

More Madiba Day magic

To mark this [Nelson Mandela Day](#), tomorrow, 18 July, the Spur group is setting aside R670 000 to establish The Spur Foundation that will in future manage its public outreach projects.



Pierre van Tonder

Funds will go to a range of mainly child-focused charities the group is already involved in, enhancing its support for initiatives such as feeding schemes, while also providing financial aid and basic amenities to impoverished communities and sports development projects across the country.

The donation and the amount being given have been inspired by the call of the organisers of the annual Mandela Day that falls on Madiba's birthday, to "Take Action; Inspire Change; Make Every Day a Mandela Day".

"Mandela Day asks all South Africans to be change-makers, devoting 67 minutes to improve the quality of lives of their fellow citizens," said CEO Pierre van Tonder. "The number 67 has an additional significance for our group that began with the first Spur Steak Ranch in 1967 and has since grown into a multi-national business with over 350 outlets comprising the original business and Panarottis Pizza Pasta; John Dory's Fish & Grill and DoRego's.

"A tribute to the former president"

"The Foundation is a tribute to former president Mandela and is intended to reach an even wider range of South Africans, addressing their primary need, which is food. A hungry nation cannot learn and education is the bedrock of this country's future."

He said the initial donation would be augmented by the group's involvement in ongoing upliftment initiatives such as annual fundraising events and staff-run projects, as well as a programme to collect loose change donated by patrons.

He confirmed that the beneficiaries would include:

- FoodBankSA that distributes 1,5 million meals to South Africans every week;
- Reach for a Dream that fulfils the dreams of children with life-threatening diseases;
- Teddy Bear Clinic that provides support to sexually abused children;
- Joint Aid Management (JAM) that feeds 500 000 children across Africa every day;
- Creating Change that uses gardening to teach children about eco-awareness and sustainability;
- Sisanda FunDaytion that provides recreational opportunities for underprivileged children in the Western Cape

Van Tonder is encouraging people to follow the Foundation through its social media campaign, which elaborates on each of the beneficiaries and gives suggestions as to how individuals can make a difference and contributions of their own, by going to the [Facebook page](#) and by following [@spur_cares](#) on Twitter.

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