

16 DAYS OF ACTIVISM

Huge charity effort on the role

RUSTENBURG - 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 25 November (International Day of No Violence Against Women) to 10 December (International Human Rights Day).

Due to the high rate of child abuse in South Africa, the government runs a parallel campaign that includes issues relating to violence against children.

In 2008, The Foundation for Human Rights mandated that a focus should be on the empowerment of the non-profit organisations in South Africa 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.

IMPORTANCE

Recognising the importance of this mandate, The Foschini Group - which has supported the campaign for four years - joins forces with SAfm (104-107fm) 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.

Kicking off on the 25 November, twenty non-profit organisations received a donation from the Foschini Group and sixteen of these were interviewed on weekdays by presenter, Nancy Richards on SAfm's.

MOOINOOI

Rina van der Berg of Mooinooi based Grace Help Centre, one of the sixteen charities and

who provide direct counselling and shelter to women and children who have been sexually, physically or emotionally abused: "You may ask who is experiencing abuse? Abuse is experienced by all women in South Africa regardless of race or class, even pregnant women and women with disabilities. Most abusers are men, but it is common knowledge that women in lesbian relationships also experience abuse at the hands of their female partners."

ABUSE AT HOME

"Most domestic abuse takes place in the home, the place where you are supposed to be safe from any danger. The perpetrators are the people closest to us. Our parents who should care for us, love and protect us, the people we want to love and trust," says Marie van Schalkwyk of Neo Birth based in Rustenburg:

"To assist people in a crisis situation with physical, emotional and spiritual support Neo Birth provides its clients with counselling, food and clothing free of charge. And, due to the immense need, implementing focused training to improve care-giving and parenting to help a community in need to better nurture and support its orphaned and vulnerable children and so shielding children against possible dangers."

Karde Buys, Senior HR Manager of CSI & Wellness of The Foschini said: "Of fundamental importance to us is to partner with government in spreading the message that violence against women and children cannot be tolerated. It has no place in our community, in our country or the world. It has also given us the opportunity to highlight the critical work done by the NGOs dealing with the terrible consequences of violence on women and children."

Mpho Msiza, Marketing Manager, SAfm concludes by saying: "SAfm is proud to be in partnership with The Foschini Group to build awareness and engage in conversation around this campaign of national interest. The 16 Days of Activism against women and children is an initiative that the station takes seriously and

SAfm commits to support and effect change in behaviour and attitude around this debilitating situation.

This campaign allows our station to continue to empower women and South African citizens and we hope to take this association to even greater heights next year."