

Johannesburg
12 January 2010

Advertorial by CGF Research Institute (Pty) Ltd

CGF GOES MAD WITH SIX WORLD CLASS RUGBY CAPTAINS

We are delighted to announce that CGF Research Institute (Pty) Ltd has become a 'friend' of the MAD Foundation which was established in 2003, and is chaired by Francois Pienaar. MAD gives academically talented youngsters from less fortunate backgrounds an exceptional educational opportunity to reach their full potential as leaders and role models in South African society.



About MAD

The Make a Difference (MAD) Foundation is a South African based charity organisation which seeks to develop a select cadre of high performance individuals who can be active role models and inspire others, as well as support each other in the future. MAD's eventual aim is to create an alumni group of MAD beneficiaries who create positive change in an emerging democracy.

Business support

Business organisations and sports teams have long recognised the importance of nurturing top talent and believe in the idea of a 'tipping point', such where just a little extra help or support can become the turning point in a person's life, or any other given situation. As most winning enthusiasts will know, the difference in business or sport that separates winners versus runner-ups only requires a one point difference, or 1%, as may be the case.

Unified in the belief that he could make a difference and tip the scales in favour of talented youngsters who come from disadvantaged backgrounds, Francois Pienaar and a small group of friends decided to channel their energy and influence, to change the lives of carefully selected youngsters in the belief that these individuals would not only positively affect those in their direct vicinity, but indeed change the lives of many other South African's for the good.

And this is why the MAD Team, who are not only accomplished international sporting heroes but indeed also successful businessmen and women, established a **Beneficiary Education Programme** for these individuals. MAD believes that the cause for change occurs most often within young people's lives when they are encouraged and motivated through positive mentorship, thereby allowing these talented individuals to reach their full potential by seriously applying themselves in their education and leadership roles.

A small but vital minority of top performers -- be these scholars or business leaders -- can create positive change in our society.

CGF's role

CGF's involvement with MAD is a supportive and advisory function where we assist the MAD Foundation with matters pertaining those of governance, risk and compliance.

Moreover, CGF has assembled a mini-awareness governance programme for the MAD youth -- who as ambassadors of MAD -- are able to receive practical information at an early stage of their young and

aspiring careers. They can apply this vital information in their personal lives as many of them enter university and or business environments.

CGF is proudly a 'friend' of the MAD Foundation and as one of its ambassadors; we promote their good cause through our extensive corporate networks for additional support for Corporate Social Investment (CSI) purposes.

MAD honorary patrons

Impressively, MAD enjoys the support of six international rugby captains who have all held the **Rugby World Cup Web Ellis trophy** in victory. These incredible people inspire MAD with passion and humility - they are Francois Pienaar (Chairman of MAD), David Kirk, John Eales, Martin Johnson, Nick Farr-Jones and John Smit -- each of whom have pledged their support and energy to make a difference in the lives of disadvantaged communities in South Africa.

How can you assist?

Fundraising happens on an on-going basis. Donations and Pledges may be paid into the MAD Foundation account. The banking details are:

Company Name	:	THE MAD BUNCH
Bank	:	First National Bank
Branch	:	Rondebosch
Branch Code	:	201509
Account Number	:	ZAR 6205 499 2302
	:	US\$ 138 118
	:	GB£ 138 126
Swift Code	:	FIRNZAJJ

Your donation is tax deductible in terms of Section 18(A) of the Income Tax Act of South Africa.

Charitable Organisation - Company Registration Number: 2003/009386/08 (association incorporated under Section 21)

Non-Profit Organisation (NPO) Reference Number: 052-838-NPO

Public Benefit Organisation (PBO) / Article 18(A) Status: Reference Number: 930009667

More information

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