

APF QUARTERLY

AFRICAN PHILANTHROPY FORUM NEWSLETTER

DECEMBER 2020

LEVERAGING PHILANTHROPY

FOR THE

Greater Good



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About

AFRICAN PHILANTHROPY FORUM

The African Philanthropy Forum (APF) was established in 2014 to build a learning community of strategic African philanthropists and social investors committed to inclusive and sustainable development throughout the Continent.

It was incubated by the Global Philanthropy Forum (GPF), a global network of strategic philanthropists and social investors committed to international causes from 2014 - 2016. In 2017, APF became an independent entity and continues to be an affiliate of the GPF.

Over the years, APF has established a stronger presence on the Continent, with footprints in Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Morocco, Nigeria, Rwanda, South Africa, Tanzania and Uganda, through its regional meetings and conferences. APF has also invested in the development of two Toolkits for African Philanthropists and the "Why Give" Series, which consists of interviews with Africa's strategic philanthropic leaders to showcase their motivations for giving.

Since inception, APF has reached approximately 2,000 philanthropists, social investors and key stakeholders in the philanthropic space across Africa and the world.

Through APF's high impact convenings and initiatives, the organization has facilitated collaborations, amplified the work of change makers and shared best philanthropic practices and strategies for promoting homegrown development.

OUR MISSION

The African Philanthropy Forum is a strong and vibrant community of partners who through their strategic giving, investments and influence, foster shared prosperity on the African continent.

To transform the culture of giving on the continent to the extent that it exceeds development aid by 2030.

(USD 42bn FDA in 2017, source: UNCTAD Report)

OUR VISION

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2020 APF CONFERENCE

DRIVING A DECADE OF CHANGE



Most African leaders have shown great initiative in addressing the pandemic, and I hope this continues in the future and not something dictated just by the crisis.

- Dr. Mo Ibrahim, Founder/Chair, Mo Ibrahim Foundation

These words by Mo Ibrahim, Keynote Speaker at the 2020 African Philanthropy Forum (APF) Conference, reawakened hope in us as Africans as we kicked off the event. The Conference, which was held from October 28 - 30, covered pertinent issues on the Continent, including resetting Africa in the midst of a pandemic, achieving food security and engaging Africa's teeming youth population. According to Mosun Layode, Executive Director, APF, the Conference brought together philanthropists and stakeholders from the private, public and social sectors from across Africa, Asia, Europe and North America.



The resilience that Africans have displayed in the face of economic downturns, devaluation and economic crises came through strongly as speakers discussed strategies for shaping the Africa we want. Tsitsi Masiyiwa, Board Chair, APF noted that "COVID-19 has ushered in a new normal - fundamentally transforming the way we live and compelling us to redefine our strategies and solutions to Africa's most pressing issues. The scale and pace of change have inspired agility, collaboration, and

innovation in responses to the pandemic. It is around these three areas that philanthropists, social investors, foundations and corporates must focus to drive forward discussions that affect transformational and sustainable change across the continent."

During the three-day period, over 50 speakers who are experts in their fields, engaged 285 attendees and triggered insightful conversations and discussions, through an inspiring Opening Conversation, 5 Plenaries, 6 Breakout Sessions and 3 Networking Sessions. A critical point

of discussion was the role of the pandemic in exposing the fragile and weak systems in our society and exploring how philanthropists can help implement the solutions proffered by experts. "This is where the need to create a new framework for philanthropy comes into play, as well as the need to re-invest latent money."- Mavis Owusu-Gyamfi, Executive Vice President, ACET. There can be no drastic change if philanthropists continue to work independently without leveraging their strengths. Operating individually in silos will only lead to short-term impact but collaboration drives long-term critical change.



“We cannot change the news but as Africans, we need to figure out how to sift in feature stories that show that Africa is more than bad elections and famine. We have to be in the right places.”

Given the dire prediction that Africa might be able to feed only 25% of its population by 2025, the impact of climate change on achieving food security dominated the sessions and conversations on the second day of the Conference. 'Debisi Araba, a leading voice in the field stated that *“Climate change is an existential threat to mankind. It is not just about the direct shock of climate change, it is the long term stretch effect that threatens people and their livelihood.”* Consequently, the sessions explored opportunities for driving food production and stability in Africa. For example, a holistic approach to increasing food production must address the hurdles faced by smallholder farmers, which include, low economies of scale, access to technology, infrastructure challenges, as well as access to capital. More importantly, the impact of agriculture beyond food production was highlighted. According to Kola Masha, CEO of Babban Gona, *“When we think about the role of agriculture, it should not only focus on achieving food security but also gaining economic advantages.”*



In order to accelerate change in Africa, it is imperative to address youth unemployment, a persistent challenge that many countries grapple with. On the last day of the Conference, speakers challenged

philanthropists to engage young people on the essence of entrepreneurship early on in their life's journey and create opportunities with philanthropic capital that help drive transformation. Furthermore, CD Glin, President/CEO, US African Development Foundation, stressed the importance of creating a philanthropic environment that encourages collaboration, not competition.

In closing, the final plenary saw leaders in media engage in an exhilarating and insightful conversation on defining the African narrative and the need for Africans to fund the promotion of African stories told by Africans. The speakers discussed the relationship between curiosity and funding, noting that the more we seek out African stories and narratives being shared across Africa, the higher the likelihood of attracting local capital. *“We cannot change the news but as Africans, we need to figure out how to sift in feature stories that show that Africa is more than bad elections and famine. We have to be in the right places.”* Moky Makura, Executive Director, Africa No Filter.



The APF Conference was a transformational three-day event that provoked attendees to move from actively consuming information to collaborative action that will drive systemic change in Africa and move us closer to an inclusive society where no one is left behind.

APF Food Security Drive

The continent might only be able to feed 25 percent of its population by 2025.

- Karl Hamson, Director of United Nations University

With declining agricultural stocks and high food prices, weakened productivity due to climate change, continuous use of techniques that adversely affect soil fertility and water, poorly rewarded farmers and more recently the negative impact of the COVID-19 pandemic, it is clear that Africa is in a precarious food security situation.

It was against this backdrop that APF dedicated Day 2 of its 2020 Conference to discuss strategies for increased food security on the Continent. We leveraged the Conference to launch a GoFundMe fundraiser campaign in support of an initiative on the frontlines of driving food production in Africa. In addition, proceeds from conference registration fees were donated to the initiative.



To start the selection process, we called for nominations of credible organizations in the food security space from our network and shortlisted six organizations. Following this, members of the network voted and FarmGro Africa emerged the winner.

FarmGro Africa is an Agri-Technology firm based in Bungoma, Kenya it uses innovative and appropriate agricultural technologies to improve the livelihoods of rural communities. They build smallholder farmers and youth group capacity through;

- Greenhouse Technology - Build & Manage
- Technical Assistance - Training & Events
- Market Development - Advisory & Sourcing

With over \$9,900 raised from the APF Food Security Campaign, FarmGro Africa plans to:

1. Scale and donate the KUZA40 Grow Bags product; a portable Vertical Vegetable Garden capable of feeding a family of 4-6. For every \$30 received, a needy family gets a balanced diet and surplus can be sold to neighbors.

The goal is to serve 100 families by the end of the year!

2. Scale up the Greenhouse Refurbishment Program to restore greenhouse units and get farmers back into business.

Systems Change Program

The Systems Change Program commenced in April 2020, in recognition of the need to address, systemic problems that have hindered the potential growth of Africa for decades and accelerate systems change initiatives across the continent.

During the course of the year, six initiatives whose focus cover multiple SDG areas at varying scales of maturity and size participated in the Systems Change Program. These include - Delta Philanthropies/Higherlife Foundation, LEAP Africa, Malawi Agricultural and Industrial Investment Corp (MAIIC), Sesame Workshop South Africa, Teach for Nigeria, as well as The END Fund.

During the first few months, the participants covered three modules online - Narrative, Power and Complex Systems, Exploring Afrofuturism: Utilizing Imagination To Build Community and ended with the final module which focused on Reflection, Synthesis and Strategic Foresight.

They explored the importance of storytelling and the important role it plays towards social change. Storytelling gives participants the opportunity to share the work they do and the best possible approach to visualizing the social impact they have made. The module also highlighted the need for systems change to be portrayed in a way it affects both the transformative and sustainable areas in the social and ecological sectors.

The second module allowed participants to use their imagination and creativity to take on the lens of afrofuturism, it also discussed the adaptive cycle that serves as a useful tool to better

recognize and act on opportunity contexts. In addition, there were discussions surrounding innovative finance, which acts as the foundation for identifying different revenue streams that will aid the development of each organization's project.

To conclude, the final module acted as a learning journey that allowed participants to discuss key learnings, as well as next steps as system change practitioners. The program also included a comprehensive online workshop that allowed participants to dive into intrinsic areas that have affected their organization. Organizations were allowed to choose focal frameworks that will help solve relevant challenges their organization are currently facing.

Participants are currently in the second phase of the program during which bespoke support will be provided based on each organization's specific needs. They will also access support from the APF network of Philanthropists and social investors.

Feedback from the participants

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I came into the program without having had any formal training on Systems thinking or Systems Change, beyond an intuitive response to handling complex situations. However, this program has been an invaluable learning experience for me. Key learnings include the principle of interconnectedness, and understanding that oftentimes, the key to solving challenges is identifying interdependencies and working with them to birth the desired outcome. Intricately linked with is the adoption of systems thinking, and an appreciation of the synergy that is birthed when two or more processes interact and their combined forces are greater than the sum of their individual parts.

These have been very important lessons for my work, which is done in very complex systems. Beginning to understand the process of positively adapting and/or working with the components and structures that make up these systems - with a view to achieving the anticipated result of ending the suffering and neglect caused by endemic neglected tropical diseases on the African continent, has been really remarkable; and I look forward to continuing to unlearn previous misconceptions some of which I was unaware of, learn and relearn the process of applying a Systems-based approach to my work, and driving the sustainable advancement of Africa especially in the area of health and wellness.

-Oyetola Oduyemi, The End Fund

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APF has helped MAIIC to establish a strong foundation for growth through the systems change program and extensive peer learning. We were able to launch a groundbreaking social enterprise business model in rural Malawi with the help of the dedicated and energetic team at APF. - Taz Chononda, Managing Director, MAIIC

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I think the biggest takeaway for today is feeling glad that I have a group of colleagues within the organisation with whom I can now share the Systems Change language, because that's part of the language that I've started to use on a day to day basis, in thinking about the strategic direction for the organisation in South Africa. And so it helps to start to build that growing cohort of people with whom I can be able to share the language of Systems Change.
- Innocent Nkata, Sesame Workshop South Africa

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Taking a systems approach has allowed me to view Cholera elimination and complex problems in general with a new lens founded on the understanding that a systems approach helps you evolve problems into effective and sustainable solutions. The APF Systems Change Fellowship sharpened my understanding that no matter how big the problem, the problem-loving mindset that systems thinking has given me is like a secret weapon of hope and possibility. I truly believe that thinking in systems is a core skill needed for being a catalytic and high impact leader on the African continent.
- Danai Nhando, Delta Philanthropies

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The Systems Change programme has helped us continue our journey of defining/redefining qualitatively and quantitatively what scaling out, deep and up means for our “Making Secondary Work for Young People in Nigeria” pillar. In addition, we are clarifying our key strategies to achieving our goal to scale the programme including the key metrics for impact measurement, the core programmes/activities, critical stakeholders at the various levels of scale and the resources required to effect the systems change we desire.
- Femi Taiwo, LEAP Africa

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As we continue to build the capacity of leaders to enact leadership that will effect change intended to drive learning outcomes and impact the education system, the Systems change program brought us deep clarity to our role as a catalyst for change through leveraging existing assets within the education ecosystem. With this opportunity, we now understand the scale we want to embark on, its meaning for us, and how to approach it. Without the systems change program, we would never have gained this level of clarity on what would be required to scale deep. - Folawe Omikunle, Teach for Nigeria

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The program is funded by - Delta Philanthropies, Walker Family Foundation, Ford Foundation and supported by C.S. Mott Foundation and Dalberg.

ARTICLES AND OPINIONS

In late September, the African Philanthropy Forum's Executive Director, Mosun Layode, elevated the story about the powerful partnership of more than 30 organizations joined in collaborative action to protect the health of millions of Africans.

Responding to an emergency requires an all-hands-on-deck approach: individuals and institutions set aside differences and work together to solve a shared problem. When COVID-19 unfurled across the world in March 2020, the alarm among community health advocates was the reduction in essential services for mothers, newborns and children in the world's most vulnerable communities. This was a striking learning from the Ebola outbreak when measles claimed more than twice as many lives as Ebola in DRC. Personal protective equipment (PPE) was in short supply as the world competed for access.

Community health workers (CHWs), who are often the first point of care for many vulnerable communities in hard-to-reach parts of the world, were not prioritized: they were not included comprehensively in global forecasting models and global guidelines were not in place to advise on what PPE they needed to continue care. Therefore, no one

knew what or how much PPE they needed to continue care.

The Community Health Acceleration Partnership (CHAP), a venture philanthropy initiative focused on community health, worked with the Community Health Impact Coalition (CHIC) to scope and quantify PPE needs across twenty four sub-Saharan African countries known to rely on CHWs for essential care. CHAP and CHIC then joined forces with over a dozen partners including Direct Relief, Pandemic Action

and Ministry of Health colleagues who are championing this critical cause with their funders and in-country partners. All fund operations are provided in-kind or through philanthropic capital. The fund operational team communicates regularly with other partners who may be pursuing similar work to reduce risk of duplication including the Africa CDC and the Africa Medical Supplies Platform.

What makes this radical? None of the core operating partners have ever worked together. There is a tremendous level of trust based on each partner's core competency and belief in the venture's mission. Partners who may traditionally be seen as competitors are coming together to share information that can maximize the number of protected CHWs: donor outreach, communication tactics and constructive feedback.

Philanthropic investments have catalytic impact when the need is urgent and unmet, when the opportunity is targeted, the team trust-worthy and there is leverage. The COVID-19 Action Fund for Africa represents these attributes and more. The same CHWs protected by this venture will be relied upon to support COVID-19 contact tracing, diagnostic and vaccine deployments.

COVID-19

Action Fund for Africa: Radical Collaboration at its Best

English Sall,
Lyudmila Nepomnyashchiy (CHAP)

Network and Village Reach to launch the COVID-19 Action Fund for Africa, the largest philanthropic effort focused specifically on donating essential PPE to community health workers.

Four months later, 12 out of 24 countries have PPE to protect over 200,000 CHWs for 6 months. We're working with each of these countries to ensure PPE for CHWs is prioritized in domestic and external resource mobilization efforts. In the meantime, over half a dozen philanthropic sources are filling this urgent unmet need and the fund team is operating on leverage: a multi-million dollar in-kind contribution from the World Food Programme to distribute PPE from China to the countries, existing in-country partner capacity to move goods from the port-of-entry to the last mile and support from approximately 30 partners

Why was there no COVID-19 “food system collapse”?

This article was produced in partnership with CGIAR's Platform for Big Data in Agriculture.

“COVID may not have started anything, but it has definitely accelerated our vision.” That is the attitude of Aashna Singh, co-founder of MooFarm, an app that connects thousands of village dairy farmers in India with veterinarians, cattle markets and the farming knowledge of the community.

India is the world's biggest producer of milk, but when COVID-19 hit the state of Punjab, milk prices crashed as dairy input costs went through the roof. “The rural economy took a big hit,” Singh said, “and farmers have faced more challenges than usual.”

But these challenges only spurred Singh and MooFarm to accelerate development of the app and respond quickly to the urgent needs of farmers by releasing new features, such as the MooFarm Saba forum that now includes a cattle trading market.

Alpha Sennon, founder of Trinidad and Tobago agriculture education non-profit WhyFarm, has also noticed what he calls the “creative” effect of COVID-19.

“Some of the things that we are doing are things that we always wanted to do, and COVID-19 really pushed us,” said

Sennon. “Obstacles turn into opportunities; challenges allow you to become creative. That is the world that we live in now.”

In the time of COVID-19, food is medicine

Sennon and Singh were speaking at CGIAR's Platform for Big Data in Agriculture annual conference, originally scheduled to be held in Lima, Peru. But rather than becoming another victim of COVID-19, it was instead transformed into an elegant demonstration of its theme and reconstructed into a digital conference, with participants from all sectors – from farmers to academics and policymakers – and all parts of the globe joining to discuss the theme, “Digital Dynamism for Adaptive Food Systems.”

The CGIAR research consortium defines “digital dynamism” as “the new food system-wide capabilities that can be built in the context of rapidly digitizing economies and societies worldwide,” and a constant narrative during the conference was how the “heroes and heroines” of the global farming community have leveraged digitization's benefits – expediency, efficiency, connectivity, innovation – to rise to the dark challenges of the pandemic.

“We were all expecting a food system collapse,” said Andy Jarvis, associate director general of Alliance Bioversity-CIAT and one of the driving forces behind the

CGIAR Platform for Big Data in Agriculture. “People were panic buying and did not have confidence in the food system and in our farmers. But the farming community has worked incredibly hard, the food system has stood up, and we have all remained well-nourished through this crisis.”

Ndidi Nwuneli, an agriculture and nutrition consultant from Nigeria, believes that the pandemic has forced people to acknowledge the central importance of the food system. “We are realizing that food is medicine,” she said, “and that you cannot design health infrastructure without food infrastructure.”

On the other side of the Atlantic, at the Common Good City Farm in Washington DC, farm manager Tracy Knapp noticed exactly the same response from local people.

“This pandemic has shown the need that we have to know how to collect our own water, how to harness our own energy, how to grow our own food,” said Knapp. “Knowing how to feed yourself and others is so important and something that is needed for the next generation and every generation to come.”

So what of the next generation? In a time of rapid urbanization, who will feed us in the future?

From cow dung dreams to hydroponic sneakers

"It is not every child's ambition to grow up and be a dairy farmer – anything related to cow dung is not a glamorous profession," said Singh. But she has found that digital technology can break through this lowly perception of farming.

"The youth may not want to be involved in the everyday cleaning of the farm, but they can still help their family digitally," she said. "And when they see profits increasing, their interest in the sector also increases."

At WhyFarm, Sennon says he has seen a significant increase in young people wanting to start farming and planting, particularly in their backyards, using tools and techniques such as hydroponics, vertical farming and digital resources. Growing plants in sneakers has come into the mix, leading Sennon to call the movement of young people engaging in agriculture "agri-cool-ture."

"Many folks reached out to us and said we can't go to work, we can't go to the beach, we want to plant something," Sennon said. "Doctors, lawyers, police officers, you name it – everyone is very much more interested in planting now... people want food that not only fills them, but fulfils them."

Including the digital "have-nots"

However, there is a dark side to digitalization – sometimes literally. During the conference, poultry farmer Nicholas Bwayo struggled with power blackouts at his home in Nairobi, Kenya. "As you see, we have poor network systems in communication," he said. "Despite the challenges, digital is still the best way to go, but 3G is too slow for us to do proper online marketing."

As Ndidi Nwuneli has found in the course of her work in Africa, digital infrastructure can be the primary barrier to development. "We work with farmers to subsidize their data access and buy tablets and

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We should be seeing data access as a basic necessity, and the UN should be pushing this. It is impossible to have development unless people are connected.

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phones for them," she said. "We are having to bridge that digital divide between the haves and have-nots."

Andy Jarvis went further: "We should be seeing data access as a basic necessity, and the UN should be pushing this. It is impossible to have development unless people are connected."

Of course, this is exactly the sort of message you would expect to hear from a conference organized by the Platform for Big Data in Agriculture, but Tracy Knapp sounds a warning note: "We need to make sure that we are using these digital tools to help the work we are doing, but some things cannot replace these in-person connections that we have with the Earth and with one another."

"The mission is beyond just ourselves"

Knapp's words are a reminder of the vast living ecosystem that lies behind our screens and all this big data. It is something that the conference delegates, many of them farmers themselves, never forget.

"Anyone who is part of this sector is doing something for the greater good," said Singh. "The mission is beyond just ourselves."

Singh's words can be heard in two ways: that the mission of agriculture is a greater good that goes beyond an individualistic self-interest, but also that agriculture involves cooperation and cannot be done alone.

"COVID-19 has shown us more than ever before that we have to 'go with others to go far,' " said Nwuneli, quoting from her favorite African proverb. "The beauty of digital is that it allows us to connect with people in ways that we have never done before, across boundaries, across countries and across continents."

OLADELE FAJEMIROKUN FOUNDATION

The Oladele Fajemirokun Foundation has so far operated in 13 local communities in 4 States of Nigeria, with the understanding that the most meaningful developmental intervention impacts beneficiaries at the community level. Our interest in the areas of education, health and economic relief inspire our programmes, which have so far been extended to an estimated 30,000 beneficiaries. Owing to the covid-19 pandemic and its economic implications, the Foundation focused on economic relief programmes, reflected mostly in our series of food aid interventions across communities in Lagos, Ogun, Osun and Ondo States, amongst other pecuniary interventions carried out through the Oladele Fajemirokun Foundation Welfare Fund.

The Foundation also showed its commitment to the Sustainable Development Goal through the provision of interactive boards at the all-female school, Queen's College, Yaba-Lagos, with the aim of improving access to quality education and further expose young females to technological concepts.



Operated in
13
local
communities

in
4
States

30,000
beneficiaries



Furthermore, the Foundation supported the 2020 World Teachers Day with gift incentives for over 200 teachers in appreciation of the role of teachers in the education agenda as captured in Goal 4C of the United Nations SDGs. Our role in the World Teachers Day programme led us to a renewed consciousness of the importance of the teaching profession to human capital development. The Foundation aspires to play more a prominent role subsequently.

Our focus on community-oriented interventions also gave birth to the social media programme- "My Community and I" which is purposed to directly engage Nigerians in local communities to bring development shortfalls to the fore. Although at its infant stage, it is our hope that this programme will be nurtured to represent reliable voices of Nigerians in various communities in the developmental agenda of our beloved country, Nigeria.



AFRICA NO FILTER 2020

The last quarter of 2020 was a big one for Africa No Filter. We launched two fellowship programmes and three grant call outs. The Africa No Filter Emerging Scholars fellowship programme - announced in October - received 191 applications from scholars across the continent. The research, which is co-funded by Facebook, will explore African narratives across a range of storytelling mediums across Africa, with comparative studies looking at Africa in France, UK, China, India, and United Arab Emirates.

We launched three grant call outs in November aimed at supporting artists, storytellers, as well as creative and media organisations. Operational Support Grants are aimed at Arts, Culture and Media organisations that promote contemporary and empowering narratives of Africa through programme delivery, job creation, residences, networking opportunities and training and capacity building for creatives, artists, and journalists on the continent. They are worth up to \$50,000 Project-Support Grants, aimed at the delivery of creative projects on the continent led by storytellers who are using art, innovation, tech and creativity to challenge stereotypical narratives about Africa, are worth up to \$15,000 for individuals and \$30,000 for organisations. To ensure that no voice is left behind in shifting African narratives, we launched the Kekere Storytellers Fund for exceptional emerging artists and independent media practitioners. The grant is worth up to \$2000.

We also commissioned research on the media in Africa to understand how newsrooms in Africa cover



news from other African countries. We surveyed 38 editors in 15 African countries and analysed content from 60 media outlets across three weeks. We also hosted four focus groups with 25 editors of African media, editors of pan-African outlets and international correspondents covering Africa to ask them about how they cover stories from the continent. Insights revealed that stories about Africa featured in most



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news outlets on the continent are largely 'hard news' which by definition tends to feed the stereotypical narratives of conflict and poor leadership. In addition, the sources of stories are predominantly western often-lacking context and nuance very few stories were human interest or covered arts and culture or other topics unrelated to news events.

As a result of these findings, we are launching a digital-first newsroom that will provide stories of creativity, innovation, arts & culture, human interest, profiles and fresh opinion pieces for Africa's most influential news outlet. Looking for 12 multimedia journalists from Nigeria, Zimbabwe, South Africa, Kenya, Uganda, Somalia, DRC, Sierra Leone, Ivory Coast, Ghana, Egypt, and Morocco. Applications close on 10.01.2021.

Duration of fellowship: 1 year. Submissions can be sent via <https://bit.ly/storyagency>.



How to give during the *Holiday Season*

The Holiday Season is upon us and this time around, it is extra special, seeing as we have passed through a very trying year filled with unprecedented events. With this in mind, we decided to create a list of practical ways to give back to the most vulnerable in our midst and put a smile on their faces during this holiday season.

Support a Food Drive

During this season, a number of food drives have been conducted to provide home cooked meals for those in need. To support initiatives like this, you can donate funds, volunteer your time, add extra grocery items to your shopping cart or better yet plan a food drive for people in your neighborhood.

Do More with Your Purchasing Power

Now is the time to support nonprofit organizations through your purchasing power, banks and credit card companies have made it easier to give organizations in need. This can be done by making a donation every time a product is purchased.

Share What You Are Good At

We can give more than monetary donations during this season, dedicating your time and skills goes a long way in helping those in the community. Offering coaching services such as interview tips, grant writing skills and confidence booster lessons will help improve the livelihood of people.

**Blood Donation**

Your blood donation may be the difference between life and death for someone in need of blood transfusion. This season take time out to donate blood to those in need by going to the hospital to enquire about blood donation or keeping an extra eye out on blood donation posters.

Run for a Good Cause

It is the perfect way to combine keeping fit during this season and raising money for various programs. All around the continent there are different races to participate in that help create awareness and raise money for a good cause. It can also be a way of bringing family and friends together, let us dust off our running shoes and run for a good cause.

Adopt a Family

There are a number of families who are in need of an extra holiday treat during this season. Now is the time to shower them with kindness and love by providing presents for the little ones, packed lunches to ensure they are not left hungry during the season, hygiene items, as well as clothes to keep them warm.

THANK YOU

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