

# Eighteen awards presented at donor appreciation event

THE Community Chest of the Western Cape held its equivalent of the Oscars last month, recognising the people and companies that have helped it restore hope in the province.

The donor appreciation event may have been short of Hollywood stars, but it did see 18 awards presented for outstanding contributions to the Community Chest and its programmes.

"Our donors are our lifeblood, but it's unusual for us to hold a public function to acknowledge their contribution," admits chief executive Amelia Jones.

"Corporates and individuals don't support us because they want recogni-

tion. Where poverty is causing misery they intervene and consider the Community Chest the best way of doing this. Of course, we wanted to thank them, but also showcase what is possible – using their contributions as examples to enthuse others."

Donors were recognised across four broad categories of support: Give-As-You-Earn, Donations-In-Kind, capacity building and events and marketing. The only individual award was made posthumously to Arthur Bernstein, a longstanding and tireless supporter of the Community Chest Carnival.

Three of the companies acknowl-

edged for their contribution to the Give-As-You-Earn programme had been donors since its inception in 1935. Today, nearly 10 000 workers and employers in the Western Cape are signed up, with the City of Cape Town being the donor with the most subscribers.

Clothing and furniture retailers and beverage distributors were the top providers of in-kind donations. These are used to provide material assistance, from social welfare NGOs on request, as well as provide essential supplies of food, clothing and other items in emergency or disaster situations.

Another important part of the Community Chest's work is its capacity

building or training programmes. These have been described as "university" for social welfare NGOs and add great value to social development solution in the province. The basic three-day course covers sustainability, governance, planning and evaluation and grant application. Since 1993 these courses have reached 4 500 people from more than 800 organisations.

Given that the courses are provided free of charge, funding is vital and the Mott Foundation and Lewis Group received some well-deserved recognition for their longstanding and ongoing support.

A number of Cape-based media

companies were thanked for helping the Community Chest to market its fundraising events, including its carnival, which celebrated its 60th anniversary this year, and the Twilight Team Run. "Of course, we couldn't thank everyone who supports us individually but hope that by affording some recognition to longstanding supporters we tacitly honour all our donors and endorse the example they set," says Jones.

See [www.comchest.org.za](http://www.comchest.org.za), Facebook: <http://www.facebook.com/CommunityChestoftheWesternCape> or Twitter: <http://www.twitter.com/CommChestWC>



DI BERRIL and Mike Bosazza (volunteer directors, Community Chest of the Western Cape).



RUTH FRITZ accepts an award on behalf of the Edcon Group for its support to the Donations-In-Kind programme.



LAURA NEL accepts an award on behalf of Johnson & Johnson (Pty) Ltd for its support of the Donations-In-Kind programme.



REV SUZANNE PETERSEN and partner represent the Anglican Church of Cape Town, one of the founding partners of the Community Chest of the Western Cape.



AMELIA JONES (chief executive officer, Community Chest of the Western Cape) with Taj Akleker (volunteer board member) and his wife, Fairuz.



LYNNE DU TOIT accepts an award on behalf of Juta & Company for its longstanding support of the Give-As-You-Earn programme.



NEIL JOWELL accepts an award on behalf of Trenchor Limited for its commitment to corporate partnerships.



SEELAN SANDOO (centre), co-owner of the Grand Café & Beach, hands over a cheque valued at R50 000 to Amelia Jones (chief executive officer, Community Chest of the Western Cape) and professor Brian O'Connell (volunteer chairman of the Community Chest of the Western Cape).



DAVE LEWIS accepts an award on behalf of Peninsula Beverages Company (Pty) Ltd for commitment to corporate partnerships, special events, the Give-As-You-Earn and Donations-In-Kind programmes.



CHARLES IRVIN accepts an award on behalf of the Lewis Group for its exceptional commitment.



SHIRLEY MALTZ accepts an award on behalf of Homechoice (Pty) Ltd for its commitment to Corporate Partnerships and the Give-As-You-Earn programme.

