

# Coca-Cola Associates Make A Difference in South Africa

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Coca-Cola South Africa associates volunteer their time to make a difference in the community.

*It's My Turn*, the name chosen for Associate Volunteering Day from a number of competition entries, gave more than 120 Coca-Cola South Africa (CCSA) and Africa Group associates an opportunity, on April 4, to make a difference in local communities in which we do business.

CCSA's Public Affairs and Communications Department collaborated with Greater Good South Africa on identifying appropriate volunteering activities and signing up associates for projects of their choice on the website [www.coca-cola.volunteerhub.co.za](http://www.coca-cola.volunteerhub.co.za).

"Emotional, satisfying and touching" is how newly appointed Director for Strategic Initiatives Pat Dambe-Hansen described her experience of working at the Green House Project during Coca-Cola South Africa's *It's My Turn* Volunteering Day held on April 4.

"It was a great opportunity to give something back. I enjoyed working against the backdrop of the 'aunties' cooking in the kitchen and watching the little ones play and drink some of our products.

"I was particularly touched by one boy who sat alone and was not caught up in the jovial atmosphere. Upon enquiring about him, I was told that he is HIV positive and that his mother passed away recently. I think this is the one boy I was supposed to meet today. I managed to get his details and I will be following up. I must do something," Pat said.



**Bill Egbe, President, South African Business Unit visited the Cotlands home along with other associates on 4 April.**

She also said that it was a good way of interacting with other associates, and that this particular experience demonstrates that the company is not interested only in generating revenue, but is genuinely committed to making a difference in the local communities.

Associates had a chance to sign up for one of four activities:

Painting the Safe House and outdoor play equipment at Amadea Safe House in Akasia, Pretoria;

Packing food parcels, gardening and painting at the Cotlands Home – Based in Meadowlands, Soweto;

Assisting with the making of compost and gardening, painting the premises and erecting a shack for the house mother at the Green House Project at Lufuno Education For Life; and

Painting outdoor play equipment at SA Cares for Life at Garankuwa in Pretoria.

“I look forward to receiving feedback from associates on how we can improve on our inaugural Volunteering Day and on other ways in which we can uplift our communities,” said CCSA Community Affairs Manager Tuli Mkatshwa, who was responsible for organizing the day.

Public Affairs and Communications Director Kaizer Nyatumba commended the CCSA, Group and Johannesburg-based ECABU associates for their enthusiastic participation in volunteering initiatives, and acknowledged CCSA BULT members for leading by example. He also praised Community Affairs Manager Tuli Mkatshwa and her PAC colleagues for their leadership on the project.



Thank you to all the associates who nailed the Coca-Cola colours to the mast!