

Phumlani Dube and the Gift of the Givers join forces

Radio personality, social entrepreneur and Umlazi website founder, Phumlani Dube has teamed up with African disaster relief organisation, the Gift of the Givers Foundation to donate approximately R500,000 worth of humanitarian aid to the community of Umlazi in KwaZulu-Nata South Africa.



Dube and the Gift of the Givers Foundation chairman and founder Dr Imtiaz Sooliman plan to present the items to members of the community in Umlazi on 18 July 2009 to mark Mandela Day. In attendance will be eThekweni mayor, Obedi Mlaba who will also deliver a speech as well as celebrities and TV personalities.

The items to be delivered include food parcels, about 2,000 blankets, new shoes and clothing for at least 2,000 people, NIX MAPHA t-shirts, woollen scarves and hats. This aid is intended for orphans, disestablished young people as well as poor and disadvantaged individuals. The beneficiaries have been identified through the assistance of local ward councillors in this township of around three million people..

“I'm committed to combating poverty, social exclusion and injustice in society. This is a community that I know. It's the people that I grew up with that have always supported me. Now it's my turn to support them. I urge all South Africans to do something to help those that cannot help themselves this Mandela Day,” says Dube.

He went on to say that as a socially committed personality he feels that he has a responsibility to do what he can to help where help is needed. Dube has also called on South Africans and the international community to support The Gift of The Givers Foundation.

“The Gift of The Givers makes a real difference for the poor and underprivileged worldwide. I appeal to business and others who are in the business of building a better South Africa - especially in the Black community - to come to the party and provide financial support to The Gift of The Givers. Dr Sooliman and his team stimulate social change and strive to implement lasting and sustainable development projects, making a difference for the local communities with which we work and are involved.”

Says Dr Sooliman: “This is not simply a matter of charity but a new movement to help poor and disadvantaged individuals and communities worldwide develop more prosperous and sustainable lives. We are in the business of building a better world and all of our programmes are impelled by the belief that smart investments can spur significant social change. Each one of us has a responsibility to assist the poor and the underprivileged to escape the cycles of poverty.”

Dr Sooliman says he is very excited about the Gift of The Givers Foundation's association with Dube.

“Phumlani and I have a lot in common in that we have always wanted to be of some help to the people around us. Together we strive to promote social and economic development while cultivating educated and compassionate global citizens,” he says.

“This initiative is based on our common belief that small change can lead to big benefits for all,” Dube concludes. “As the saying goes: If you think something small can't make a difference, try sleeping with a mosquito in the room.”

For more information go to www.umlazi.co.za or www.giftofthegivers.org.

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