

No make-up selfie pics could be a social revolution in the making

 By [Norma Young](#)

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If it weren't for the fact that I very rarely wear make-up, I might have been enticed to also post a no make-up selfie and donate money towards fighting cancer.

While the debate about the idea behind this campaign was justified, a lesser analysed aspect was just how willingly women worldwide participated. Sure, there was a fun and perhaps for some, a risky part of exposing their flaws and all, but I think the greater motivation was the cause.

Call me an optimist or naïve, but I really believe that we all want to see positive change in the world. And no matter the legitimate feminist concern, this initiative garnered much needed awareness and funds for a disease that affects so many of our lives. It got many of us to take notice and take action.

We shouldn't, but sometimes we do, need something unusual, extraordinary or controversial to draw us out of our navels. I speak from personal experience.

My involvement in Vodacom's Change the World programme

Early on in my working life, I started spending Saturdays on a youth mentorship programme. I wasn't qualified to teach biology or business studies, but I could be a willing ear and questioning mind as we discussed values, life skills and personal development. The time spent there was fulfilling and energising, but I still wanted to do more. It wasn't until I came across information about Vodacom's Change the World programme, that I realised I could take action.



Here was something unusual and certainly extraordinary that I could participate in: a 12-month placement at an NGO of my choice, where I would be paid a livable monthly salary and get a project fund to cover the cost of the sustainable initiatives I'd manage at the charity. I signed up and was fortunately accepted for a year-long tenure at an education NGO.

A few weeks away from the end of what has been an education honouring season, I've become aware of challenges in the education sector and have been able to take action to address some of those pertinent to the community I've been working in. I've taken note and taken action, and that's what we all can do. Now that I'll be returning to the working world full-time, I won't abandon my desire to be a part of positive social change.

Here, ways we can all take action:

- **Offer goods:** Charities rely on donations for everything from overheads to admin resources to running costs. Ease the burden on the fundraisers by giving things the organisation needs. This could range from food and groceries to equipment like mobile phones, printers and chairs.
- **Share what you can:** Often, NGO workers have an impassioned need to solve a social problem and not enough business resources to act on their passion. Whether it's offering the services of your IT department or running a workshop on basic accounting, you can bridge the corporate gap for causes or charities close to your heart.
- **Give commitment:** Opportunities like Mandela Day are a chance for us to engage with causes but all too often our

contribution is fleeting. To bring more sustainable change, don't just pitch up to paint. There are many admin tasks like filling out Section 18A certificates or building a database of existing and potential funders you can take on. Knowing you'll show up regularly and your reliability will ease the load for full-time workers.

ABOUT NORMA YOUNG

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