

6 NPOs receive R250k donation from Naked Insurance

Naked Insurance recently donated roughly R250,000 in cash to six South African non-profit organisations (NPOs) under the Naked Difference, a programme that shares money left in the company's claims pool at the end of each year with social causes chosen by customers. The payment is the first one by the initiative.



Sumarie Greybe, co-founder of Naked Insurance

"These are early days for the Naked Difference, but as our business grows, we expect to be able to pay more and more to causes and communities in the years when claims are lower than expected. We are excited about the opportunity to grow our contribution to communities in the years to come," says Sumarie Greybe, co-founder of Naked Insurance.

Adri Marais, CEO of Christel House South Africa, says: "We are proud of our partnership with Naked. We will use the funds from the Naked Difference programme to purchase essential Covid-related hygiene supplies and personal protective equipment to safeguard our 731 students."

Carla Wessels, partnerships and communications manager at Greenpop, says: "With every R120 contribution, we can plant a tree in one of our forest restoration projects across Sub-Saharan Africa."



Greenpop/Image by Juliette Bissett

The six NPOs that received donations are:

- Christel House, a non-profit school in Cape Town that works to transform the lives of children living in poverty;
- Cotlands, a non-profit early childhood development organisation;
- Door of Hope, a charity that cares for abandoned babies;
- Greenpop, a registered NPO which works to restore ecosystems and empower environmental stewards;
- Living Legends, which implements sport and life skills programmes for impoverished youth; and

- Oscars Arc, which runs the Woof Project, a pop-up adoption initiative for shelter dogs.

“Naked earns its money through a flat fee; when there’s money left in the claims pot, it is paid to causes that make a real difference in the world,” says Greybe.



Door of Hope

How the NPOs will use the funding:

- Christel House will use the cash donation to buy face masks, face shields, cleaning products, equipment to sanitise classrooms and buses, and equipment for screening and sanitising students and staff before they enter school buses and the campus.
- Cotlands will use the funds to buy resources and supplies for its early learning playgroups and toy libraries in under-resourced communities.
- Door of Hope will use the payment to provide for the continued quality of general care and wellbeing of 68 babies in its supervision, including essential purchases like food, milk, medicines, toiletries, and play therapy.
- At Greenpop, the donation has funded the planting of 158 trees in Hogsback State Forest, Eastern Cape, as part of the Forests for Life: Wild Bird Trust project.
- Living Legends will put the payment to work in its curriculum-based physical education and life skill programmes in primary schools.
- Oscars Arc will buy food and bedding for shelter dogs.

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