

Kraft Foods donation to aid famine victims

In response to calls for continued humanitarian assistance to ease the plight of millions in the drought-ravaged Horn of Africa, Kraft Foods is donating US\$100 000 (Ksh10 million) to the Kenya Red Cross and Somali Red Crescent, which are coordinating relief efforts in the region.



Kraft Foods' general manager for Central East Africa, Tim Fry, hands over a cheque of US\$100 000 (Ksh.10 million) to Abbas Gullet, secretary general Kenya Red Cross. Looking on are Marion Mwangi, country director Cadbury Kenya (left) and Pat Senne Kraft Foods' corporate affairs and communications director Sub Saharan Africa (right).

The donation was made possible through funding from the Kraft Foods Foundation, as well as from employee donations at the company's African operations, comprising Southern Africa, Central East Africa and West Africa.

In presenting the cheque, Tim Fry, Kraft Foods general manager for Central East Africa, said, "We have been touched by the plight of so many people who have little or no access to basic foodstuffs, and who are surviving from day to day on handouts. As a global food company, with operations so close to the crisis, we identify closely with the people of East Africa and felt compelled to do something tangible to ease the suffering of those affected by one of the worst famines in living memory."

Fry said that Kraft Foods was very pleased to partner with aid organisations of the calibre of the Kenya Red Cross and Somali Red Crescent, which have been at the forefront of relief efforts in the region. Both have been instrumental in ensuring emergency food and medical supplies are distributed to those most in need.

Somali Red Crescent Society President Dr Ahmed Mohamed Hassan said the humanitarian challenges in Somalia required humanitarian assistance in the areas of health, water and sanitation as well as tracing and control of disease outbreaks. "We have witnessed a shrinking of the humanitarian space in southern regions of Somalia, posing a major challenge to the Somali Red Crescent and other humanitarian actors in the country," said Hassan.

Added Abbas Gullet, secretary general Kenya Red Cross Society: "The task of providing assistance to the hundreds of thousands in affected areas is enormous. Aid organisations rely largely on the generosity of donors to assist us in our efforts and we greatly appreciate Kraft Foods' contribution to the Horn of Africa cause."

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