

# Formal childhood development and capacity building drive Africa's youth to new heights



Children from the homes on a day out with Menno Parsons, CEO of Master Power Technologies

*Corporate Social Investment has put impetus on the fundamental need to develop a strong workforce, by ensuring the youth of today have access to formal childhood development facilities, and through assisting young adults to build new businesses and drive economic development.*

## GOING ABOVE AND BEYOND CORPORATE SERVICE ROLE

Being a total power solutions provider was not enough for Master Power Technologies who founded the 'Master Power for Kids' initiative, a proactive

movement in uplifting communities within which they operate.

The company raised ZAR128 000 last year through various financial contributions from sponsorships, community fairs and donations from small,

medium and large enterprises. In addition, the company contributed ZAR200 000 towards matching the raised funds.

The Master Power for Kids initiative has established a long-term relationship with three children's charities: namely, Mangwanya Day Care Centre, Jacaranda Children's Home and the Loerie Youth Centre.

Mangwanya Day Care Centre cares for children who do not have the means to access formal childhood development services that are critical in their formative years.

The Centre's founder and owner, Doris Molefe, voiced her heartfelt appreciation for the funds received through the initiative, as every cent went towards improving the livelihoods of those who are dependent on the centre for basic physiological and security needs.

The Jacaranda Children's Home provides a support structure resembling a stable home environment. The centre's core focus is to raise upstanding individuals who are able to contribute and perform within a fast paced society. The received funds have been used towards providing basic care needs including food, schooling and clothing.

The Loerie Youth Centre is a driver of youth empowerment and education where in addition to the children in their care, the centre has seen three of their young adults attend the North West University (NWU), a reflection of their dedication and ethos.

Housemother and carer at the centre Tannie Betzy assured that the funds would be used towards overall upkeep and maintenance of the home, but that, "more importantly, the funds will facilitate educational benefits to the three students studying at NWU by making them free of financial worries. This will enable them to concentrate on their studies during their school and university careers, giving them opportunities they would otherwise not have had." **ESi**