

# Drive for the Cause golf days raise R640 000 for charity

The M-Net Cares Drive for the Cause aims to help raise funds and awareness for the M-Net Naledi Children's Literacy Project and PinkDrive by hosting golf days and clinics throughout the year. The golf days offer a vehicle for corporates to sponsor four-balls and holes, as well as to help raise funds through raffle ticket sales.

The second annual M-Net Cares Drive for the Cause National Final, in association with Liberty Medical Scheme, was hosted on Monday, 19 November at Randpark Golf Club in Randburg, Johannesburg. This event was a culmination of 16 golf days, eight clinics and the National Final, which saw a total of R636 038 raised for the two beneficiaries. The National Final was rounded off with a prize-giving dinner where golfers, sponsors, celebrity guests and media celebrated the cheque handover to Pink Drive Breast Cancer and M-Net Naledi Children's Literacy Project of R318 095 respectively.

## Reading workshops

M-Net Naledi Children's Literacy Project hosts reading workshops for Grade 3 learners and also empowers teachers in underprivileged schools around the country. M-Net Cares has also set up libraries and reading corners in various schools and homes, in the hopes of leaving a lasting legacy of reading for the children.

Koo Govender, M-Net director of Corporate Marketing and Communications, says these golf events assist in reaching disadvantaged children in poor communities that don't have access to libraries. "Through the funds raised this year, we have been able to donate a container library to Sive School for the Deaf in the Eastern Cape and also set up reading corners at various disadvantaged schools. Our ultimate goal with M-Net Naledi Children's Literacy Project is to reach as many communities and touch as young learners as possible."

## Mammography services

The second initiative, PinkDrive goes into disadvantaged communities and provides mammography tests, education and awareness on breast cancer. The funds raised will help PinkDrive to continue to provide affordable, convenient mammography services to women and offer free scanning and education to disadvantaged communities via local clinics, community health centres and specified hospitals with no oncology facilities.

Glenvista Country Club received the award for the Ambassador Golf Club, which raised the most funds for the second year in a row. "R50 950 in one fundraising golf day is not an easy task and Glenvista were saluted for their amazing efforts, commitment and donation to the Drive for the Cause Campaign," says Gina Read, owner of Cloud9Golf and founder of the Drive for the Cause Campaign.

"We had another successful National Final and Cloud9Golf would like to thank both M-Net Cares and Liberty Medical

Scheme for their ongoing commitment to this campaign. Their continued support makes our vision possible," says Read.

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