



We're here for you

Since 1918

CSI REFLECTIONS

**INVESTING IN
COMMUNITIES.**



AVBOB
Foundation
was formally
established in



2012

Primary &
secondary focus is
EDUCATION



**HEALTH &
WELFARE**

**SOCIO-ECONOMIC
DEVELOPMENT**



Biggest single financial
contribution to date is

**R150
million**

PREFACE

'We're here for you' in action

Building an organisation that builds our nation is a longstanding pledge that **AVBOB** has invested in significantly. The **AVBOB** name prominently stands for funerals and funeral insurance in South Africa, and over the years this has enabled us to make numerous contributions to charitable organisations and individuals.

Over recent years, our efforts have evolved beyond simply making donations, as our focus shifted to sustainable socio-economic development of the communities in which we operate.

A secondary objective is to enhance the **AVBOB** brand – both to customers, other stakeholders and employees.

Naturally, this requires monetary investment and the dedicated involvement of all members of the organisation – from the Executive Committee to staff members working in the communities we aim to reach. Most importantly, it requires strategy. CSI, which constantly evolves as society progresses, cannot be a one-size-fits-all solution.

Each environment we engage with is unique, as are the needs of the people in it. With more than 8 000 dedicated staff members who manage our more than 300 funeral agencies and insurance branches, our nationwide presence ensures that we have reach in any community that needs our services. This influence has resulted in the development of a number of inspiring programmes that have changed the lives of many.

We have become an organisation that aims to create social capital: individuals, resources and environments that empower society to function successfully. The AVBOB Foundation was formally established in 2012 as the channel for AVBOB's Corporate Social Investment (CSI) initiatives.

The purpose of the Foundation is to ensure that CSI, which is considered a business priority, is carried out in a proper, regulated and responsible manner to maximise impact and sustainable positive outcomes in communities where it is needed most.

Most conspicuously, the AVBOB Foundation is a champion of literacy, the builder of schools and libraries, and a patron of poetry and song.

Our lesser-known achievements include our efforts to address various social development needs through our partnerships with organisations that have tangible impact in poor communities in the fields of agriculture, manufacturing and poverty alleviation programmes.

We have built solid relationships with key stakeholders – corporate entities, governmental sectors and non-profit organisations that we collaborate with in order to effectively drive our goals – partners with whom we accomplish positive influence on individuals, communities and the economy.

All these accomplishments remain a significant part of our journey.

A renowned humanitarian once wrote, **‘The purpose of human life is to serve, and to show compassion and the will to help others.’**

These words perfectly convey the principles on which **AVBOB** was built, and the principles that have sustained the organisation from strength to strength for 100 years.

In this booklet, we aim to show the practical outworking of the

humanitarian spirit of **AVBOB**, to honour the support that the **AVBOB** Foundation has received from every level of the organisation, and to impart the vision of being a commendable contributor to the wellbeing of our nation, a vision that will endure for another 100 years.

100 
year celebration
this year.

A renowned humanitarian once wrote,

“THE PURPOSE OF HUMAN LIFE IS TO SERVE, AND TO SHOW COMPASSION AND THE WILL TO HELP OTHERS.”

THESE WORDS PERFECTLY CONVEY THE PRINCIPLES ON WHICH AVBOB WAS BUILT.



AVBOB CSI SPEND 2013-2018:



R180

PROJECTS

PRIMARY

- Container libraries
- Schools Infrastructure Project
- National Teaching Awards
- National Senior Certificate
- Trolley Libraries
- National Spelling Bee



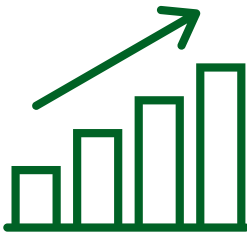
PRIMARY PROJECTS

The Foundation's primary projects are related to primary school education. Although the Flagship CSI project is the Container Library Project, the Foundation also places a large emphasis on projects which are linked to literacy within the Foundation and Intermediate Phases (Gr R – 7).



million

SUPPORTED



SECONDARY

Mzansi Youth Choir
 Diepsloot Kasi Hive –
 (Vegetable garden project)
 Mandela Day
 Centurion Council for the Aged
 Employment Solutions



AD HOC PROJECTS


The **AVBOB** Foundation has a dedicated CSI committee that meets once a month to discuss applications received on an ongoing basis. The committee decides – based upon what is aligned to their CSI policy and procedure – who is eligible for a once-off donation or sponsorship. *These applications do not fall within the scope of the primary and secondary projects.*



SECONDARY PROJECTS

The secondary projects are typically sustainable in nature and thus receive more than a once-off donation from the Foundation, but also do not necessarily have to be related to education.

AD HOC PROJECTS: 100 BENEFICIARIES IN FIVE YEARS

2013/14	2014/15
Afriforum	Abraham Kriel Childcare
Bojanala District	African Methodist Episcopal Church
De la Bat School for the Deaf	Alma School
Girls and Boys Town SA	Angelina Makhokha (Makro voucher)
Hope Valley Farm School	Care-Net Development and Support Organisation
Ikhaya Nothando House of Safety for infants	Carel Du Toit Centre
Light My Way Multi-Child Care Centre	Christelike Maatskaplike Raad Noord
Nyeleti Children's Home	Doctors Across Borders
Pfunanane Academy	Dumela Foundation
Reach For A Dream Foundation	Girls and Boys Town SA
Ride 4 Change	Inanda Day Clinic Higher Care
St. Luke's Hospice	Light My Way Multi-Child Care Centre
St. Monica's Child and Youth Care Centre	Mankunga Mashaba
Sunnyside Primary School	Maruatona Secondary School
United Cerebral Palsy Association of SA	Phambili Community Development
Thusano Prevention Programme	Pimville
	RSA Feeding Project
	Sakhisizwe Care Centre
	Save the Children South Africa
	Springs Retirement Village
	St. Monica's Children's Home
	The Cancer Association of SA (CANSAs)
	United Cerebral Palsy Association of SA
	Victory Multi-Purpose Centre
	The Southern African Schools Choral Eisteddfod (SASCE)

2017/18	
Jicama 89	Lebone Stimulation Centre
MAMAS Alliance – Valoyi Centre	De la Bat School for the Deaf
help2read	WITS Foundation
Monala Primary School	Laerskool Sentraal

2015/16	2016/17
Agri SA	De la Bat School for the Deaf
Bohmer Secondary School	St. Luke's Hospital
Cape Care Centre	United Cerebral Palsy Association of SA
CMR North Soshanguve	Lesedi Self-Help Association for People with Disabilities
Eersterust Care & Training Centre	Flower Foundation Retirement Homes
Ekhana Old Age Home	Laerskool Kempton Park
House Gracia Child & Youth Care Centre	Care for Cancer Foundation
Huis Davidtsz	SA National Tuberculosis Association
Ikholwa Children's Home	Tshwane Place of Safety Association
Leamogetswe Safety Home	Society for Prevention Research
LifeLine	Winterveldt Madressah
Malerato Centre of Hope	National School Shoes Project
New Beginnings Foundation	Eden District Municipality
Khaya Project	Thuli Home
SA Guide-Dogs Association for the Blind	The Web Foundation
Slovo Centre of Excellence (SCE)	Employment Solutions for People with Disabilities
Sunnyside Orphanage Home (SOH)	Simbruner Primary School
TCTF	Buck Road Primary School
Concerned Parents Association of Eersterust	Phalaphala FM
Door of Hope Children's Mission	SANTA - Ballet
The National Council for Persons with Physical Disabilities in SA (NCPDOSA)	Kleine Kuikens Kleuterskool
United Cerebral Palsy Association of SA	JYP Non-Profit Development Center
Victory Outreach Recovery Home	Department of Correctional Services
Woodside Sanctuary	Fynbos Academy
Zwelihle Primary School	Mpotholo Primary School

Autism South Africa	Save the Children
Juana Maria Frail Aged Home	Solidariteit Helpende Hand Studiefonds
SA Guide-Dogs Association for the Blind	Operation Smile South Africa
King George V Hospital School	

CONTAINER LIBRARY PROJECT

First container library was donated in January

2013

50 
schools received container libraries in the last **6 years**

3 000
books in each library



Investment to date:

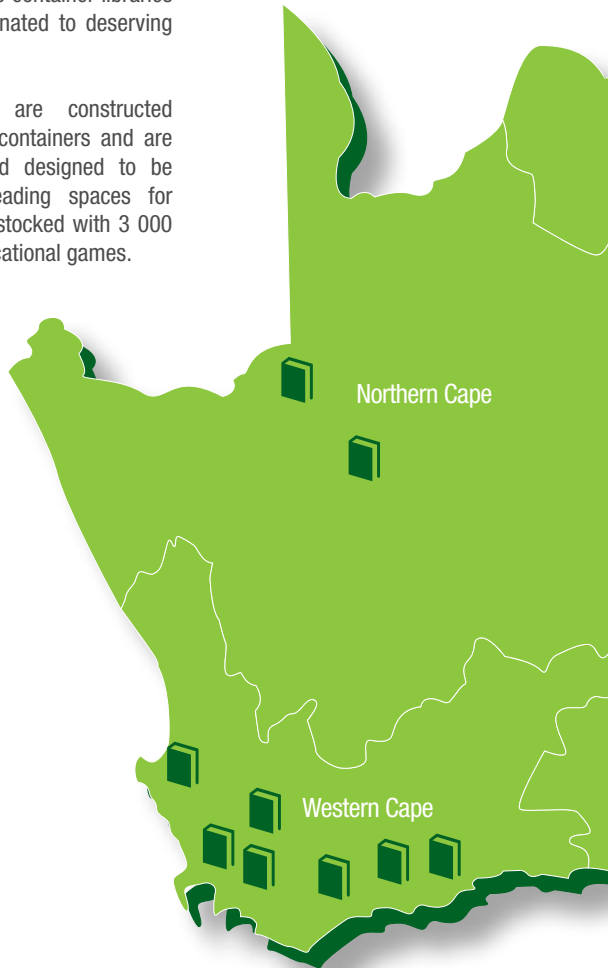
R25 million

Our flagship container library project commenced in January 2013 when the first container library was donated to Shukumani Primary School in Tembisa.

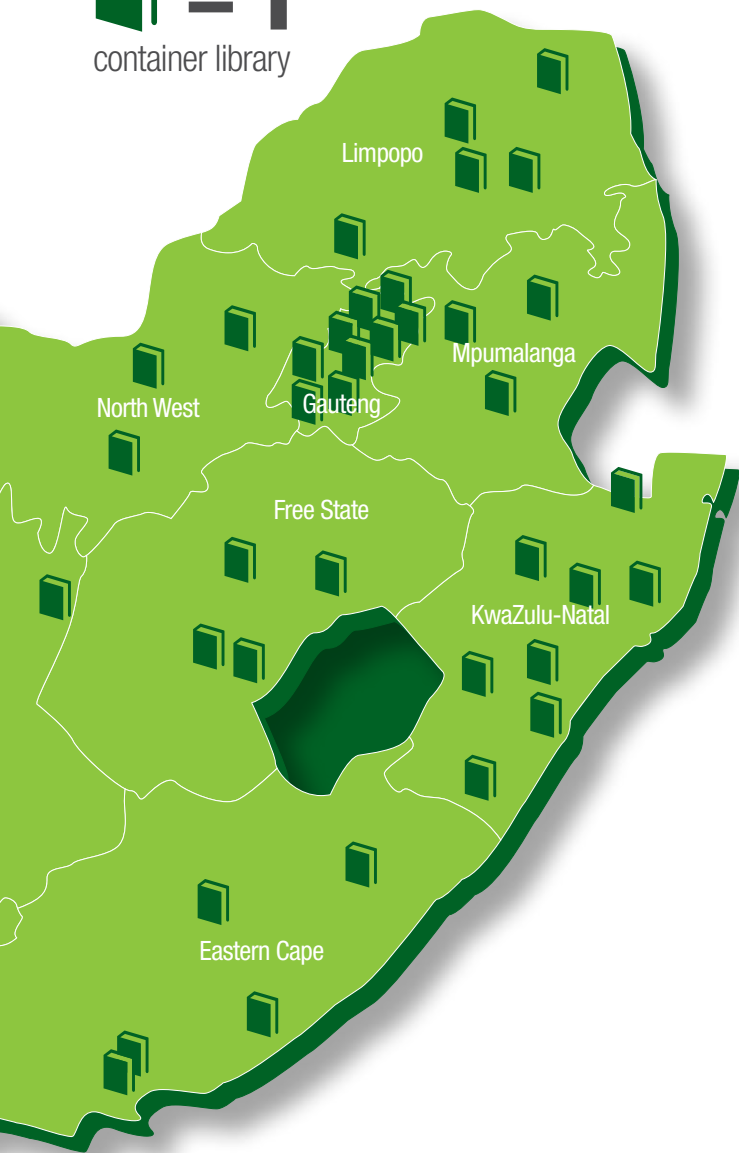
The project has since been a runaway success and at the 50th container library reveal **AVBOB** CEO, Mr Frik Rademan pledged an additional 10 container libraries that will be donated to deserving schools.

The libraries are constructed from shipping containers and are refurbished and designed to be comfortable reading spaces for children, each stocked with 3 000 books and educational games.

As the Foundation reflects on the past 6 years, we are immensely proud of the impact we have made in our plight to assist the Department of Basic Education in the promotion of literacy.



 = 1
container library



46 416

Learner beneficiaries in all 9 provinces



1 341

Educator beneficiaries in all 9 provinces



125 000

Total number of books donated in all 9 provinces

SCHOOLS INFRASTRUCTURE PROJECT

PROJECT SCOPE

80 
newly-built classrooms

102 
newly-built
ablution facilities

2 355
meters of fencing

51 
renovated classrooms

77 
renovated
ablution facilities



AVBOB's contribution to the infrastructure project:

R135 million

 Joe Solomon Primary School

 Thabakhubedu Primary School

 Mphe Batho Primary School

 Cranburn Primary School

 Faresani Primary School

 Franciscus Primary School

 Perivale Primary School

 Sancto Primary School



SANITATION APPROPRIATE FOR EDUCATION INITIATIVE (SAFE)

AVBOB CSI

PROJECT SCOPE

2 236

student beneficiaries

69

educator beneficiaries

6

schools benefitted



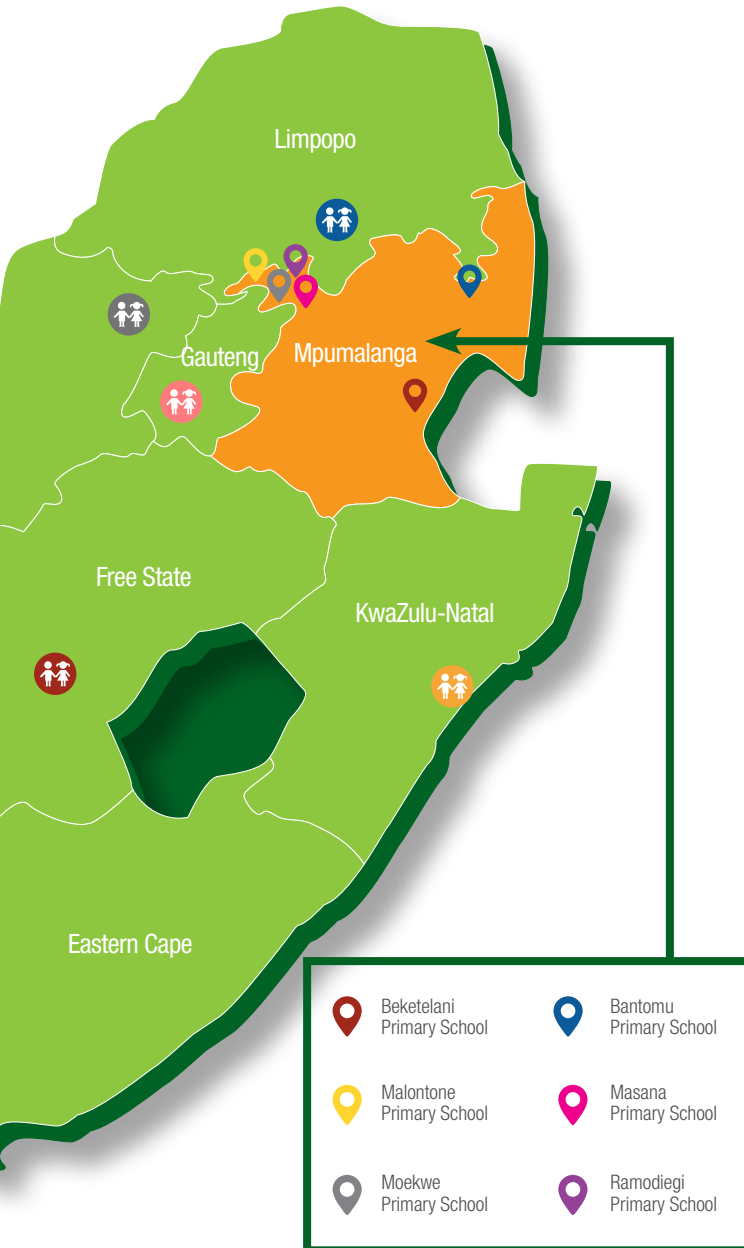
105

toilets constructed



R15 million

invested in the project



NATIONAL SPELLING BEE



Conducted in

ENGLISH

Competition is intended
for learners Grades

4 to 6

4 ↓ ^A/_Z

Number of years
supporting the project



108

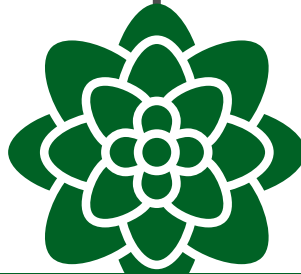
Number of beneficiaries

AVBOB promotes the competition at our container library beneficiary schools by donating a resource pack to the schools to assist educators with conducting spelling bees at a school level, and we are also the main sponsor of the **Department of Basic Education's** National Spelling Bee.



2017

WINNING WORD



CHRYSANTHEMUM



TOTAL SPEND

R485 500

NATIONAL TEACHING AWARDS

AVBOB CSI

12 x 
donated as prizes

 TOTAL SPEND
R1 617 000

4 

Number of years
supporting the project

40

Number of beneficiaries

NATIONAL SENIOR CERTIFICATE

39

beneficiaries 

3

sign language beneficiaries 

 TOTAL SPEND
R222 500



The Foundation awards

TOP 3
matriculants

5 

Number of years
supporting the project

EMPLOYMENT SOLUTIONS FOR PEOPLE WITH DISABILITIES



Out-of-use banners get donated and made into

bags

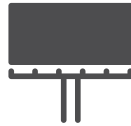
Employment Solutions for People with Disabilities is a unique non-profit organisation (NPO) that facilitates employment opportunities for persons with a variety of disabilities. Their vision is to empower every person with a disability according to their unique capabilities through integrated and meaningful employment.

At the **AVBOB** Foundation, we have made it our mission to give **AVBOB** advertising banners that are out of use a new lease on life by donating them to the NPO.

The banners get recycled and manufactured into bags which are then purchased back and used as unique promotional items.



The bags are purchased & used as promotional items



Billboard



Billboard gets removed and recycled

LIFE-CYCLE OF AN AVBOB BILLBOARD



Material is then made into bags



Material is donated to Employment Solutions



TROLLEY LIBRARIES

AVBOB CSI

Due to the large number of requests from smaller underprivileged schools that do not meet the minimum requirements to qualify as beneficiaries for the container library project, the Foundation was inspired to produce trolley libraries – mobile, wooden bookshelves that are manufactured at **AVBOB** Industries.



THE TROLLEY LIBRARY PROJECT

was created for smaller, underprivileged schools

32 
trolley libraries donated

CENTURION COUNCIL FOR THE AGED

The Centurion Council for the Aged (CCA) is a registered welfare organisation situated in Pretoria, and has been in existence since 1989. The NGO renders services to older persons and other vulnerable people (HIV/AIDS-affected) to enable them to live in a dignified way in the community.

AVBOB supported the project by funding the improvement and restoration of the buildings, maintenance, training of councillors and expansion of their vegetable project.

CCA has been in existence since

1989

7 

Number of years involved in the project

82 

The age of the oldest patron in the CCA

60 

Number of people involved in **sewing** and **gardening** activities

35+ 

grandmothers initiated a sewing project to raise funds

THE AVBOB POETRY PROJECT



The poetry competition launched on 1 August

2017

The poetry competition takes place in all

11



official languages



2-year old

boy's funeral was the inspiration for the project

On 1 August 2017, a remarkable and unorthodox event took place in the social media space: the launch of a poetry competition in all 11 official languages to serve South Africans as a source of comfort and catharsis.

The inspiration for the AVBOB Poetry Project took form at the funeral of a two-year-old boy who had died from a common childhood cancer. At his funeral, so great was his grandfather's sense of loss, that he could barely speak.

POEMS SUBMITTED



20 774

POEMS PUBLISHED ONLINE



3 108

YOUNGEST POET TO ENTER

10

YOUNGEST POET PUBLISHED



16

ELDEST POET TO ENTER

97

ELDEST POET PUBLISHED



84

WINTER WARMER AND NELSON MANDELA DAY

AVBOB CSI

The aim of these campaigns is to offer a donation in the form of time or financial assistance for the beneficiaries involved. Every year, the AVBOB Foundation invites submissions of deserving beneficiaries and/or projects from each of our seven provincial offices around the country for their annual Winter Warmer and Nelson Mandela campaigns.



**TOTAL SPEND
2013-2018**

7 PROVINCIAL OFFICES

+

HEAD OFFICE

MANDELA DAY
R1 089 126

WINTER WARMER
R1 213 473



WHAT IS THE MEANING OF THE
67 MINUTES 
ON MANDELA DAY?

MADIBA SPENT
67 YEARS
IN PUBLIC SERVICE.


HIS BIRTHDAY =




PEOPLE CELEBRATE THE IDEA THAT
EACH PERSON HAS THE POWER TO
CHANGE THE WORLD.

AVBOB MZANSI YOUTH CHOIR

AVBOB became the official sponsor in 
2013

The choir consists of **45** 
choristers from Soweto representing more than **21 secondary schools**


78%
of choristers are cared for by single parents, guardians or siblings


235
Beneficiaries to date

In 2013, **AVBOB** became the principal sponsor of the Mzansi Youth Choir with the aim of providing talented, previously disadvantaged teenagers and young adults (13-24 years) the opportunity to proficiently perform locally and abroad.

The number of choristers MYC started with in 2013, and every year after that:

2013/14 – **30** 2016/17 – **60**
2014/15 – **60** 2017/18 – **55**
2015/16 – **65**



PERFORMANCES WITH LEGENDS (NATIONALLY AND INTERNATIONALLY)

Josh Groban
Celtic Women



Hugh Masekela
Sipho "Hotstix" Mabuse

...AND MANY MORE



AVBOB'S ENABLED MYC TO PAY FOR VISAS TO ACCEPT INTERNATIONAL INVITATIONS

INTERNATIONAL TOURS



2014 Turkey: Istanbul
2014 UK: Scotland/London Guild Hall
2016 Russia: Moscow/St Petersburg
2017 UK: London and Royal Albert Hall
2018 Canada: Toronto and Stratford

DIEPSLOOT KASI HIVE VEGETABLE GARDEN PROJECT

AVBOB CSI

Towards the end of 2015, AVBOB took the Diepsloot Kasi Hive, a cooperative in Diepsloot, under its wing when it decided to sponsor the young entrepreneurs.

The DKH members were awarded an opportunity to undergo an accredited training programme. The AVBOB Foundation managed to secure a vegetable tunnel at St. Mungo's United Church in Diepsloot, to be used as a training hub with the aim of developing a commercially viable business that will be sustainable in the long run.



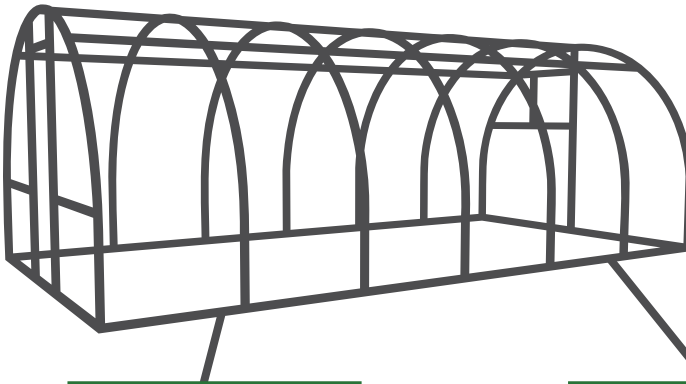
2015

Project commenced

5



Social entrepreneurs qualified with a National Certificate in Plant Production (NQF1)



TOOLS REQUIRED



44

Plant markers



4

Picks



8

Rakes



4

Wheelbarrows



4

Spades

VEGETABLES PLANTED



Cabbage



Kale



Lettuce

20 000



Swiss Chard



Beetroot



GET IN TOUCH AND HELP TOUCH LIVES

For more information on AVBOB,
the AVBOB Foundation and its initiatives, visit

www.avbob.co.za

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