

Added incentive to annual 'Devoted to Caring' campaign

For the last 16 years, 10c from each Elizabeth Anne's product sold from June to September has been donated to the Avril Elizabeth Home; a regular donation that has become a support mechanism on which the facility has come to rely in its bid to provide a high level of care 24 hours a day for those who are unable to care for themselves. However, while the rising cost of living continues to impact on the lives of ordinary South Africans, such non-profit organisations have been struggling to cover operating costs and are finding it increasingly difficult to make ends meet.

"If ordinary people are having a rough time at the moment with interest rate hikes and inflationary pressures, imagine then how much more difficult it is for care facilities like the Avril Elizabeth Home that depend on the support of sponsors, donors and the person in the street to be able to provide for those that depend on them for love and care," says Wendy Harker of Elizabeth Anne's, whose annual 'Devoted to Caring' promotion offers a convenient way for consumers to support the home. Last year, Elizabeth Anne's donated over half a million Rand to the home - and aim to donate even more this year.

The extra incentive

In recognition of the selflessness of consumers in supporting the Avril Elizabeth Home promotion over the years, Elizabeth Anne's has introduced extra incentives during the promotion period. Five lucky consumers stand a chance to win baby vouchers each worth R10,000 as well as other prizes through in-store promotions.

"It's our way of saying thanks to those mothers who show how much they care," says Harker.

Sylvia Haywood, CEO of the Avril Elizabeth Home, says it's the reliability and continuity of the funds raised through the 'Devoted to Caring' promotion that has made all the difference to the residents and staff of the Avril Elizabeth Home, a residential and day-care facility for over 160 physically and intellectually disabled adults and children.

"Rather than a distant relationship, there's always been an on-going and close link between Elizabeth Anne's and the Avril Elizabeth Home," she says. "Instead of just handing over a cheque, Elizabeth Anne's has become part and parcel of the Home's activities, especially during our Buddy Day, a festival of fun where they interact with the staff and residents who are so dependant on this generosity for their future."

Formed 38 years ago, the Avril Elizabeth Home is a non-profit organisation dedicated to providing support and services to both children and adults of all races who are intellectually and in some cases, physically challenged. The home provides essential services to the people it takes care of, and works to increase awareness and encourage acceptance by the broader community of those with an intellectual disability.

For more, visit: <https://www.bizcommunity.com>