KPCA GROUP Ellie Swim 2025 aQuelle Midmar Mile with Sappi.

KPCA GROUP

EllieSwim

#LovePMB #SavePMB

The Challenge: 25 Ellies for the 2025 aQuelle Midmar Mile

KPCA Group was delighted when Wayne Ridden gave us the opportunity, in late November 2024, to have an Ellie Batch at the 2025 aQuelle Midmar Mile. The challenge was on to get 25 Ellies in our herd for 2025. Our first Ellie to register to fundraise for KPCA Group was Leon Coetzer, a para-swimmer who was breaking records in his categories. Good Things Guy and Capital Media helped us put out the challenge, and our herd started to grow. We were thrilled when we received a call from Ellie, Leigh Briscoes, to say that her Regional Sappi Office was happy to come on board as our Ellie Swim sponsor!

Our herd grew … In eight short weeks our herd grew to just short of 40 Ellies. The Ellies were committed to swimming & 'fun-raising' to help KPCA Group with their campaigns and projects to get PMB clean, neat, beautiful and green. The herd was made up of moms, dads, kids, friends and colleagues. Ellies from Johannesburg and Bergville even joined our herd! The fundraising target was set at 25 or 50 ellie (R20) notes which equated to R500 or R1000/swimmer. The Ellies went to work challenging PMB to support their swim.

What a wonderful event! After a week of rainy weather in PMB, the sun came out and we had a magnificent day! All our ellies completed their swim and many of them did extremely well.

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Thank you to all our Ellies and your families for supporting KPCA Group. Special thanks to our sponsors for spoiling our ellies and making our event such a success: Sappi, Save Hyper, Sew for Joy, Apex Designs, Brand X.

A Gigantic Success

Our herd raised just over R34 000 for KPCA Group. Congratulations to Addy Webber who won the award for the most funds raised. Thanks to our incredible team captain, Chantal Webber, and her supportive vice-Captain, Nicole Bracco, for all your hard work, and for making it such a wonderful experience. Thank you to every single swimmer, donor and sponsor for being part of our inaugural Ellie Swim. May it grow from strength to strength.
With gratitude, Lara Edmonds (Executive Director KPCA Group)