

SA gives back via MySchool, MyVillage, MyPlanet fundraising programme

Over the last year, the MySchool, MyVillage, MyPlanet fundraising programme has raised more than R29 million for charities, schools and environmental organisations across South Africa. This is a 38% increase over the previous year and is thanks to the continued support of the programme's more than half a million active supporters.

By swiping their MySchool, MyPlanet or MyVillage cards at participating retailers such as Engen Quickshops, Waltons, Toys R Us, Woolworths or kalahari.com, among others, they were able to donate a percentage of their purchase cost to the beneficiary of their choice, without it costing them anything.

The programme is now supported by almost 2 000 retail outlets and is still growing, with a vision of being able to raise R1 million a week within the next three years. Animal welfare charities received the greatest influx of new supporters in the past year and are currently the fastest growing beneficiary group, with 67 new MyPlanet beneficiaries added in the past year.

Individuals have a responsibility

"Globally, individuals are opposing mindless consumerism and long to be associated with organisations that care for those less fortunate than themselves," says Pieter Twine, MySchool general manager. "In South Africa people often do not have the time and resources to become personally involved, but by using the MySchool MyVillage MyPlanet fundraising programme's card, consumers can leverage millions of rands for needy recipients without incurring any costs."

"South Africans recognise that it's not just up to the private sector to develop the country, but that they as individuals have a responsibility to help uplift society, especially their own communities. The MySchool programme provides an ideal way to help meet this responsibility as well as to build long lasting, meaningful relationships with their beneficiaries," continues Twine.

The significant increase in funds raised from across the country indicates that more and more South Africans understand the benefits of the MySchool, MyVillage and MyPlanet fundraising programme: it is convenient and trustworthy since there is no cost to the cardholder and the cardholder can choose whom to support.