



## Re: Charity Sponsorship Invitation

Dear All,

My name is Daniel Esterhuysen and I am one of the members of the 4-Africa team which is an overland expedition to assist in the fight against human trafficking. Forms of trafficking includes: prostitution, sexual exploitation, forced slave labour, removal of organs and other types of exploitation. We will be driving from the UK (London) down the east coast- and onwards to the most southern tip of the African continent. (Approximately 18, 000 miles of challenging routes) Our aim is two folded:

- Raise awareness about human trafficking and the A21 campaign in the UK and Africa at each possible opportunity that presents itself.
- Ground work research about human trafficking in Africa through:
  - Building relationships with a variety of society such as people living in villages, unemployed, children, government officials, leaders and the general workforce.
  - Research knowledge and possible exposure of local people regarding human trafficking

### **Did you know:**

- **More than one person is trafficked across borders EVERY MINUTE**, which is equivalent to ten jumbo jets every day. (Credit: [www.stophetraffik.org](http://www.stophetraffik.org))
- The **second largest source of illegal income** worldwide exceeded only by drugs trafficking. A trade that earns twice as much worldwide revenue as Coca Cola. (Credit: [www.stophetraffik.org](http://www.stophetraffik.org))
- **Children are sold for as little as \$20 each (± £13)** (Credit: [www.stophetraffik.org](http://www.stophetraffik.org))
- Worldwide, almost **20% of all trafficking victims are children**. However, in some parts of Africa and the Mekong region, children are the majority (up to 100% in parts of West Africa) (Credit: UNODC)

4-Africa has a passion and understanding for the immense needs in the continent and we believe that even the smallest deeds can affect the people's lifestyles. Hence, we have partnered with The A21 campaign and Tusk organisations.

There are, however, many expenses associated with taking on such an adventure and we rely for funding solely on our own funds and fundraising events. We hope that the final destination can be reached approximately four months after leaving the UK.

4-Africa is actively seeking financial sponsors for this upcoming challenge. We would very much welcome the opportunity to speak to you about the trip, the causes, our needs and how you and your Company can get involved and/or benefit by supporting us. Donations received whether big or small will make a significant difference.

The majority expense will be for the day to day running of the expedition and raising awareness on behalf of our partners and sponsors. We sincerely hope that this expedition is something you would consider supporting.

We will operate an open book policy whereby all expenses are recorded and logged to show that supporting funds have been wisely invested by this expedition. We would welcome the opportunity to meet with you and to discuss how your support will benefit the expedition.

We look forward to our first meeting.

Sincerely yours,

Daniel Esterhuysen  
4-Africa team

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