

Dear Client

(IN RECOGNITION OF WORLD AIDS DAY ON 01 DECEMBER 2011)

SASM abides by ethical sustainable principles and in exercising our social responsibility we have come to realize that the world we live in leaves much to be desired. In South Africa we have the haves and have not's. The majority of South Africans fall into the latter. In looking at the have not's there are some that are in far worse situations than others. (Aids Orphanages are such an example.)

Our first obligation as SASM management is to create a sustainable company environment. However out of that environment we recognize that we need to take cognizance of the society we operate in and to contribute towards the welfare and interests of those less fortunate than ourselves.

This means SASM needs to operate our business by exceeding the ethical, legal, commercial and public expectations that our society has of us.

**THIS is our FIDUCIARY DUTY by doing more than what is expected of us.
It is the simple principle of UBUNTU "I am my brother's keeper".**

SASM has for this year adopted "World Aids Day" as its campaign of choice. We are of the opinion that we cannot support every campaign but we can support one. In researching the various institutions requiring aid we came to realize that a number are very well supported and SASM is of the opinion that funds generated must go to a charity that is of need and not one that will be further enriched by our donations.

Our intensive research led us to OrphanAid <http://www.orphanaid.co.za/> who operates in the Valley of 1000 Hills and Upper Molweni area Kwazulu Natal.

OrphanAid supports over 120 AIDS orphans and reaches out to 250 to 300 vulnerable other children, amongst other destitute families for example: grannies (Gogos) and HIV/AIDS infected and affected people.

SASM'S budget is limited in what we can donate and would like to give more. Between SASM staff and management we brainstormed about a more effective way to increase our aid to OrphanAid and came up with the idea of using our strengths and client base to make a more meaningful contribution.

Therefore SASM would like to invite you to join our initiative to support World AIDS Day on the 1st December.

How can you help?

By Creating AIDS Awareness within your company by purchasing our AIDS Awareness posters (set of six (6) A3 laminated posters) @ R 750.00 (Excluding delivery) R 845.00 (including delivery)(Excluding VAT)

What amount will be paid over?

For each set purchased SASM will donate R150.00 on behalf of your company to OrphanAid.

How can we be sure that our participation will be recognized?

SASM will act as the middle man between participating companies and OrphanAid. SASM will print a single certificate with all contributing Companies Logo's, which will be presented with received contributions on the 1st December 2011. Participating companies will be published on our Website.

Each participating company will also receive a A4 certificate. All monies received for this campaign will be verified by our Auditors, and handed over to OrphanAid on World Aids Day on the 1st December 2011

What amount is SASM hoping to achieve?

Whist we cannot guarantee a final amount we would like to sell 200 sets of posters. Should this be realized then an amount of R30 000-00 will be realized and will go a long way in assisting OrphanAid with their daily expenses and will bring a little cheer to those much less fortunate than ourselves.

Why should you participate?

The future of South Africa is in our Children.

Children should not have to suffer for the sins of the parents.

It is the simple principle of UBUNTU "I am my brother's keeper".



Quotation by "DuGallan" "Some choose to do nothing – others choose to do something" - "I choose to do something"