

Social change starts with care

Leading up to International Nelson Mandela Day, approximately 400 employees took part in Chevron South Africa's Month of Caring. This year the petroleum industry player will be supporting Stop Hunger Now; Friends of Child Protection and Ladies Christian Home in events throughout July.



Corporate social investment in South Africa is becoming ever more strategically focused and it is critical that businesses align their corporate social investment spend with their core business objectives and imperatives.

Narrowing socio-economic gaps

"Chevron South Africa firmly believes that corporate social investment (CSI) plays a pivotal role in beginning to narrow the socio-economic gaps evident in our communities."

"CSI initiatives undertaken by corporates also present an opportunity for employees to get personally involved through active participation in volunteer programmes executed in the communities in which we operate," says Jill Koopman, policy, government and public affairs manager, Chevron South Africa.

"Each Wednesday in July, Chevron staff will participate in a range of activities, including packing and distributing meals for the disadvantaged and comfort packs for abused children, as well as spending time with the aged, as part of a robust employee volunteerism programme that cultivates a culture of social participation among staff members," says Koopman.

More than charitable acts

Koopman adds, "CSI is an essential avenue for corporates to channel resources together with government, in order to address socio-economic needs. However, it is important that CSI initiatives are more than just charitable acts, but rather based on real partnerships with beneficiaries, NGOs and government in order to achieve sustained change and transformation in the communities in which we operate."

"Chevron South Africa's community and government-aligned CSI strategy focuses on health, economic development and education, particularly in the fields of maths and science," she concludes.

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