudimentary government efforts towards the wellbeing of the marginalized and the underprivileged persons in the society. Understanding that the corrupt structure of many of our government institutions makes it almost impossible to render equitable social concerns to the poor and unfortunate majorities, there is therefore need for further intervention. This intervention can be achieved at all levels by all categories of persons who have concern for the human brotherly wellbeing. This includes both lucrative and non-lucrative institutions that can work in synergy or networks on a gain-gain basis towards mutual progress. This among others falls within reasons why concept [Na Wetti](#) is inviting support from all areas and works to help boost and foster the **Creativity Initiative that Empowers Orphans and Vulnerable Widows** thereby building self-sustaining vulnerable persons that are contributing to community development courses.

### Major Objectives for the Hands Together Event for Orphans and Widows

- ✓ Train 50 vulnerable widows and orphans for professional vocational fashion wears production and provide nutritional, subsistence and clothing assistance to over 400 widows and orphans.
- ✓ Unite the business community for increased business prospects and invite the cultural or artistic community in a social event to interact, share and provide psychosocial support for over 200 Orphans;
- ✓ Convince public authorities that business communities can as well contribute towards government efforts for social wellbeing and thus need consideration on their tax policies;
- ✓ Raise public awareness on the positive growth prospects of concept [Na Wetti](#) and its operational platforms.

### Planned Milestones to Achieve Event Objectives

#### *For objective 1:*

- Gather images of fashion wears’ products initially produced by the trained widows and orphans and begin the development of a website [www.fashion.nawetti.com](http://www.fashion.nawetti.com) within a pre-5months before HATOW;
- Convene partnership meetings with Orphanages and vulnerable widowhood groups and solicit for sponsors, partners and supporting institutions within a pre-4 months period before the HATOW;

#### *For Objective 2:*

- Communicate and negotiate partnership participation with outstanding artists within a post 2months period before the event;
- Reserve accommodations and participation logistics within a pre-1 month’s period to event.
- Provide publicity spaces for all approved sponsoring business and institutions inside the new edition of the Na Wetti Magazine (produced bilingual for national and international distribution) post one month after the HATOW event

#### *For Objective 3:*

- Hold institutional support meetings with concern government officials and ministerial delegations within a pre-2 months period before the event;
- Invite foreign government officials or diplomatic authorities to witness the event for local policy influence reasons;

*For Objective 4:*

- Produce online banners and 40,000 publicity flyers carrying sponsors' logos for the HATOW event and sharing them across the web and manually to every sector within North West region and beyond;
- Organizing a weeklong street awareness parade within one week leading to the event.

## Event Outcomes

The Na Wetti hands together event for orphans and widows (HATOW) is realized in order to influence a psychosocial impact between business endeavours and the human wellbeing. It has the potential to show light on the inseparable connectivity between business growth and philanthropy. For the current event, as outcomes, we hope to:

- Increased income generating sources of livelihood for vulnerable community widows and increased financing sources to support community orphans' education, nutrition and health.
- Increased societal or business sector knowledge upon rapid business growth that is stimulated by philanthropy and the concern for vulnerable persons in the society;
- Increased community hope and joy in the hearts of abandoned children and women and increased government awareness on the need to encourage businesses that support social works;
- Increase desired business prospects for the services and products of all the initiative supporters as well as increased sustainable community development prospects for the youths.

## Tentative Support Seeking Activity Programme Scope for the HATOW Event Planning

Event Date: 1<sup>st</sup> of December 2017

Timing - year 2017	Activity	Expectations
20/07 – 20/08	Initial conception planning meetings	Decisions on target partnerships
21/08 – 31/08	Materialization of conceptive planning meetings	Development of partnership documentation
01/09 – 30/09	Initial partnership development visits and meetings	Distribution of sponsorship requests and partnership letters
01/10 – 15/10	Materialization of partnership visits	Follow-ups and initial results
15/10 – 31/10	Programme implementation meetings	Confirming event lieu and artists presentations
01/11 – 15/11	Programme planning assessment meetings and invitations production	Flyers printed, Official invitations and tickets distributed
15/11 – 29/11	Street awareness caravans	All streets and markets covered
30/11/2017	Pre-event preparation evaluation meeting	All approved partnership and sponsorship issues resolved
01/12/2017	Proposed Date for Event Proper	

## Vocational Training and Event Organisation Budgeting

Description	Quantity	Unit Cost (F.CFA)	Unit Cost (USD)	Total Cost (F.CFA)	Total Cost (USD)
Vocational training for widows and orphans	50	80,000	145	4,000,000	7,250
Production materials for sample handbag sets	50	25,000	45	1,250,000	2,250
Production materials for sample clothing	50	25,000	45	1,250,000	2,250
Samples wears production miscellaneous	100	5,000	9	500,000	900
Event Lieu rental (Congress Hall)	1	300,000	545	300,000	545
Mobilisation and evaluation meetings	8	150,000	272	1,200,000	2,176
Outreach materials 1(Flyers and posters)	40,000	50	0.09	2,000,000	3636
Outreach materials 2 (T-shirts, Banners )	100	4000	7	400,000	700
Media advert (Radio and TV)	6	50,000	91	300,000	546
Social Media (facebook, whatsapp, nawetti.com, twitter, and google-Youtube publicity)	6	50,000	91	300,000	546
Caravan days	4	250,000	455	1,000,000	1,820
PA Rental	1	150,000	272	150,000	272
Stage mounting / Podium extension	1	250,000	455	250,000	455
Hostesses	8	15,000	27	120,000	216
Décor	1	400,000	727	400,000	727
Artists	7	500,000	909	3,500,000	6363
Artistic director	2	50,000	91	100,000	182
Stage management	2	50,000	91	100,000	182
Transportation (Orphans and Widows)	200	2000	4	600,000	800
Animation (MC)	2	75,000	136	150,000	272
Security	6	25,000	45	150,000	270
Event media coverage (transport logistics for written press, radio, TV journalists)	12	25,000	45	300,000	540
Refreshment (authorities, sponsors and VIP guests)	100	5000	9	500,000	900
<b>Total:</b>				<b>18,820,000</b>	<b>33,798</b>



### Partnership or Sponsorship Benefits

- The logo of all approved sponsors will feature on the 40,000 flyers and posters, 80 T-shirts and 20 street banners;
- Media including radio and TV; and social media including Na Wetti's facebook page, twitter account, nawetti.com, blogspot, and google or YouTube publicity videos shall feature all approved sponsors;
- Hall or event lieu décor shall permit major sponsorship or partners banners and stands within it but not on the stage platform because of further media broadcast reasons;
- All partners or sponsors providing tangible support (material, financial or technical) shall automatically be featured in the up-coming edition of Na Wetti Magazine. This edition is intended to be bilingual (English and French) be distributed both nationally and internationally.

### Special Offers

We understand that some partners may love to support the initiative anonymously or individually without business names attached, thus we are setting forth colour graded awards to satisfy these category of persons.

Meanwhile every form of support is welcomed at all levels; the following amounts can purchase the Hands Together for Orphans and Widows (**HATOW**) philanthropic recognition distinctions and/or iconic awards. These philanthropic awards are given only for individual donations. (Costing includes postage fees)

No.	Distinctions	Amount in FCFA	Amount in \$(USD)	Amount in £(GBP)
1	White label HATOW philanthropic card	100,000	200	135
2	Pink label HATOW philanthropic attestation	200,000	400	272
3	Red label HATOW philanthropic certificate	500,000	1,000	680
4	Blue label HATOW philanthropic award and certificate	1,000,000	2,000	1,360
5	Gold label HATOW philanthropic award, certificate and card	1,000,000 +	2,000 +	1,360 +

### Featuring Guest Artists

According to the above mentioned planned milestones towards achieving the second edition of the HATOW event, negotiation for the renowned and up-coming guest artists and major national football team players supporters will be done in October 2017.