

Steers joins Rounda to sustain Shout S.E.E.D Libraries

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One of South Africa's leading burger brands has undertaken another platform into account as part and parcel of the bouquet of initiatives that include Shout, Active Education's Lets Play Challenge and Varsity Cup.



Danny K, Adolf Fourie, Gavin Koppel, Julius & Marsh, Kabelo Mabalane & Steers Team

Rounda is a non-governmental initiative that was started by Dawie who had a profound passion to ensure that South Africans take action by means of collecting small amounts of change in an effort to make a meaningful financial contribution to various causes in a big and impactful way. The platform is supported by a board of trustees of the Nikela trust that include the Cyril Ramaphosa foundation and support from the government, who also believe the importance of the vision founded by Dawie and have been involved actively since the formation of the Rounda platform in which was established to enable brands, businesses and individuals to make a small financial contribution as little as R1 to an array of NGO entities that include the likes of Choc House, CANSA, NSPCA, SA Red Cross and more. Steers consumers will be encouraged in store, the app and on social media to make a donation of R1 along meal purchases made from 17 April in all franchises across the country.



Danny K, Top Student Rhulani & Kabelo Mabalani in Shout Library

The brand felt that the partnership with Rounda resonated with their brand values towards ensuring that needs are met in a manner that is real and fulfilling. The alignment of the NGO and the brand lies strongly in the fact that Steers saw the opportunity fitting to engage with the initiative in a manner that would continuously accommodate funding of the Shout libraries program that was first launched with a unique offering in the menu that enabled the sales generated to raise one million Rand that was donated towards the construction of the libraries. "It's important for us to undergo partnerships like this to ensure that our community is taken care of consistently, most especially in sustaining the Shout S.E.E.D Libraries program that was designed to create brand new fully equipped learning library mobile centers for schools that do not have access to this resource because we saw the success in the first launch of the initiative in Thembisa and Soshanguve last year. This year, the library in Bushbuck Ridge will be launched in May, which will followed by another ceremony in Knysna thereafter," says Adolf Fourie, Steers Marketing Executive.



Matsavane Governing Body With Kabelo & Danny K

Steers will be the first to action Rounda in stores, which will later see a further extension of the project in other sectors of the economy that include banking and retail. They have already undergone a series of extensive training and piloting to ensure smooth efficiency across all the franchises nationally as well as encourage a culture that will be embodied within the brand so as to continuously support early childhood literacy improvement within the current demographic of impoverished learners who have the bare minimum to succeed. "This platform really gives life to Shout on a sustainable basis that would help us build more libraries in more schools across the country because without the support from our partners and Steers in the S.E.E.D Libraries campaign, we would have never been able to create much needed mobile resources for our young minds," states Danny K, co-founder of Shout.

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