

Ford workers worldwide undertake Global Week of Caring

Ford volunteers worldwide joined together for the seventh annual Ford Global Week of Caring, which ran from 8 to 16 September 2012, and tackled over 200 projects in 20 countries. FMCSA employees participated in more than eight volunteer initiatives in Pretoria and the Eastern Cape.



Thousands of Ford Motor Company employees from around the globe participated in the company's annual volunteer programme Ford Global Week of Caring. More than 350 employees from Ford Motor Company of Southern Africa (FMCSA) participated in the initiative, spending more than 2280 hours in total. The Automotive Industry Development Centre assisted FMCSA to clean up and plant trees in the surrounding areas of the Silverton Assembly Plant as well as the Incubation Centre.

Volunteers from both the Silverton Assembly Plant in Pretoria and the Struandale Engine Plant in Port Elizabeth ventured into their communities, where they planted gardens, provided maintenance assistance and donated food parcels, clothing and other required items.

This is the seventh annual instalment of the worldwide event, which is aimed at building Ford employee participation, involvement and support of the communities in which they live and work.

Participation and involvement grown considerably

"The Global Week of Caring is a Ford initiative that allows staff to get involved with the community and make a difference," said Jeff Nemeth, FMCSA president and CEO of FMCSA. "Our employees have truly embraced the programme and, over the years, we have seen participation and involvement grow considerably."

Each department within FMCSA participated with a charity initiative of its choice. The Le Amogetswe Safe Home, Little Strivers Play School, Sinoville Crises Centre, Chrysalis Preschool, Circle of Life, Viva Foundation and the Wetnose Animal Rescue Centre were among the charities employees visited.

Ford employees in the Eastern Cape visited Funduzufe Educare centre, Laphumilanga Orphanage, Luvuyo Special school and others.

Ongoing initiatives

The week culminated in a clean-up campaign outside the Ford Assembly Plant on Simon Vermooten Road in Pretoria, which had Ford employees throughout the company getting involved with the maintenance and preservation of the environment surrounding the assembly plant area, including the planting of trees within the premises.

"We enjoyed a fantastic week getting involved with and helping local communities; however, we feel it is important our involvement doesn't end with the culmination of the week's activities. Ford's corporate social responsibility initiatives are ongoing and we hope that our employees will take inspiration from the initiative and be inspired to get involved in their own communities," concluded Nemeth.

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