

## Avon donates R600k to local NGOs supporting GBV survivors

Beauty company Avon has pledged over R600,000 to non-governmental organisations that are at the forefront of fighting the scourge of gender-based violence, so that they may more easily fund programmes for survivors of abuse.



Mafahle Mareletse, managing director, Avon Turkey, Middle East & Africa. Source: Supplied

A total of seven organisations will benefit from this donation, which has also been topped up by an additional donation of cosmetics and personal care products valued at R120,000. The organisations that received the R600,000 cheque are People Opposing Women Abuse (Powa), Tears Foundation, Yokhuselo Haven, 1000 Women Trust, the Saartjie Baartman Centre for Women & Children, Ilitha Labantu and Lawyers Against Abuse (LvA).

The 16 Days of Activism Against Gender-Based Violence campaign runs from 25 November until 10 December each year.

Says Mafahle Mareletse, managing director of Avon Turkey, Middle East & Africa: “The commemoration of the 16 Days of Activism for No Violence against Women and Children calls upon each and every one of us to reaffirm our commitment to make the world a better and safer place that is free from the blight of gender-based violence in all its manifestations.

“Despite the financial constraints they operate under, our partner NGOs have done a remarkable job to support survivors of gender-based violence and have served as a lifeline to many women. We hope that this donation will help to somewhat ease the burden and capacitate them to undertake their critical programmes.”



## The power of purple

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Jeanette Sera, acting executive director of Powa, agrees: “The disturbing increase in the scourge of gender-based violence has seen more survivors relying on our services, which, in turn, has exerted a lot of pressure on our limited finances. This donation will go a long way towards enabling us to support thousands of women who are in need of our services.

“The fight against gender-based violence requires each sector of society, whether it’s the public or private sector or and civil society, to step up to the plate and support efforts aimed at combating this menace. We wish to express our sincerest gratitude for the ongoing support we receive from Avon, and we implore other role players to also get in touch with us and see how they can support this worthy cause.”

### Collaboration with No More Foundation

Avon’s support for NGOs comes on the back of Avon and No More Foundation's global campaign that raises awareness about non-physical abuse and provides survivors the tools to mitigate against this silent scourge.

Both Avon and No More Foundation have launched an [online portal](#) to provide people with crucial information about the signs of verbal abuse, what to do if someone you know is in an abusive relationship and where to go for help, including a collection of inspiring stories from survivors. To support women who have experienced abuse, Avon is also donating \$1.35m in grants to NGOs around the world to fund support projects for life after abuse.



Source: Supplied

In addition, the beauty brand and charity organisation are encouraging people to sign an [online pledge](#) to end verbal abuse. Avon Justine has also launched a range of fundraising products, including the Pin for Purpose and Whistle Pendant Necklace, with all funds going to NGOs that support women overcoming abuse.

Over the past 15 years, Avon states it has contributed \$80m to causes ending violence against women and girls and helped 14.2million women through these donations to NGOs globally.

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