

Advertorial

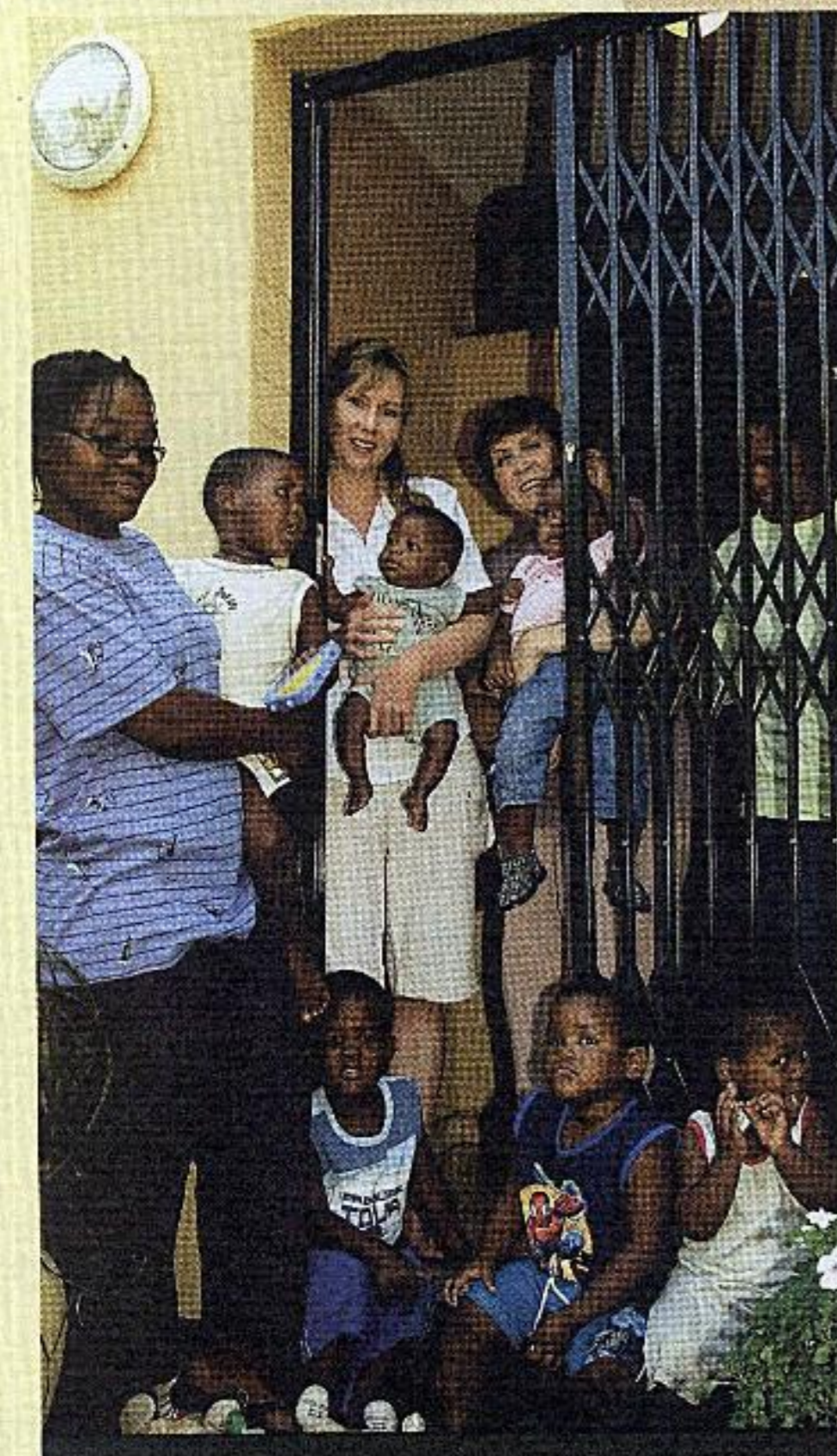
INVESTING IN SOUTH AFRICA'S FUTURE GENERATIONS



From left to right: Cancer patient Sizeni, Gill Kemp (Co-ordinator and Secretary of the Durban Division of CHOC Childhood Cancer Foundation of South Africa), patient Likhohwethu and Charlene Botha (Brand Manager, Trellidor) playing safely behind the Trellidors at Choc House, Inkosi Albert Luthuli Central Hospital.



Young residents of the ABH Bhai Rambharos Children's Home in Chatsworth are safe behind Trellidors, donated to seven cottages after several incidents of crime.



From left to right with little residents of iThemba Lethu Transition Home are Cindy Mnyondu (Housekeeper), Charlene Botha (Brand Manager, Trellidor) Liz Halley (Housemother) and behind the new Trellidor, Ndondo Ngcobo (Overnight Caregiver).

Trellidor protects those that can't defend themselves by using their barriers to secure childrens' homes and contributing to projects that focus on the younger generation. My Week speaks to Trellidor Brand Manager Charlene Botha about her company's social investment programme.

We see our social investment projects as a way of protecting the most vulnerable in society. Our franchises around the country are all free to choose how they get involved with their local communities. Head office projects are independent of these, and have all involved children in some way. The feeling is that children are so incredibly defenceless in the face of the crime wave South Africa is experiencing, that we are obliged to do whatever we can to protect them.

We have co-sponsored events with radio stations such as Lotus as well as fund raising organisations such as the Sunflower Fund. Through Lotus fm radio breakfast show host O'Neil Nair, we installed security gates at several locations in the Durban area, including the iThemba Lethu Transition Home for abandoned babies, CHOC (Childhood Cancer Foundation of South Africa) House at Inkosi Albert Luthuli Central Hospital and the ABH Bhai Rambharos Children's Home in Chatsworth. The Sunflower Fund is working to expand the South African Bone Marrow registry and assists children diagnosed with leukemia and other blood disorders.

There are people out there providing unbelievable support to communities that are highly exposed to the harshness of life. People like social worker Debbie Wells and Pastor Eric Shezi at KwaNgcolosi in the Valley of a Thousand Hills. Their Sethani community based organization supports over 400 children in the area and impacts on over 3 000 people in the community as a whole. Trellidors protect their administration buildings, community hall and resources centre.

Even those in upmarket suburbs are vulnerable. Pathways is a school for severely disabled children located in Westville. The school also runs an out-reach programme for children in remote rural areas. Trellidor sponsored security gates fitted to the entire school as they had experienced several break-ins. The school recently expanded onto an adjacent property and we've secured that too.

We know we can't save them all and the requests for assistance can be overwhelming. But we will always help where we can. We believe that supporting social investment projects should be an integral part of any caring company's budget, and we are happy to be in a position to make our contribution wherever possible. Projects involving children have shown us that there is much to celebrate in our country and we have a responsibility to assist these children into their futures.



THE ULTIMATE CRIME BARRIER