

AfriSam initiative heats up winter for the underprivileged

AfriSam's employees will bring warmth to over 400 disadvantaged individuals through their "blanket drive" initiative this winter. Launched by this leading black-controlled construction materials group in April 2010, the project is part of AfriSam's ongoing employee involvement programme, through which employees are active participants in giving back to the community.

The programme, called Mbeu, aims to further AfriSam's vision of building strong foundations in the communities within which it operates.



Dirang ka Kagiso in Bophelong is one of the homes that received blankets from AfriSam's "blanket drive" initiative

The blanket drive was launched in light of the upcoming winter season with its aim to collect as many blankets as possible, and in just one month 405 blankets were collected for underprivileged communities. These are being handed over to beneficiaries from the Dirang ka Kagiso home in Bophelong, the Lebohang home for the mentally disabled in Sebokeng, the Floroma Old Age Home in Roodepoort and the Refilwe Community Project in Lanseria.



AfriSam employees play with children at the Lebohang home for the mentally disabled, where the company donated some blankets

AfriSam has an intensive corporate social responsibility (CSR) programme with a focus on education and conservation. The company is involved in various educational projects nationwide, with the objective of empowering and equipping communities with knowledge and skills, as well as providing them with tools and facilities to become self-reliant and sustainable.

About the beneficiaries

Dirang ka Kagiso is a basic HIV/aids care centre located in Bophelong, Vanderbijlpark. The non-profit organisation focuses on providing care for chronic patients, including HIV/aids patients, old age and disabled patients as well as orphans, child-headed homes and other vulnerable children.

Lebohang Centre for the mentally retarded is home to children who are physically and mentally retarded from ages three to 18, as well as orphans and abandoned children. The centre is based in Sebokeng, Vanderbijlpark.

Floroma Old Age Home offers affordable accommodation to nearly 70 frail older persons who need 24 hour nursing care, as well as 70 healthy independent persons living in cottages on the home's premises.

Refilwe Community Project is a multi-focused registered non-profit and public benefit organisation serving the



Floroma Old Age home in Roodepoort received blankets from AfriSam to keep the elderly warm this winter

communities of Lanseria, north of Johannesburg, in the areas of child care, community care and enterprise development. ■