

How corporate SA can make a difference this Mandela Day

Prior to 2020, Mandela Day was traditionally celebrated by staff dedicating 67 minutes of their time to initiatives that involved action to inspire change. While the Covid-19 pandemic prevents corporates from having staff physically at various sites, CSI agency Mamas Alliance says that there are many other options for corporates wanting to make a difference.



Source: [Facebook](#)

Drop off food parcels or any in-kind donations to NGOs or community centres.

At this time, it is much safer for the NGOs to distribute the food parcels themselves than having a group of people from a company assisting them. However, one or two employees present during the distribution can be possible provided that all Covid-19 regulations are thoroughly observed. This reduces the risk of exposure to staff while enabling companies to make an impact during the Adjusted Level 4 lockdown.

Donate cash for food parcels or any need.

This is the best and safest option to make an impact during this period, says Mamas Alliance: "In our experience, it is safer and more effective for the NGOs to buy what they need rather than being in contact with the employees of companies and increasing exposure to Covid-19." Directing this funding through the CSI agency ensures that the investment goes directly to intended beneficiaries, and includes extensive monitoring and reporting regarding the use of the funds.

Spend 67 minutes transferring skills and knowledge to NGOs virtually.

Employees can still volunteer their time virtually. With the use of technology, skills transfer and knowledge sharing can still happen without being physically present at the centres. It is not only safe but ensures uninterrupted employee volunteerism. The time spent by employees can also be claimed for B-BBEE points.

Mamas Alliance prioritises the empowerment and upliftment of vulnerable youth and children across South Africa, with a network of 2,200 mamas across 37 independent autonomous NGOs operating from 75 predominantly rural sites. The organisation's goals include reducing hunger and malnutrition, increasing access to education and ECD centres and the provision of shelter and nurturing environments.

“Making every day a Mandela Day has never been more vital and no matter how large or small the action might seem, it all contributes towards helping our most vulnerable, whether it is providing food hampers, donating much-needed PPE or supporting ECD centres,” says Kabelo Mosate, the newly appointed managing director of Mamas Alliance.

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