

**BLACKHAKI**  
advertising

Mr Carlo Bakker  
Miss-Collect  
Hoekweg 11  
2275 TA Voorburg  
The Netherlands

Dear Carlo

We at the BlackKhaki Group – an advertising and communications company have the pleasure of working with an award winning social responsibility initiative – Clover Mama Afrika which is driven by Clover SA. Clover has been our client for almost two decades and this long term relationship with allows us to identify any good opportunities for their flagship social responsibility project.

As requested, we have pleasure in forwarding you relevant information on Clover Mama Afrika as well as our interest to investigate the Miss Collect project further.

**About Clover**

Clover is one of the largest Branded Consumer Goods companies in South Africa, and an organisation with a proud track record of more than a century. For over 110 years they have been delivering a wide range of quality products to the people of South Africa. Clover has a long history of commitment to community upliftment, actively involving itself in the lives of the poorest of the poor.

**About Clover Mama Afrika**

The Clover Mama Afrika – Ukwakha Isizwe (Building and nurturing our nation) project was launched in October 2004 and is a national social upliftment project which seeks to assist and support communities at grassroots level in an enabling and empowering manner so they can help themselves and those around them. The project's main involvement is with women who look after abused, abandoned, orphaned and vulnerable children as well as the elderly.

Well into its fourth year Clover Mama Afrika currently has 30 Mamas countrywide who collectively care for over 9000 children and over 1100 elderly.

After reviewing the concept of Miss Collect and meeting with Hans Vollebregt and team we came to the conclusion that it allows for a great opportunity for Clover Mama Afrika centres.

Since the collecting of used cooking oil is done mainly by woman, we see a huge benefit to involve the Clover Mamas into this process either by:

- Finding new collectors for Miss Collect (Clover Mama Afrikas are well known within their community and therefore can reach many unemployed women)
- Using the logistic network of Mama Afrika centres as collecting points from schools, churches, hospitals, care centres etc
- Create awareness about the danger of using used cooking oil for human consumptions >  
(Joint promotion and marketing)

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Reg. No.: 2004/029934/07