

Gogo Trust spreads love, employment

The Gogo Trust, which officially registered in January 2010, is now in its fourth year of operations. The trust continues on its mission to spread warmth and happiness by commissioning senior women ('gogos') in townships to knit woolly beanies for corporates and charities in South Africa.



Greenpeace volunteer

The initiative has a two-fold implementation structure. Firstly, the trust commissions its gogos to knit beanies from corporate orders received from a range of small to large organisations. These organisations absorb the Gogo initiative into their corporate social investment (CSI) projects, encouraging entrepreneurship whilst adding the finished product - beanies knitted in their corporate colours - to established CSI projects. Secondly, the trust ensures that as many organisations and charities as possible benefit from the 'love of a hand-knitted beanie' by careful selection and implementation of hand-outs of beanies already in stock.

Each beanie is an individual, regardless of colour or design. As a hand-knitted item, no two are ever the same, because of the amount of love and care that it takes to knit.

Past clients include: M-Net World Cup Campaign, Coca-Cola - Vitaminwater, Vicks, Nedbank - Green Hands, Meropa Communications, Quantas Airways, Coca-Cola - France, Brand South Africa, The Beardly Bunch, Neotel.

Highlights:

- Since 2009, R2.6 million invested back into the communities via the gogos direct payment;
- Five tons of locally made wool have been used in the past two years;
- Over 20,000 children have received Gogo Trust beanies;
- The Gogo Magic campaign is recognised as a 2010 World Cup Legacy Project (Sony Corp, Primedia).

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