

A boost for Chubby Chums and for the Children's Homes

Chubby Chums for the Children's Homes, in Primrose Hill, has been chosen as one of the 16 charity organisations countrywide that will receive a R20 000 donation and media exposure to acknowledge its efforts in fighting violence against women and children.

This initiative is a joint effort between the Fos-

chini Group and SAfm (104-107FM), in support of the 16 Days of Activism Campaign.

Each year, South Africa joins the world in the United Nations campaign, the 16 Days of Activism: No Violence Against Women, that takes place annually between November 25 and December 10.

This year, the Founda-

tion for Human Rights mandated that the focus should be on the empowerment of non-profit organisations that provide vital services to those affected by violence.

These organisations are typically out of public view and this campaign would highlight their work and funding requirements.

Recognising the im-

portance of this mandate, the Foschini Group joined forces with SAfm, with a unique concept that not only empowers organisations through donations, but guarantees them the vital media exposure to highlight their services and detail their needs to the South African public and business community.

The project, which

kicked off on November 25, will see 20 charities receive a donation from the Foschini Group, and representatives of 16 of these will be interviewed by Nancy Richards on SAfm's "Otherwise" programme.

The interviews will be broadcast from 1.05pm to 2pm on weekdays, until December 10.