MTN donates over US$350 thousand for community development

By David Muwanga

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As part of MTN's corporate social responsibility (CSR), MTN Uganda has launched a charitable organisation that would implement the company's public involvement initiatives.

As part of this initiative, the MTN Foundation received a cheque of US$352,941 (600 million Ugandan Shillings) was handed over by the company's chief executive officer Noel Meier to the MTN Foundation Chairman George William Egadu on Friday at Sheraton hotel.

Meier said the initiative will greatly enhance not only the sustainability of business but also further improve the relationship that MTN enjoys with the people of Uganda.

As the flag bearer of corporate Uganda, MTN believes in managing the triple bottom line of social, environmental as well as the economic aspects of our business.

He said that since the launch of MTN's network nine years ago, the company has tried to be at the forefront of assisting communities in addressing some of the pressing social and economic issues and in doing so, assist communities to improve their welfare, by investing in their activities.

MTN in partnership with Habitat for Humanity built low cost housing for poorer communities in Uganda worth $335,292 (UGX 570 million) to date and building over 250 houses

As part of its involvement in Ugandan education, MTN has contributed over US$764,705 (UGX 1.3bn) since inception and supports MTN's Brass Band made up of former street children and orphans that MTN support to acquire formal education in music.

"We appreciate that the community plays a significant role in shaping the business environment, since it is from these communities, that we draw both our customers and our human resource," he said.

"It is therefore crucial that we play an active role in ensuring that people are empowered to release their potential, because this ultimately impacts on our business," Meier pointed out.

He said that in today's world, there is an increasing focus on the role of business in society, which means that a business can not thrive, unless it commits to corporate social responsibility as part of a wider goal of sustainability.

Such CSR must encompass the improvement of both the quality of life and wellbeing of the communities in which the business operates.

MTN has launched the foundation to boost the growth of both the nation in general and communities, through the stimulation of equitable social and economic development.

The foundation will be funded by an annual grant from MTN Uganda and the amount will be based on a fixed percentage of annual profit after tax.

Meier hailed the members of the Board of Trustees of the MTN Foundation for agreeing to be a part of this great initiative.

He concluded by stating that he trusted the board members would steer the foundation in the right direction and continue the work that was started some nine years ago.

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