

IAB SA Good Works

IAB SOUTH AFRICA GOOD WORKS #MandelaDay

In this time of uncertainty, we applaud our member organisations for helping South Africans get the latest news, online food deliveries, entertainment, access to digital conference calls, and many essential services.

Good Work is worth sharing and we would like to share the good work our IAB Members are doing, as the situation with the coronavirus pandemic quickly evolves and the world adapts to a new way of doing business while staying safe.

Is your leadership team offering connectivity, content, and services to consumers for free or at a reduced cost or helping in any small way in this uncertain time? If you are an IAB member and would like your organisation's response to COVID-19 to be featured, contact goodwork@iabsa.net

We are grateful to all our members!

The following IAB SA members shared the good works they did in celebration of Mandela Day, 18th July.



Publicis Machine

The spirit of giving on Mandela Day:

While current circumstances have put a halt to us getting outside and donating our time to a good cause on Mandela Day this year, we were still very much committed to the spirit of giving. Innovation and adaptability are key themes in everything that we do at Machine_, as is teamwork. So this year we launched the **Machine_67** Art Project. We called on our very talented pool of employees and colleagues to

submit their works of art that celebrate the spirit of Madiba and commemorate the life of a legend, all for a good cause.

The brief to our team was a simple one:

spend 67 minutes creating a piece of art inspired by Nelson Mandela and everything he embodied – peace, forgiveness, positivity, kindness, hope, humility and patience. And the response was phenomenal!

We posted the Madiba-inspired artwork on Machine_'s Instagram channel on Mandela Day, Saturday 18 July. And in partnership with Between10and5, a live auction was hosted on their Instagram channel on Monday 20 July. [Click here](#) to view the artwork on Machine_ Instagram account

People had the opportunity to bid on each piece submitted by our super-skilled **Machine_67** artists, which included everything from illustrations, photography and embroidered artwork to framed poetry, paintings and more. Through the live Instagram art auction, we raised R13 500.00. All proceeds will go to the kids and teachers at Cypress Primary, a school that Machine_ has been supporting since 2015.

Safe to say **Machine_67** art project was a huge success, and it may well become an annual initiative for us.

Rogerwilco

Rogerwilco has partnered once again with the Umthombo Youth Development Foundation (UYDF). The agency has committed services to the value of R600,000 for the next 12-months as part of its CSI initiative. UYDF is a non-profit organisation that identifies, invests in and supports rural youth who have the potential, and interest in becoming qualified healthcare providers.







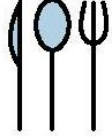

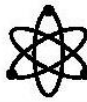




NPO Addresses Healthcare Staff Shortages in Rural Hospitals

While there has always been an imbalance of professional healthcare workers and services between urban and rural communities, the COVID-19 pandemic has intensified this problem. Dr Lungile Hobe-Nxumalo, the Chair of the Rural Doctors Association of Southern Africa, explained in a recent article that, while rural communities form 42% of the public health system in South Africa, only 15% of the doctors and 20% of nurses are based in rural areas. She added that the shortage of human resources is a challenge that will leave rural populations being hardest hit by the pandemic.

This skills shortage is the reason the Umthombo Youth Development Foundation (UYDF) exists. The non-profit organisation identifies, invests in and supports rural youth who have the potential, and interest in becoming qualified healthcare providers. Partnering with 15 rural hospitals in KwaZulu-Natal and the Eastern Cape, the UYDF consigns its graduates to work at their local rural hospital for the same number of years they were supported for. Some of the health science disciplines on offer include doctors, emergency medical rescue services, biomedical technologists, nurses, radiographers and more.

Through financial and mentoring support, the UYDF has yielded 434 graduates over the past twenty years. 98% of these graduates have returned to work in their rural communities on completion of studies, and the majority continue to work there. Just last year, the organisation supported 219 students. The average pass rate of supported students is over 90% compared to a national average for health sciences of 50%.

TOTAL GRADUATES 434	 155 Doctors	 6 DENTISTS	twelve OCCUPATIONAL THERAPISTS	7  PSYCHOLOGISTS	14 SOCIAL WORKERS
	 42 NURSES	one CLINICAL ASSOCIATE	32 PHYSIOTHERAPISTS	FIFTEEN	
	4  SPEECH THERAPISTS	1 ENVIRONMENTAL HEALTH	1 ORTHOTICS & PROSTHETICS	 OPTOMETRISTS	
	 14 DIETITIANS	 53 PHARMACISTS	 BIOMEDICAL TECHNOLOGISTS 15	36  RADIOGRAPHERS	14  AUDIOLOGISTS

Naturally, partners and donors are critical in helping the UYDF achieve its objectives. The Department of Health, the Department of Education, plus support from the districts and communities, as well as funding organisations and individual donors, ensure that the programme is sustainable and continues to provide life-changing opportunities to rural youth, while transforming the face of rural health.

UYDF director, Dr Gavin MacGregor, expressed that while “it is costly to run the organisation, a clear vision, concrete plans and amazing partners have helped us make a difference to so many living in rural communities.”

MacGregor continued, “To extend our programme to support more students in 2021, we need to raise an additional R6m in annual funding commitments before the end of this year. One area UYDF has historically struggled with is to put its amazing story in front of major donors, so we are delighted to announce a major pledge in this regard.”

Rogerwilco, the digitally-led marketing agency which provided UYDF with a digital makeover in 2019, has committed services to the value of R600,000 for the next 12-months as part of its CSI initiative.

Rogerwilco CEO, Charlie Stewart, explained, “It costs around R730,000 to educate and support one student, and so we’re partnering to help the UYDF tell its story to assist in its fundraising efforts. Our approach to helping them achieve this will be to adopt a precision targeted digital marketing programme that aims to put the message before key decision makers incorporates, foundations and trusts and in front of high net worth individuals.”

Stewart continued, “It’s so important for us to be able to play a part in stimulating local youth development and ultimately help the UYDF build hope and prosperity within rural communities. While this coincides with Mandela Day, our involvement goes beyond a single day or even 67-minutes. We’re proud to contribute to one of the most sustainable solutions for the long-term supply of professional healthcare workers, which is already severely overburdened.”

While not a Mandela Day initiative, FNB have launched a campaign in the same spirit of Good Works.



FNB’s new brand campaign inspires South Africans to Help and have Hope

“When we all help, we have hope”

FNB has launched its new brand campaign calling on all South Africans to rally behind local businesses to help rebuild the economy.

FNB Chief Marketing Officer, Faye Mfikwe says, “Our brand campaign aims to encourage South Africans to stand behind our small businesses as they are the lifeline of every community and the backbone of our economy. They drive growth and create job opportunities. By supporting and buying proudly local, we are helping to rebuild and revive our economy”.

Centred around the message “When we all help, we have hope”, the brand campaign depicts the story of a paramedic who visits a local coffee shop to buy coffee for his colleagues ahead of their shift. While he is driving, he appreciates seeing how the lockdown restrictions have eased and local businesses opening, giving hope to reviving the economy.

“The message in our ad, manifests that help is not just a single act of kindness, but it is a choice that has an impact on others, which often we don’t realise. It demonstrates the positive ripple effect that comes when we all play our part and help others, however small or insignificant it may seem. These acts of help become imperative now as we rebuild our economy, one choice at a time. It is not an individual’s sole responsibility but a collective effort from all of us to unite and bring hope”, Mfikwe added.

According to the 2019 SEDA Report, the small business sector is considered the engine for economic growth in South Africa with an estimated 2.55 million small and medium enterprises (SMME’s). The 2020

McKinsey Insights, highlighted that SMME's contributed over 38% of the gross domestic product (GDP), providing approximately 60% of the total employment.

"Our ability to achieve sustainable economic growth is highly dependent on the success of our country's local enterprises, irrespective of size. Therefore, we urge all South Africans to play their part and reach out to their local businesses and support them. This in turn will help sustain employment, create more job opportunities and support more families", Mfikwe concludes.

The new campaign will launch nationwide across outdoor, television and digital on the 30th July 2020. You can view the campaign [here](#).

And a reminder of the good works amplified previously...



D6 Group | Media support schools and other community organisations with effective communication while enabling small business with a focussed advertising capability.

They have been providing more than **2500 schools** and other organisations with a **communication platform** to ensure the parents linked to these schools and organisations are always informed. We ensure that more than **1 million parents** and other community members (like your church, club, residential estate, etc) are kept up to date with what's going on in their respective school and organisation. The communication platform supports e-mail, sms, and d6 Connect app communication and the app has no cost for the parent or member.

Furthermore, given the number of parents and members active on the platform, local businesses also have the opportunity to advertise on the platform to reach the selected members or parents and a portion of the advertising spend is shared back to the school or organisation. This is done through our d6 rewards program.

Up to date, **we have shared back more than R800 000 to local schools and organisations through our d6 rewards advertising revenue share.**

During COVID-19 lockdown, we would like to support all communities to enable them to communicate effectively but also support local business through the following:

1. Provide our d6 communication platform for free to any school or other organisation until 30 June 2020. This also includes initial setup and training.
2. Provide free weekly online training to all or clients in the communication platform.
3. Provide advertisers with up to a 30% discount on any campaign booked for 2020

Our d6 rewards program is automatically enabled for all clients. So, while schools and organisations have the ability to keep their members informed through our d6 Connect platform, Advertisers can ensure lower cost and targeted digital advertising while supporting the local school and organisation.

For more information on our communication platforms, please contact us on sales@d6.co.za or click [here](#) for a product brochure.

For further information on our advertising/media opportunities please contact: werner@d6.co.za

Please also refer to our [video release](#) for schools during the current lockdown challenge.



Google South Africa have compiled a number of free online tools to assist SMBs to grow their businesses and become digitally savvy during this time.

Here are just a few of them:

- **[Google My Business - GMB](#)**

Google My Business is a **free tool** to list your business and manage your online presence. Your free business profile helps you attract new customers, create a website and easily engage with your customers.

<https://events.withgoogle.com/gmb>

<https://www.google.com/business/>

Download GMB app.

- **[Digital Skills Training](#)**

Get new skills for a digital world and discover new tools to grow your business.

<https://learndigital.withgoogle.com/digitalskills>

- **[Academy for Ads](#)**

Grow your advertising skills using Google Ads to market your business online and get Google Ads Certified.

https://landing.google.com/academyforads/#?modal_active=none

- **[Test my Site](#)**

Perform a mobile **website speed test** with the **Test My Site** tool and receive recommendations for improving **website** performance across all.

<https://testmysite.withgoogle.com/intl/en-gb>

- **[Free Video Meetings](#)**

Google's premium video meetings are now free for everyone. [Read more](#)

- **Datally**

Save up to 30% of mobile data and do more with it.

<https://datally.google.com/>

- **Files Go**

Files Go provides a faster way to clean up your phone and free up space. It also speeds up finding and sharing files.

<https://filesgo.google.com/>

Please be sure to read our [first article](#) on IAB SA members' Good Works if you haven't already.