

# Make every day a Mandela Day with the Spur Foundation and Relate Bracelets

Today marks the official launch of the Spur Foundation's latest fundraising campaign in collaboration with 100% not-for-profit social enterprise Relate Bracelets...

A total of 67,000 bracelets are now available to purchase across South Africa at Spur, Panarottis and John Dory's, for R30 each, in support of the Spur Foundation and its beneficiaries.

The campaign aims to raise additional funds - approximately R750,000 - to further support the Foundation's beneficiaries among the likes of the ASHA (African Self Help Association) Trust, Reach for a Dream and the Sisanda FunDaytion.

All of the Foundation's beneficiaries share a common purpose - to help uplift and improve the lives of South Africa's children. And they are supported by the Spur Foundation through various initiatives such as feeding schemes and providing basic necessities and amenities to children in need.



The campaign will not be limited to 67 minutes of service in honour of Madiba, but rather honour his vision that every day time should be spent in the service of others. The Spur Foundation provides support for South African families, especially children, every day and in so doing tries to make every day a Mandela Day.

"Mandela Day is a concept that is close to the heart of what the Spur Foundation stands for as the Spur Corporation itself was started in 1967. And in light of that for Mandela Day in 2012 the Spur Corporation donated R670,000 to the Trust to start the Spur Foundation," says Ronel van Dijk, chairperson of the Spur Foundation.

Relate Bracelets creates social investment opportunities to change lives by selling beaded bracelets in support of a number of worthwhile causes. This latest project not only benefits the foundation's beneficiaries, but the senior citizens who bead the Relate Bracelets (many being the sole carers of HIV Aids orphans), the youngsters who finish and package the bracelets, and Relate's skills and enterprise development initiatives.

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