



KRAFT FOODS SA UPLIFTS TEMBISA ~ EKURHULENI MUNICIPALITY

The 12th of June 2012 saw Kraft Foods SA the world's second largest food group opening a new building at the Tembisa Child and Family Welfare Society (TCFWS) specially build for the social workers to serve the community of Tembisa. This is part of Kraft Foods SA's community empowerment project that was initiated in September 2011 to the value of R2.3million.

The day kicked off with Kraft Foods SA, assessing progress of the project. The investment made by Kraft Foods in 2011 to date includes an enterprise development initiative which involves technical skills and basic entrepreneurship training set out for a period of twelve months. The technical skills training includes sewing, nappy making and baking.

Twenty-four unemployed residents of Tembisa were selected by the TCFWS, headed by the director of the centre Ms. Welheminah Bodibe together with Segakweng & Associates, an agent that specialises in enterprise development (entrepreneurship training & mentorship). Twenty-two unemployed females and two males are participating in the programme.

Kraft Foods SA Corporate Affairs Director: Sub Saharan Africa, Ms. Pat Senne said *"our mission for the day is to evaluate if the project is going well and how the funds were utilized in the past seven months."*

"Based on the official records presented to us by the TCFWS management and the board of directors, we are satisfied. A newly constructed permanent structure of two offices for social workers was also officially opened on the day by the Kraft Foods SA Managing Director for Southern Africa, Mr. Sean Murphy, who did the ribbon cutting," said Senne.

Senne further stated that the twenty-four unemployed participants are still undergoing the technical skills development training. *"We are now heading to the final stage of the programme, which will comprise mentorship and coaching of the participants."*

"Mentorship and coaching will help them to develop sustainable businesses and make it easier for them to access markets on their own and be able to absorb labour and create decent jobs in the community in which they operate and hopefully beyond Tembisa. Soon we will be introducing a food gardening program," explained Senne.

Apart from the various Skills Development Training Projects that TCFWS invest in, the centre caters for 100 abused, abandoned and neglected children as well as 30 HIV positive children in its care centre at Phomolong. Ms. Bodibe said that they still have a financial challenge to cater for the children and for their tertiary fees.



Sean Murphy and Welheminah Bodibe



Pat Senne, Sizakele Tamako and Queen Zwane



Welheminah Bodibe, Florah Raphallo and Esther Miya



Sean Murphy, Promise Mokhele, Jimmy Mashaba, Alfred Shiba, Salaminah Tshale, Busi Moabelo and Martha Maseko