Corporate social investment (CSI) projects have become part of the corporate landscape in South Africa today. The purpose of these programmes is to uplift disadvantaged communities but more importantly, develop sustainability in that community. True transformation is only possible through education; to change oppression to opportunity. Good nutrition enhances the ability to learn creating a platform for learners to fulfil their potential in school.

Tiger Brands, in collaboration with the Department of Basic Education and the Mandela Centre of Memory have initiated a food parcel distribution programme to support learners in the long July and December holidays. In December 2013, food parcels were prepared for learners in 27 schools in the isolated Lady Frere region of the Eastern Cape. A region predominantly overlooked by corporate South Africa as the province struggles with high levels of poverty, unemployment and accessibility is limited making any service delivery an expensive and challenging exercise.

During the food parcel distribution at Nonesi Senior Primary School in the Lady Frere district, the Tiger Brands team were overwhelmed by a young learner who performed a poem written by her father in recognition of the support from Tiger Brands to their community. She performed with confidence and passion – staff, parents and the official guests were clearly moved by the words and emotion she displayed; testament to the parents’ tangible involvement and concern for the wellbeing of their children.

Tiger Brands is committed to leaving an imprint of value in the communities they work through CSI projects that are empowering and uplifting - to make a real difference. Working together with our partners, school staff and parents to develop these children to realise their dreams makes the team more committed and determined in all endeavours.

Leaving an imprint of value...