Going above and beyond on Mandela Day 2016

Tiger Brands participated in the 67 minutes for Mandela initiative in honour of one of the greatest leaders of our time, the late Nelson Rolihlahla Mandela.
In collaboration with The Nelson Mandela Foundation, Tiger Brands visited five non-profit organisations (NPO) to uphold Mandela’s legacy by giving back to the communities. Here’s how our fellow Tigers made a difference:

**Thulani Dlamini - Snake Park Doornkop**

As part of the 67 minutes initiative, the Tiger Brands team helped clean and improve the appearance of the facilities by painting the container, donating clothes and a month’s supply of food.

This extraordinary NGO offers exceptional home-based care, from basic counselling in HIV/AIDS and TB to literacy treatment and providing after school care.

**Mount Olive Ikhaya Centre - Lenasia South**

The Tiger Brands team was in full force assisting in the setup of a garden, baking cupcakes and reading sections from the renowned autobiography, *Long Walk to Freedom*.

Mount Olive provides services to over 1000 beneficiaries (children, youth and elders). This NGO offers counselling in HIV/AIDS, TB, nutrition, and youth programmes and primary healthcare services.

**Persevere Until Something Happens (PUSH) – Kliptown**

In 67 minutes, our Tigers set up a library for the little ones and prepared nutritious meals.

PUSH reaches out to 250 beneficiaries from ages between six and 18 years old. They offer basic counselling, drop-in centre services and I-ACT training.

**Footprints – Orlando East, Soweto**

The Tiger team prepared meals and donated bowls and trays to patients.

Footprints offers post discharge and in-patients services as well as home-based care and HIV/AIDS counselling.

**Mofolo – Zondi, Soweto**

Our Tigers were at it preparing meals and painting the centre.

Mofolo attends to vulnerable children and orphans. A valuable service the NGO provides includes nutrition and I-ACT Training.

**Sarah Fox Children’s Convalescent Hospital – Athlone**

Our Tigers in Cape Town not only offered maintenance service but also took time to interact with patients. Fruit, snacks and toiletries were supplied to the kids.

The staff at this hospital provide palliative care for children who require ongoing treatment after being discharged from a specialised hospital.

Our Tiger Home Personal Care (HPC) & Tiger Management Services (TMS) colleagues teamed up to share random acts of kindness with strangers around the streets of Soweto and Diepsloot. Their kind acts included buying groceries, giving away blankets, products, bread, praying for the less fortunate, cleaning up litter, and provided much needed hugs.

Other Tigers gave back to their surrounding communities. By volunteering at these NPOs, our Tigers gave us “the opportunity to stretch Tiger Brands’ impact and footprint,” says Khosi Dhlamini, Tiger Brands’ CSI Programme Manager. “Our people are passionate about the communities they are surrounded by. We are keen on being a responsible corporate citizen, and without our communities and consumers, our brands would not be what they are,” she adds.

A word from our Tiger volunteers

- “I felt honoured and blessed to be able to serve in this way,” says Sugeshree Mewalall.
- “I’d like to thank Tiger Brands for the opportunity to go and serve the community. Upper Room Ministry showed us that we don’t have to earn too much to make a difference. It’s about impacting the youth one at a time,” Vanesse Yeni adds.
“My experience was such an eye opener, so proud of all the people involved,” says Lilly Munsami.

It was wonderful to see our Tigers pounce into action and help disadvantaged communities. Well done team. You have contributed to Tiger Brands being a responsible and caring corporate citizen!