Tiger Brands took part in the 67 minutes for Mandela Day initiative in honour of the late Nelson Rolihlahla Mandela. The Tiger team visited the Twilight Children Centre in Hillbrow and donated one month's supply of food and cleaning products. As part of the 67 minutes Tiger team also helped to clean and improve the appearance of the facilities.

The products that were used on the day had an immediate effect as the fragrance of Alroma, Jeyes Home Guard and Jeyes Power filled the corridors of the entire building. The team encouraged the staff and children at the centre to continue using the products beyond the day to ensure a hygienic and healthy living environment.

It was wonderful to see the team roll their sleeves up to scrub, wipe, sweep the floors and clean walls. Their efforts were appreciated most by boys who live in these dormitories, their faces literally lit up at the sight of the food parcels they received but they were also excited to have people helping them get their rooms clean and hygienic. “It makes me happy to see people that still care about us. Thank you to Tiger Brands for all the cleaning stuff and the food. I wish they can continue to help other kids like us” said Sandile Mawinga (14).

Tiger Brands partnered with the Department of Social Development (DSD) to support Twilight Children's Centre which not only provides shelter and sustenance to the most vulnerable members of our society but also empowers them with practical life skills that give them an opportunity to provide for themselves. “Our participation today is part of our commitment to be present and make a meaningful impact in the communities that our consumers live in. This initiative is also aligned to the Tiger Brands Foundation ethos of nourishing growing minds” said Alex Mathole, Group Executive of Corporate Affairs.

Twilight Children Project’s main aim is to reintegrate children and young adults into mainstream society, by giving them skills; in so doing affirming their confidence, so they can become valuable citizens. They come to learn literacy, skills such as pottery and other forms of art such as recycled art, sewing and beadwork. Social Workers give counselling and introduce children to the shelter as a better way of life than the streets. They help extensively with reunification of children with their parents in circumstances of poverty.