

FOSCHINI GROUP'S VALUE CHAIN, EXACT! SUPPORTS HOOPS4HOPE

In order to cultivate a culture of philanthropy and community involvement amongst employees, Trading and Service Divisions of the Foschini Group are encouraged to adopt and raise funds for their own community projects.

An example of one such initiative is the support Exact! gives non-profit organisation, Hoops4Hope. Hoops4Hope is dedicated to youth development in South Africa by assisting schools, youth organizations, children's shelters and communities with sports, HIV/Aids awareness, and conflict mediation programmes. In using sports as a vehicle for social change, Hoops4Hope promotes community empowerment and challenges children to realise the importance of their own lives, and how they can be leaders of positive change within their communities and the world.

Exact! a Trading Division of the Foschini Retail Group trades from 170 stores nationwide. As the Foschini Group's value chain it represents accessible fashion for everybody. Consistent quality, reassuring affordability and an aspirational environment ensures unrivalled value.

The partnership between Exact! and Hoops4Hope saw the following projects come about:



EXACT! DONATES BASKETBALL KIT TO TEAM IN NYANGA

One project saw Exact! identifying a basketball team in Nyanga, namely Cape Waves that comprises 170 players of all ages. They had a dire need for playing kits, as they either played in boxer shorts or in second-hand kit donated by teams in the United States. Exact! organised that enough kits were made up and supplied for all of the 170 players in the programme to have a brand new kit, proudly displaying the team name & logo. With the help of Hoops4Hope, they were handed over during May.

"We believe that a child in sport is a child out of court" Mike Makedama - Programme director and coach for Cape Waves Basketball Team – Nyanga

EXACT! HANDS OVER R50 000 TO NON-PROFIT ORGANISATION HOOPS4HOPE

Exact! handed over R50 000 to Hoops4Hope as a result of a CSI project, which involved selling orange rubber wristbands in 170 Exact! stores nationwide. The bands, similar to the ones made famous by Lance Armstrong for cancer research, sold for R5 each and 100% of the profits have gone to Hoops4Hope.



Mobilizing staff to get involved in projects close to their heart not only promotes camaraderie amongst all involved but also has the added benefit of making them "feel good while doing good". Efforts are on going and beneficiaries can and do change every year.



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