

New charity card offers sustainable income stream

A solution for charities to overcome the fact that they find it difficult to plan and commit to long term projects without a secure, ongoing income stream will be alleviated with the new Good Card, a Visa cash back card with a monthly subscription fee of R289, where R45 is donated to a charity on behalf of the user.

Conceived by ten of South Africa's leading charities as a social entrepreneurship initiative in association with their management company to fulfil the need of an ongoing sustainable income for charity, the card offers users cash back-, discount- and lifestyle rewards as well as a business opportunity. When subscribing, users nominate a charity of their choice to benefit and receive income from this initiative.

Archbishop Emeritus Desmond Tutu says, "Corporate social investment has shrunk considerably, forcing many charities to close their doors. I encourage the implementation of social entrepreneurship initiatives to generate a sustainable income for South African charities. It is my firm belief that a partnership between the NGO and business sectors is the only solution to avoid a catastrophic future for South Africa's charities."

For more information, go to www.goodcard.co.za or social media sites thegoodcard.wordpress.com, www.facebook.com/thefeelgoodcard or twitter.com/#!/TheGoodCardSA

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