

## Bata shoes future leaders

"The power of education extends beyond the development of skills we need for economic success. It can contribute to nation-building and reconciliation." Nelson Mandela

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Bata recognises the significant difference a new pair of school shoes can make in the life of a child.

On Mandela Day 2019, Toughees, the shoe brand that has taken three generations of South Africans to school committed provide 4,700 pairs of shoe schools across the country. The deserving recipients travelled home with their feet snug and safe in a new pair of school shoes; dignity restored; souls overflowing with confidence and minds dreaming of future aspirations.

Not only does a new pair of well-fitting school chairs give a child a sense of pride, but it also instills hope in someone from impoverished community. It shows that someone cares enough to assist them in realising their potential and giving them th direction to kick start their dreams. This aligns perfectly with Bata's vision of achieving positive change.

Since being founded in 1894, 125 years ago, Bata has been dedicated to improving the wellbeing of the countries and communities in which they operate. In 2010 the Bata Children's Programme (BCP) was established to focus all their initiatives under one umbrella: global concerns, approached with local activities.

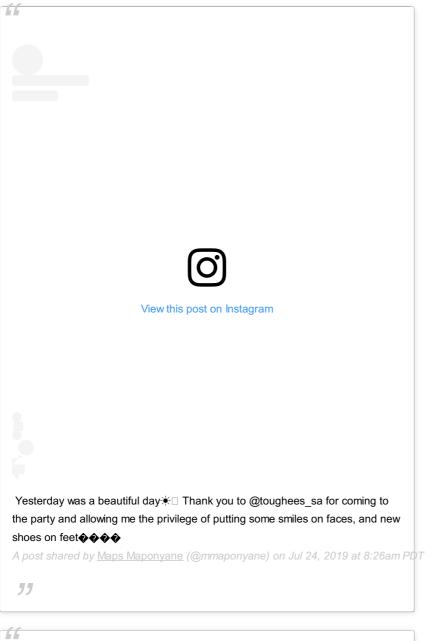
Education is one of the key development areas that the Bata Children's Programme (BCP) seeks to make a difference in. legacy that saw 10,000 pairs of Toughees school shoes being received in 2018 and since 2010, 25,000 pairs have been donated. BCP strives to improve access to basic education and school shoe donations are one of the means that the BCF sees as making an impact, assisting families to meet their children's uniform requirements, protecting children's feet and fostering hope for the future.

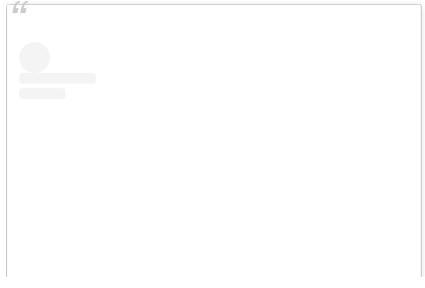
"Bata has a corporate culture of service with the aim of making positive contributions to communities by inspiring them an fostering forward-thinking. The Bata Children's Programme seeks to make a direct Impact on the lives of children in need. We believe children should have opportunities to realise their dreams. Our donation of Toughees school shoes is a promis of a brighter future – giving children back their dignity to achieve all they dream they can be." says Swastika Juggernath,

Bata Marketing Manager.

Education is the foundation on which development is established. Education is known to reduce poverty, promote health, lower maternal deaths, counter diseases like HIV and AIDS, foster gender equality and battle sexual and gender-based violence.

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Wonderful smiles from wonderful people □ ph: @khaya\_bhengu

A post shared by Siyasizana Foundation (@siyasizanafoundation) on Jul 22, 2019 at 11:26am PDT

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Today was a success and thanks to everyone that made it possible @batasouthafrica you guys are amazing , @siyabongaqhamukile family,May God bless you and @amazulu\_fc We appreciate the support....Hebeeeee

A post shared by siyambatha28 (@siyambatha) on Jul 23, 2019 at 8:12am PDT

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- "Toughees launches back-to-school campaign fronted by Makazole Mapimpi 27 Dec 2024
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