

Campaign launched to help NPOs raise funds for data, stay connected

Initiated and led by Inyathelo (The South African Institute for Advancement), the #KeepConnecting campaign was launched on Thursday, 13 August, to help raise funds that will be used to buy data vouchers for eligible non-profit organisations (NPOs).



Nazeema Mohamed, executive director, Inyathelo

“The launch of the #KeepConnecting campaign seeks to highlight the serious financial and operational challenges experienced by NPOs in the Covid-19 pandemic,” says Inyathelo executive director Nazeema Mohamed.

“NPOs provide many vital services, but these are at risk. Funds they used to receive are being redirected, or simply lost because of financial constraints. The long-term impact of the situation is dire for poor communities and will result in a much weaker civil society and democracy.”

Helping NPOs stay connected

Raising money for data, on the other hand, will enable NPOs to work remotely and allow them to stay in touch with the communities they serve, says Mohamed. Data will also enable NPOs to take part in webinars and online learning events during the Covid-19 pandemic.

“While the webinars are ‘free’, accessing them uses up data that many NPOs cannot afford. We trust that through continuous learning, reflection and engagement in the webinar environment, non-profits will be better-equipped to navigate the lockdown and prepare for the future,” says Mohamed.

“Please protect non-profits and help them survive this pandemic by enabling them to cover the cost of data.”

How to donate

Supporters can donate via crowdfunding platform Backabuddy [here](#), or via the Inyathelo website [here](#). All funds received will be placed in a special account and audited. As donations to public benefit organisations are tax deductible, a section 18A certificate will be issued upon request for any donation over R500.

Supporters are encouraged to get more involved in helping the campaign go viral by recording and posting a fun, educational message. For more information, email keepconnecting@inyathelo.org.za.

For more, visit: <https://www.bizcommunity.com>