

ContinuitySA partners with Habitat for Humanity

ContinuitySA has entered into a three-year partnership with Habitat for Humanity, as part of its alignment of corporate social investment with business strategy. It will build a house a year as part of the Raising a Roof initiative.



Image source: www.continuitysa.co.za

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The Habitat for Humanity model requires the sponsoring company to fund the materials for building a house and to supply the labour to build it. It is also a condition that the beneficiary of the project contributes his or her sweat equity.

Marketing manager, Cindy Bodenstein, explains, "As one of Africa's leading business continuity providers, we provide our clients with reliable infrastructure and even a second 'home' if needed. Now we wanted to provide that same sense of security by providing good, solid homes to people that need them."

In line with King III recommendations, the company believes in being a responsible corporate citizen, and this programme is part of demonstrating that commitment to the wider community.

Success is built on skills and passion

"Another factor in our thinking is the realisation that our success is built on the skills and passion of our people and our ability to attract and retain them is related to our status as an 'employer of choice'. We were excited by the Habitat for Humanity model, because it goes beyond a monetary donation and involves our employees in the process."

The partnership has already borne fruit, with the first house completed in early September. "Our staff volunteers were really inspired by their participation, and we already have people wanting to get involved in next year's project," she concludes.