

# The Marketing Kraal donates DeskBags to AIDS orphans

Midrand-based outdoor advertising and media company, The Marketing Kraal (TMK), is working to make a difference in the lives of HIV/AIDS orphans in South Africa, following their recent donation of 40 DeskBags to children at the Philisa Isizwe Foundation in Diepsloot.

The donation is set to make a great difference for young children in the Diepsloot area who are supported by the Philisa Isizwe Foundation. The foundation, which operates from the St Mungo's Church premises, has a core objective of serving the disadvantaged community that is affected by HIV/AIDS and other related diseases. The foundation helps orphaned and vulnerable children as well as grandparents that have been affected by the epidemic.

The durable DeskBags, made from recycled vinyl billboard materials, provide a portable solution to disadvantaged learners who do not have access to desks in their school and/or home environments. Users of the bag are able to carry their books and stationery in the main compartment, while the flap, which is reinforced with a durable ABB plastic board, also provides instant desk support.

## A young and progressive company

Founder and CEO of The Marketing Kraal, Lebona Moleli, is overjoyed that their involvement with the Philisa Isizwe Foundation and DeskBags are making a difference in their own community, saying: "As a young and progressive company, we recognise and acknowledge the importance of being socially responsible and providing support to young and vulnerable children who are not able to fend for their own rights.

"Philisa Isizwe survives on donations from a few private organisations, but even with their limited funding is able to create much value and make a difference in the community. We are so happy to be involved with both initiatives, as we know they are making a difference to the lives of children in need."

The Marketing Kraal is a 100% black-owned proudly South African enterprise that has helped companies in the fast-growing township and semi-urban markets to elevate their brands, since 2007.

## We can effect positive change

DeskBags' MD, Madelain Roscher, is appreciative of The Marketing Kraal and its contribution to changing the state of education in SA.

"As many as four million children in South Africa do not have access to a school desk, which places a severe limitation on the quality of education and essentially our children's futures.

"With DeskBags, we strive to make a difference in the development of children and the overall prosperity of South Africa. Through corporate sponsorships, such as The Marketing Kraal's, we can effect positive change throughout the country."

For more information on how you can get involved with DeskBags, join the Facebook page on [www.facebook.com/DeskBags](https://www.facebook.com/DeskBags).

For more, visit: <https://www.bizcommunity.com>