

Updated: February 2026

PARTNER SPONSORSHIP PROGRAM 2026



Wellness Within Alliance is a Cape Town (South Africa)-based Non-Profit Organisation Dedicated to delivering free, high-quality mental health services and education to underserved individuals and communities across South Africa.

The Mental Health Challenge in South Africa

- Approximately **25.7%** of adults show signs of probable depression, and **17.7%** show signs of probable anxiety (national surveys, 2022 data).
- Suicide remains a critical issue: one death every ~40 seconds globally, with South Africa's estimated rate at **23.5 per 100,000** people—equating to around **14,000 deaths annually**. It is the second leading cause of death for ages 15–29 (Council for Medical Schemes, 2024).
- With a population of ~64 million, **~32%** receive no cash income, **~55%** live below the upper-bound poverty line, and millions live below the food poverty line—severely limiting access to care.
- Public mental health facilities face severe shortages of funding, specialised staff (e.g., psychiatrists, psychologists), and infrastructure.
- Only **~15–16%** of South Africans have medical aid coverage; the rest rely on overburdened public services with limited mental health support.

In summary: Demand for mental health care is rising rapidly, yet most South Africans lack affordable and timely access to quality services. We aim to bridge this gap—but we cannot do it alone.

How You Can Help

We invite individuals and businesses who share our vision to partner with us through affordable, ongoing contributions. Your support directly funds pro-bono counselling and education programs that transform lives in disadvantaged communities.

Our 2026 Goals for Underserved Communities:

- Deliver at least **1,000** individual counselling sessions.
- Host at least **100** mental health education talks and workshops over 12 months.

The Direct Impact of Your Contribution

- **R350** (~US\$21 / €18 / £15) sponsors **one full individual face-to-face counselling session**—providing essential support to someone in crisis.
- **R1,500** (~US\$87 / €73 / £65) funds **one complete educational talk or workshop** for a group—includes sponsor acknowledgment and optional branding opportunity.

Contributions of **any amount** are welcomed and deeply valued. Small, regular gifts from many partners create powerful, sustainable change.

CEO: Dean Bailey

Co Reg: NPC 2025/155405/08 - 26 Zevendal Way, Kuils River, 7580, Western Cape, South Africa

Transparency and Feedback as a Valued Partner

As a contributor, you will receive:

- Monthly progress reports on our goals and activities.
- Clear statistics showing the direct impact of your support (e.g., sessions delivered, people reached).
- For businesses: Opportunity to align your brand with a high-impact social cause, strengthening your CSR profile.

Flexible Giving Options

Choose what suits you best:

- **One-time annual donation** toward our 12-month goals.
- **Quarterly contributions** (4 payments per year).
- **A Monthly installment** over 12 months (our preferred option for steady planning).

Although we would prefer the larger gifts to be spread over a 12 month period — e.g., R1,200 could become **R100/month** for 12 months, any of the above options will be greatly appreciated.

Our Commitment to Impact

At least **80%** of all funds go directly to mental health services and programs, with no more than **20%** for essential operational and infrastructure costs. Your donation maximises real-world benefit.

Thank You for Consideration

Your support can change lives—bringing hope, healing, and resilience to those who need it most.

For more details or to discuss options, please feel free to contact me directly at any time.

Thank you for considering this opportunity to help build a healthier, more resilient South Africa together.

Yours in good mental health,



Founder/CEO

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