



## WHAT IS NAPPY RUN?

Nappy Run is a two-months long campaign to raise awareness about children with disabilities and collect nappies for them.



Almost double the number of children with disabilities, compared to their non-disabled peers, live at or below the national poverty line



**Established in 2011**

Nappy Run has been helping children with disabilities for

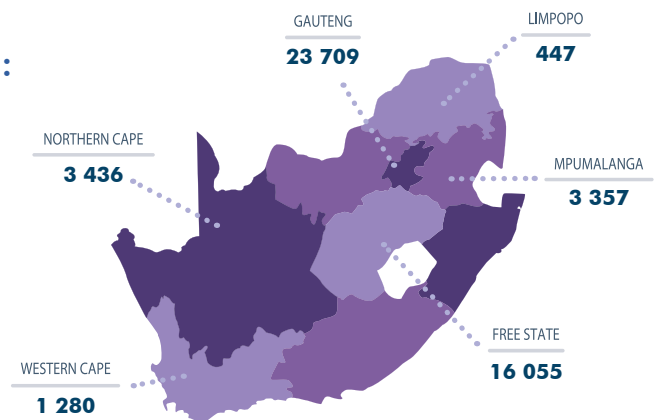
# 8 YEARS



The Nappy Run campaign culminates in the Nappy Run fun run at the Johannesburg Zoo, every year on the first Saturday of November to coincide with National Children's Day

## Nappy Run 2018 was a record year in all respects:

- **R210 000** received in sponsorships
- Nappies raised and distributed: **43 568**
- Online donations received: **R23 000**
- Number of Nappy Run fun run participants: **565**
- Views on YouTube of the Nappy Run explainer video: **11 600**
- **9** media releases distributed over the campaign period



Distribution of Nappies 2017 - 2018

Nappies are unaffordable for many families and children going without nappies is common

No. of coverage pieces: **74**

- Broadcast: **11**
- Print: **25**
- Online: **38**

Total campaign AVEs:

- AVE (1:1): **R1 879 168**
- AVE (1:3): **R5 637 503**

an annual project of

# NCPD

National Council of & for  
Persons with Disabilities