

BENOEKIE NATIONAL
CHALLENGE 2026
(FIRST EVER GIANT
COOKIE COMPETITION)
BY RAIN BAKING

"Benoekie (Benoni koekie)"

Bringing South African communities
together through a shared creative
national challenge.

Designed by N .Lancaster





THE BASIC → IDEA

The South African Benoeokie Challenge is a nationwide baking effort that seeks to unite towns across several primary areas: By raising awareness for mental health and suicide, protecting our children, giving trauma support, as well as taking action against gender-based violence.

Community groups and companies will join forces to bake giant cookies made entirely from donated or community-sourced ingredients. The challenge encourages teamwork, creativity, business involvement, and social care; all whilst giving broad national exposure to each town and sponsor. It aims to unite local participation, sponsor support and charity impact - all with national reach.

→ SOCIAL IMPACT

This initiative directly supports and focuses on:
Mental health/Suicide awareness
Gender Based Violence (GBV)
Child protection/abuse

Benoeckie, via this challenge, will contribute to 2 specific organizations in South Africa that deal primarily with these causes. The event is designed to get conversations going and encourage our collective responsibilities, ideally facilitating for community improvement and healing where essential.



You only need 1 person to start in your town, community or business!

Step 1: Create a team

Step 2: Complete the online application and make payment of only **R250** per application/**Benoekie**

Step 3: Follow the application guidelines and start planning, collecting and baking! Recipe provided.

Step 4: Sell your big **Benoekie** and collect all funds (application holder's responsibility)

Step 5: Donate equally to the 2 beneficiaries and send POP to us

Step 6: Winners will be announced in December 2026

2 Winning categories:

- Biggest **Benoekie** in challenge

- Most funds collected/donated

These winners will receive a cash prize that the team can donate to any cause they want across South Africa

They will also attain bragging rights as being the winners of the first ever National Cookie challenge (Everyone and all companies involved in the winning teams will feature on our website and socials) making this a competition you do not want to miss out on!

Benoekies are baked in segments, arranged side by side, and then generously coated with royal icing.



LOGISTICS OVERVIEW

TARGET MARKET

Primary Participants

- Towns
- Schools
- Local businesses
- Communities
- Churches & community groups/team building
- Families

Secondary Market

- Corporate sponsors
- Baking brands
- Retail food suppliers
- Media partners



VALUE FOR SPONSORS

Sponsors benefit through:

- National exposure via website and campaign media
- Brand association with social impact causes
- Community goodwill and positive public relations
- Visibility in multiple towns
- Recognition on marketing materials and digital platforms

This positions sponsoring companies as socially responsible and community-focused.



OPERATIONS

Managed by Rain Baking & Benoekie with:

- National campaign coordination
- Local town team leaders
- Sponsor liaison
- Charity partnership coordination
- Media and online platform management



EVENT STRUCTURE

Entry Requirements

- One team leader per application (1x Benoekie)
- All ingredients must be donated or community-raised
- Teams to document their baking journey (photos/videos encouraged)

Judging Criteria

- Size of your giant Benoekie
- Amount donated to the charities
- Town representation & community spirit

Current Benoekie record:

5.4m x 3.0m Baked by Yolandi Palmer and volunteers in Benoni, 2024



The South African Benoeckie Challenge is more than a baking competition. It is a national unity movement, combining creativity, charity, and corporate collaboration to make a meaningful difference across our beautiful country and for its people: Helping Humanity one piece of cookie at a time!



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CONCLUSION

