

Foschini & Sakhumzi, more than just a social responsibility project

The Foschini Division contributes to the culture of philanthropy and community involvement amongst employees at the Foschini Group by their on-going support of the Sakhumzi Children's Home.

Sakhumzi, a shelter for homeless and unwanted children in a township of Cape Town currently accommodates and cares for 198 children. Foschini contributes to the well-being of the Home in a number of ways, by donating funds, clothing, food, as well as time, support and advice from the Foschini staff involved. Here is the story of how this special relationship started and continues to grow.



More than three years ago, a special relationship between the Foschini marketing team and Sakhumzi Children's home began.

Foschini decided to take on a social responsibility program for that year and adopted Mama Amelia and all her kids.

Sakhumzi was started by Amela Poswa some 30 years ago. She recognized the need for homeless and unwanted children in the townships of Cape Town, to be cared for. It began in a very small and informal manner, but the number of children grew quickly.

The children vary in age from a few months to 21 years old and many have been with Amelia for as long as they can remember. The total number of kids at Sakhumzi has escalated from 109 when Foschini adopted the home to a staggering 198 to date.

To keep a house of this size running smoothly and effectively requires an enormous amount of effort, enthusiasm and financial support, which Amelia tackles almost single-handedly.

She has to hope and pray for donations and financial aid from any source in order to meet the monthly budget.

Over the past 3 years, Foschini has donated funds and assistance to the value of R500 000. Part of this money will be used for the upgrading of Sakhumzi and for the building of a second home for the children. Over and above this, members of the Foschini marketing team visit the home on a monthly basis and donate of their own time and money to this worthy cause. This is in line with Foschini's belief that everyone can make a difference.

For donations, contact Alan on 082 6525172

The Foschini Division comprises Foschini (210 stores), Fashion Express (100 stores), Donna-Claire (58 stores) and Luella (7 stores). The Foschini brand is positioned as a destination of choice for women seeking fashionable, current apparel and footwear, which offer good value, in an environment that is modern and friendly.

Donna-Claire focuses on a niche market offering fashionable apparel for larger size women. Fashion Express is a female value chain while Luella offers an exciting range of ladies footwear, handbags and accessories.



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