

Girl Child Institute of Mentorship programme launched

The phenomenal success of Cell C's Take a Girl Child to Work Day campaign, which takes place for the twelfth time since its launch in 2003, has prompted the mobile network operator to launch a pilot mentorship programme called Girl Child Institute of Mentorship (GCIM).



Cheryl Carolus and Suzette van der Merwe.

Picture by Henry Brink

GCIM, under the patronage of Cheryl Carolus, involves a network of 35 leading business women and Cell C female executives, who will pledge their time and support to high achieving Grade 12 female learners. Cell C has partnered with the Adopt-A-School Foundation to assist in finding these learners from across South Africa. The mentorship programme will also extend to the bursary students on Cell C's Girl Child Bursary programme.

It will add depth and longevity to the Take a Girl Child to Work Day programme. Instead of the girls experiencing a day in the business world, they will now be in a 12-month programme under the guidance of a mentor.

Cell C has a powerful vision. It believes strong, smart, young girls with leadership qualities will one day produce a future where women will be vibrant contributors to the economy and leading job creators for South Africans.

Says Jose Dos Santos, acting CEO of Cell C: "We believe that we can do so much more for young people in this country. Take a Girl Child to Work Day has exceeded all our expectations. We are humbled by the support we receive from Corporate South Africa, Government and Civil Society. However, we believe that we can take it to a new level and have a meaningful impact on more young women through the launch of this institute."

Cell C's long term vision, once it has piloted the programme, is for the Institute of Mentorship to create opportunities for successful and inspirational women leaders in SA, to join the movement and volunteer their time and skills and make their

own contribution to young female learners in this country.

The idea of an institute was borne out of businesswoman and former politician Cheryl Carolus's vision to ensure that women not only pay it forward in the workplace but reach out to children who have the potential to be someone and achieve great things.

The Cell C Take a Girl Child to Work Day campaign celebrates its 12th anniversary this year and will take place on Thursday, 29 May 2014, utilising the theme: "Dream, Believe, Achieve".

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