

Cultivating Culture & Nurturing Nature



Mahatma Ghandi once said that 'No culture can live if it attempts to be exclusive'. Likewise if our natural environment is to be preserved for future generations, we need not only to share it but also to learn about it, in order to protect it. Supporting the Arts, Culture and Environment is part and parcel of this. It is a holistic approach to CSI that goes beyond focusing on basic needs only.

As part of The Foschini Group's aim to make a contribution to this focus area, projects funded are ideally capacity building and directed towards providing services (e.g. The NSRI), preserving our natural assets (e.g. The World Wide Fund) and our cultural heritage (e.g. Zama Dance School, National Gallery).

Examples of projects in which The Foschini Retail Group is involved in include:

The Children's Arts Festival has enjoyed 16 years of support from the Group. Their project, a comprehensive arts education programme for primary school pupils runs concurrently with the National Arts Festival. It is an outreach programme (The Arts Development Programme) that focuses on giving youngsters a stimulating education in the arts. It also aims to increase participation numbers of pupils and teachers from rural schools.



Friends of the National Gallery The money donated was utilised for the production of folded cards featuring images from the Iziko /South African National Gallery Permanent Collection. The proceeds from the sale of these postcards are reserved for education programmes aimed at children who have had no exposure to an environment such as this.



The Zama Dance School promotes, teaches and uplifts through the beauty of dance. Funding provided has contributed to upgrading the



library of dance classics, which forms part of the Aspirations Programme. Students can "attend" great dance performances without leaving the school via a video library of dance classics.

As recycling is one way of protecting and preserving our environment, we have chosen The Fairest Cape Association as our partner in reaching out to various communities. To this end, we have funded the purchase of a wendy house, which is used as a "Community Environmental Recycling Facility" in the Blomvlei/Vygieskraal area.



Water Safety is an important "must know", especially in a country blessed with fabulous beaches. Sun and Sea are part of the lives of many and knowing how to be safe in that environment takes education. Enter The National Sea Rescue Institute (NSRI) who do a sterling job of looking after us when we get into trouble in the sea. It therefore gives us great pleasure to contribute to the NSRI Childrens' Programme, Waterwise. The programme introduces water safety and the NSRI to previously disadvantaged communities.



WWF, The conservation organisation, WESSA\WWF-SA Eco-Schools Programme is a prestigious international award scheme developed by the Foundation for Environmental Education (FEE) in 1994. Presently it is active in 31 countries and over 10 000 schools. It gives recognition to schools that can show how they have improved the quality of environmental learning and sustainable management in their schools and community. The Eco-Schools programme extends learning beyond the classroom and develops responsible attitudes and commitment, at home and in the wider community. Foschini has been supporting the Eco-Schools Programme for the past three years in both the Western and Eastern Cape

