

# Casual Day 2026 campaign

Join South Africa's largest fundraising campaign supporting persons with disabilities. **Friday, 4 September 2026**



a project of

**NCPD**

National Council of & for  
Persons with Disabilities

# Our Vision

An all-inclusive and equitable society where the human rights of all are upheld and protected through innovation, partnerships, and collaborative action.

We want to change the lives of 17% of South Africans with Disabilities

**17%**  
**Population**  
**+10.5 million**

South Africans are  
Persons with Disabilities



**+6.6**  
**million Youth**  
**with disabilities**

need **support** and  
**opportunities**

# How Casual Day Funds Transform lives

47%

NPOs &  
Special Schools

Associations of  
Persons with  
Disabilities (APDS)  
9 Provinces

16%

22%

National Projects  
& Programmes

GBV, Youth,  
Rural Development  
etc.

Disability units

SAPS & DOD

2%

13%

Other Disability  
Organisations

Associations, Councils,  
Federations, DPOs  
etc.

Support Base: 554 mainstream schools, 418 NPOs, 184 Special Education Needs centres,  
742 government departments, and 11 various universities

# Transforming Lives Through Action



## Youth Empowerment

Leadership development, job readiness, and tertiary pathways



## Social Inclusion

Breaking barriers through community engagement and awareness



## Economic Opportunity

Enterprise development and inclusive employment programmes

# Benefits The NCPD Offers

1.



**Section 18A  
Certificates**

**Tax-deductible**

2.



**B-BBEE  
Points**

3.



**Sponsorships**

**Formal Contract**

Apply and use your branding  
as per contract (Not Donation)

**Good Public Image | Support Financial Independence |  
Corporate Social Responsibility | Sustainable Development Goals**

# Campaign Overview 2025



Stickers Sold **634 248**

T-shirts Sold **55 404**

Hats Sold **22 564**

Raised for 2025

**R23 million**



# Get involved, make a difference...



**303 Million+**  
Total Audience Impressions  
*(Verified)*

**R26.6 Million**  
Verified Advertising Value

**3 663**  
Media mentions across  
250 unique sources



**Insight: 54.8%** of reach is driven by Broadcast (TV & Radio)  
**Ensuring deep penetration into every Province**



# Extended campaign-overview



**TV**  
(DSTV & SABC)



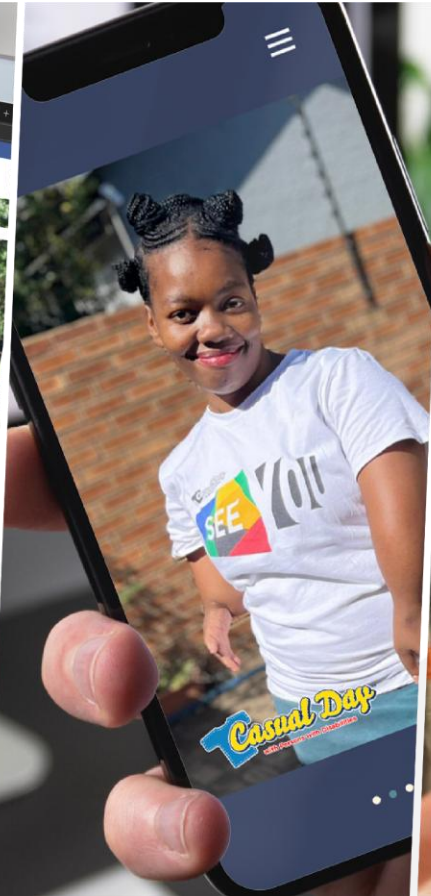
**RADIO**



**OOH**



**ONLINE**



**SOCIAL**



**RETAIL**

# 2026 Campaign Theme



## ***BEAT AS ONE***

### **Rhythm Matters**

Across South Africa, millions of individual rhythms exist, different lives, different abilities, different stories.

But when we come together, those rhythms align.

They become a drumbeat that cannot be ignored.

**Add your beat. Stand with us.  
We need your support today!**



# Your Participation is Needed!!!

01

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## Activations

Demonstrate the values of your organization, by promoting Causal Day through internal marketing. Casual Day team on site. Photo shoots. etc.

02

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## Internal Marketing Team

Utilize internal channels to raise awareness, highlighting how staff / learners can support Causal Day, dress up on Casual Fridays, purchase a sticker and merchandise.

03

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## Educational Webinars

Schedule an optional educational webinar for all staff / learners, highlighting the work your Organization does, and provide insights into the national challenges the community faces.

04

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## Financial Support

Purchase co-branded merchandise for the activations and supporters. Donate towards Casual Day.

# Join the Movement

## Together We Beat As One

Partner with us to create an inclusive South Africa where every person's rhythm matters. Your participation transforms lives through employment, education, advocacy, and dignity.

### Contact Us

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**Make a difference today!** For the price of a cup of coffee, **you,**  
**yes you...** Can make a meaningful difference.