

South African SOS Dinner Raises R359,850

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The SOS charity was established ten years ago in South Africa to assist members of the live events industry facing unexpected hardship, whether due to illness, injury, loss, or other unforeseen circumstances. On 1 July 2026, an SOS Fundraising Dinner and Auction was held at

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The Venue, Melrose Arch, Johannesburg, where an impressive R359,850 was raised in support of the fund.



SOS was founded by Duncan Riley of DWR Distribution, and this year celebrated its third fundraising event. Hosted during Mediatech, the event allowed international suppliers, rental companies, system integrators, and industry professionals to come together for an evening that not only celebrated the industry but also made a meaningful difference in the lives of others.

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The evening was about more than fundraising – it was an opportunity to reconnect with friends and colleagues from across the industry. Guests were entertained by Dr Victor, DJ Luis Almeida, and comedian and performer Aaron McIlroy, who also hosted the evening's auction, creating an atmosphere filled with laughter and generosity.

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Over the past decade, SOS has supported numerous individuals and families within the entertainment industry. This included standing with #FeedOurCrew to help freelancers during the Covid-19 pandemic. Most recently, the fund assisted Gerda Kruger with medical expenses following the passing of her husband, Philip. Gerda was asked to share a few words at the event.

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Itumeleng Motswaledi (Tumi), who is also part of the live events industry, was invited as a guest speaker to share what the SOS has meant to her and her family. Tumi's husband, Mpumelelo Daikile (DJ), was an audio engineer who was tragically killed after being caught in a taxi-related crossfire in December 2021. Since then, the SOS has supported their daughter with her education and related costs and will continue to do so until she completes school.

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Guests also heard from Ian Staddon of DiGiCo, whose vision and encouragement helped bring the SOS fundraising dinner concept to South Africa.



“We are incredibly thankful to Tony Raciti and Trudie de Kock for hosting us at The Venue once again and for their ongoing generosity that makes this event possible,” said Duncan Riley. “The success of this year’s dinner demonstrates the remarkable spirit of our industry and its willingness to support those in need. Every contribution helps ensure that assistance is available when one of our own needs it most. I would also like to say thank you to the industry, who were so generous in purchasing seats and participating in the auction to raise the funds we did. Without the industry’s support, there would be no SOS, and we would not be in a position to

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assist anyone. We were totally overwhelmed by the support we received.”



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SOS assists people in the live events industry on a case-by-case basis. If you become aware of someone facing an emergency, severe hardship, illness, injury, or the loss of a loved one, please let us know.

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Each request is considered individually on its own merits, with all information treated in confidence. Please contact Sherryn at sherryn@dwrdistribution.co.za.

Photos Courtesy Louise Stickland and Chris Duys

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