

12 May 2022

To Whom It May Concern:

Letter of Support: The DO MORE FOUNDATION's Proposal to LEGO Foundation Challenge - "Everyone gets to Play"

As a partner in Digital Marketing, we support the vision of the DO MORE FOUNDATION's proposal that is titled, "Everyone gets to play".

"Everyone gets to play" is a collective impact model leveraging corporate-public partnerships toward sustainable implementation of the National Integrated Early Childhood Development (ECD) Policy in South Africa. The National Integrated ECD Policy (2015) is a nationally mandated document that positions children and children's rights as a priority. The policy envisions all infants and young children living in South Africa in environments that will enable them to reach their full potential.

This model is an innovative approach that acknowledges the importance of local communities based on national priorities by leveraging resources to respond to local community needs and promote access and quality.

As one of the Founders of Conversation LAB, a 51% black owned, 40% black women owned and 30% youth owned business that focusses on the Education Sector, I endorse the Foundation's proof of concept and vision that everyone should play their part in prioritising young children in South Africa.

This investment into the young children of South Africa will make a decisive contribution to building a society that works together for the benefit of future generations and we thank you for your consideration.

With best regards,

A handwritten signature in black ink, appearing to read "Jonathan Oliff", written in a cursive style.

Jonathan Oliff

Chief Operating Officer

Conversation LAB