Wheel Well

For Children in Road Safety

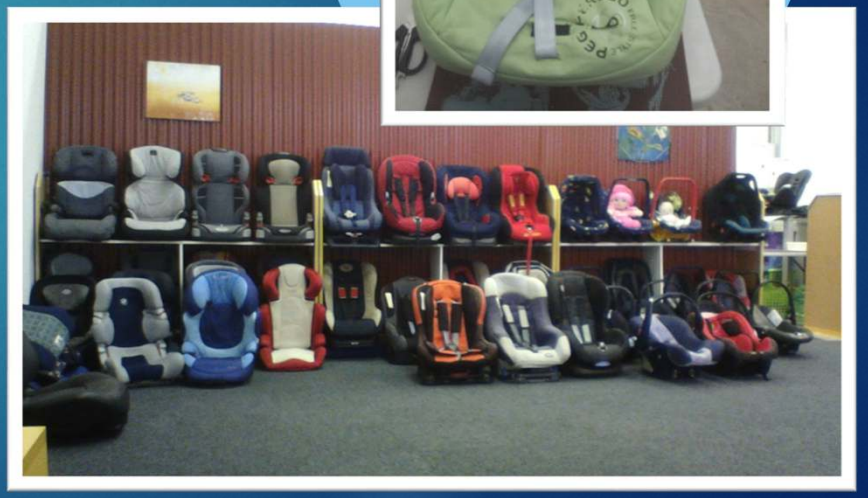
- Awareness
- Education
- Legislation

Who are we?

- Wheel Well is a registered section 21 non-profit company. Tax exemption in terms of section 18A of the Income Tax Act has been approved and Wheel Well is proud of their new PBO number: 930041005. Wheel Well is a Level 4 BEE contributor. The members on the board have sound and extensive experience in the Transport, Safety, Financial and Marketing sectors.
- We operate from a premises at Brightwater Commons, a family orientated shopping centre in Randburg.
- We are in the community – for the community,

What do we do?

- **Car Seats for Kids**
- We ask families to donate their used car seats to us. We clean them and check them thoroughly for any defects before they are made available to families that cannot afford them new.
- Every family that acquires a seat also gets Car Seat 101. This is a short lesson in all things car seat – how to adjust the seat, how to install it and how to care for it.
- We offer all services around car seats, cleaning, renting, advice, even just a chat.



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- Our clients range from Wayne Minnaar, Spokes Person for the JMPD, to Joseph, a painter that got a seat for own little one and is now a regular to get his whole family's kids into car seats

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- We go to local shopping centre to take the campaign to the Suburbs

What do we do?

- **Car Seats for Kids**
- One of our delights is to take seats to Baby Homes. Those special little angels have not had the warm welcome into the world that our babies get.
- Cotlands, the Maria Kloppers Home, Tumahole Self Help Centre for the Disabled, The Rahima Moosa Mother and Child Hospital and Abba House are but a few that had benefitted.
- With the help of Imperial I-Pledge we donated 72 seats to the Biggest Baby Shower and made then realise their Guinness World Record entry.

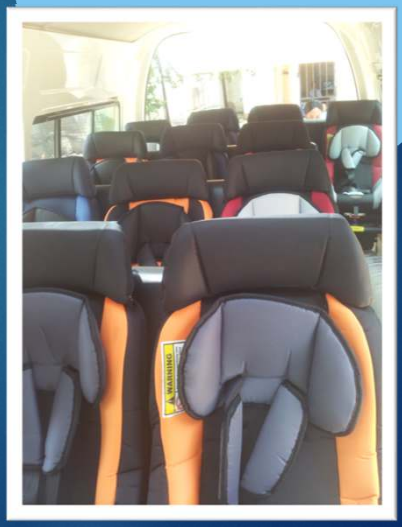
What do we do?

- **Car Seats for Kids - Highlights**
- The highlight of our year is the big campaign with Imperial and Highveld Stereo during October - Transport Month.

- 2012 – Target 300 seats – 750 collected – 351 seats handed out Oct – Dec. Highveld won the MTN Radio Award for best Community Project
- 2013 – Target 1500 seats – 2500 collected – 1070 seats handed out Oct – Dec
- The beautiful Peugeot Partner that we could use for the past year
- The stunning Renault Trafic that we will rock the world with for the year ahead.

What do we do?

- **Car Seats for Kids - Highlights**
- **New Seats donated**
- 332 seats on Activation Day thanks to Eon Consulting, Tabasco and Safeway. Companies that must get a mention is Probe, Kia Parts Distribution, Hertz and Pick n Pay.
- Midas – 350 brand new boosters to date
- Volkswagen 32 branded toddler seats
- Cartrack – 40 new seats and 38 new covers



What do we do?

- **Bling** Up
- This is our visibility campaign for our young pedestrians that we have just embarked upon..
- Beanies and scarves for winter with added warmth and cosiness
- White floppy hats for summer
- Reflective Snap On bracelets

What do we do?

- **School Talks**
- With the help of Matrix we have embarked on a tour of school talks. With the help of a young lady that has survived against all odds and a young race driver, we convince our young audiences to use booster seats. The booster seat zone is where the least compliance and most ignorance is.

How can you help?

- Help us collect car seats; Renault has kindly made all their dealerships available as drop off points. We are desperate for more seats and the need is huge!!
  - This can be as a school collection, Corporate Collection, any individual that has a seat gathering dust
- Donate funds – Oil the Wheels of Wheel Well
  - This will help us up our game and reach ever more families through higher visibility. We have Section 18A status.

A huge thank you to some special people

- Charmaine from Bakwena
- Eugene Herbert in his personal capacity
- Eugene Beck from Road Cover

Bakwena
N1N4 toll

ROADCOVER
We Care...

Thank you

- Visit our page www.wheelwell.co.za
- Like us on
- Follow us on
- Join our Facebook Group "Car Seats for Kids"