

Akacia donates scarves to Mayibuye Outreach Program

Orphaned children and elderly women who are part of the Mayibuye Outreach Program in Tembisa east of Johannesburg received a donation of 240 scarves hand-knitted by staff of Akacia HealthCare. The handover took place at the Ipupeng Rock of Salvation Church on Friday, 12 July 2013.



The winter-warming scarves were knitted by Akacia employees, who were supplied with kits containing knitting needles, wool and scarf patterns, as part of a three month Akacia Cares winter drive which falls under the pharmaceutical company's corporate social investment (CSI) programme.

Tough economic times

"We are facing tough economic times, so many people genuinely wouldn't be able to afford to donate cash, but I believe that asking our staff to knit scarves which required their time and effort made this campaign do-able and meaningful," said Chris Brassel, product manager at Akacia.

"It has allowed them to appreciate that they would be giving someone the gift of owning something brand new, that was made with love and will provide warmth and comfort during the cold winter months."

The Mayibuye Outreach Program, headed by Elsabe van Eeden, raises funds for children and orphans at the Mayibuye Primary School and after-care facility. The program supports the elderly women of the Mayibuye Sewing Group who mend clothes to raise funds for a feeding scheme for orphans, works with social workers to identify children's needs and provides material for craft projects to generate funds.

This was the first campaign for Akacia HealthCare under its Akacia Cares CSI banner and the start of many campaigns to follow. Some of Akacia HealthCare's key customers - pharmacists and pharmacy assistants were also encouraged to knit scarves which they in turn donated to a local charity or organisation of their choice in their community.

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