

2014 Mandela Day

For Mbuyelo, Nelson Mandela Day is not only a reminder of what a **legend** our former president was; it is a motivation to “step up our game” by working harder towards our goals as a Company and in the process, help grow our country through community development and support.

According to UNICEF South Africa, our country is experiencing the highest burden of HIV in the world, with over 5.7 million people currently infected. Parents are dying and leaving behind orphaned children and about 150,000 children are believed to be living in child-headed households. This leaves them open to high levels of domestic violence, substance abuse, sexual abuse and neglect. With this in mind, Mbuyelo decided to team up once again with the Department of Mineral Resources (“DMR”), which assisted us in contacting the Department of Social Development in an effort to contribute to this plight. They recommended two households they believed could use our urgent attention.

The saying “blood, sweat and tears” is used far too loosely, but to these families it is an everyday reality. We drove out immediately to see if we could be of assistance, bearing gifts to help lessen the load. “Today we dedicate our social responsibility project to the 67 minutes allocated for Nelson Mandela Day. We decided to reach out to these families in an effort to offer hope...” confirmed Vutomi Siweya, Public Relations Executive for Mbuyelo Group. Mbuyelo has welcomed a whole new team to deal specifically with its Community Outreach Programmes, a visible effort in the company’s fight against poverty.

At the end of the visit, contacts were exchanged in an effort to offer further assistance to these families, such as guidance to help them empower themselves and develop skills for future independence.

If ever there was a man in our day that had been destined to help guide the masses, it was Nelson Mandela; he did so by being an example of what he taught. If we all strove to be a fraction of what he stood for, it would make a world of a difference to our future generations.