



## The Purple Kennel Project OVER 440 KENNELS AND COUNTING....

I am the founder of Purple Kennel Project and my name is Samantha Chatham ... although most people simply know me as Sam. My day job is spent managing my own Tourism Marketing consultancy called Somewhere SOUTH - Hospitality Solutions, along with the help of my valued assistant Luckmore Fadzi from Zimbabwe. I am originally from the UK, but have called South Africa home now for 23 years and really do consider myself a proud Capetonian! I come from an animal loving family where we were never had less than 6 dogs and cats... but it was only after I had been in SA a few years that I was introduced to the world of animal welfare and the ever increasing cycle of abuse, suffering and neglect that exists out there particularly in the poorer areas. I have learned many things since then ....

One of them is that the most loving dog breed in the world is called rescued! 💜



Like many people out there, I have always tried to do my bit to support the various welfare organisations from organising fundraising events, food collections, home checks etc as well as personal ad hoc donations as and when I could afford it. I do admit though to sometimes wondering where and how did my hard earned cash make a difference? The people that dedicate themselves to animal rescue are my absolute heroes, but have so much on their plates, so understand it is not always realistic for them to keep us informed of how they spend every cent. 💜

The Purple Kennel concept had been in my mind for a while, as if there is one thing that keeps me awake at night during the sometimes harsh Cape winters, it is thinking of all those poor dogs in the townships, wet and cold without shelter. Knowing that Kennels are at the top of every welfare organisation's 'wish list' especially at this time of the year, I decided that this was where I wanted to focus my efforts, with the idea of offering potential donors like myself, the opportunity to donate to something more tangible... Something they could see, rather than a bottomless pit of vet bills! Do not get me wrong ... vet bills, staff salaries to mention just a couple, are very real responsibilities of all animal shelters and all have to be paid, but realised you get two kinds of donors ... those who are more than happy to do an EFT, just knowing they are helping somewhere and then there are those who do want to know the nitty gritty on how and where they have made a difference – and this was the 'gap in the market' so to speak that we were aiming for. I was convinced that if we could show them the difference they had made ... they would carry on giving. Now just to put it all together .... ♡



At the beginning of April in 2016 ...I suddenly saw a carpenter on the side of the road, selling kennels he had made out of old pallets. Although rustic, they were solid, waterproof and were just what we were looking for. I quickly stopped, negotiated a price and immediately ordered 5 of them, thinking that if I could not find any sponsors ... I would find the money myself. We could have never imagined how quickly our project would take off ... and in 5 short months, with the help of the generous sponsors and welfare organisations we had sent 218 Kennels out into areas where they were needed most, making many woofers ... (and cats) very happy, warm and dry. The rest they say is history .... ♡

A promise we made from the beginning to all Kennel sponsors is that their kennel will not leave our HQ without a personalised, waterproof label attached that includes their name of choice (some people like to sponsor kennels as birthday presents for family or perhaps as a tribute in memory of their special fur friend) ♡



We now donate around 10-15 sponsored Kennels a week to some of the 23 or so organisations that we work with. We are extremely proud of this considering we run a very busy business and so all of our Purple Kennel work is done somewhere in-between. Luckmore has taken charge of most of the logistics and tries to ensure the kennels are given out fairly on a rotational basis, however sometimes our sponsors will request that their kennel goes to a specific organisation and we of course always honour this. The aforementioned label will then also include the logo and contact number of the distributing welfare org for emergencies. 💜

The only thing we ask in return when donating the kennels to the welfare partners to distribute is that they send us 'Happy Homing' photos, that we can then share with the sponsors and indeed our supporters in general ... seeing dogs all cosy in their purple pads not only warms our hearts, but also encourages more kennel sponsors to also make a difference. We also encourage the organisations to promote us on their facebook pages in order for THEIR supporters to hopefully sponsor kennels for them. It really is a win win situation 💜



Winter season 2017 has kicked in .... We will have sent out no less that 220 Kennels by the end of this month (July) and we are really hoping that we will break last years' records and send even more Purple Kennels all over the Cape, we will simply keep doing what we can ... when we can. Working in Tourism, we have decided that we will know our job is done ..... when incoming tourists start regularly asking "What are those purple boxes that we can see everywhere from above as we approach the landing in Cape Town!! ? " I cannot wait to be the one to answer THAT question! 💜

## ♥ Purple Kennel - Frequently asked Questions:

### Why Purple ?

- 1) My company Somewhere SOUTH branding is purple and this is an extension of me.
- 2) It's my favourite colour
- 3) People always remember us!
- 4) People are less likely to use Purple Kennels for firewood

### ♥How much is it to sponsor a Kennel?

R400 – this includes a fleecy blanket and personalised label (Normal Purple Kennel)

### ♥How do I pay?

Purple Kennel Bank Details:

- *Account name: Purple kennel project*
- *Bank: Capitec Bank*
- *Account number :1514816103*
- *Branch: 470010*
- *Account type: Savings*

### ♥Contact us;

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