

Working4Good focuses on reconciliation, healing this Mandela Day

Sister company to Impact Space, Working4Good, together with other social justice and community-based organisations, has launched a campaign for Mandela Day which focuses on reconciliation and healing. It is calling on South Africans to reach out and "touch" someone at 4pm on Sunday, 18 July, for 67 minutes or more, and to "actively welcome in a new week of change - for good".



Source: www.pixabay.com

Conceived of during the massive trauma experienced by the nation over the past week, the team behind the initiative believe it is necessary to just "take a breath and focus on the inherent good of South Africa's everyday heroes". These are the community volunteers who rushed in straight after the riots and began to clean up. These are the doctors, nurses, and law enforcement personnel who work tirelessly as frontline workers, putting their lives at risk in pursuit of their calling.



Nelson Mandela Foundation calls on SA to step up this Mandela Day

16 Jul 2021



The campaign was conceived of as occurring precisely at 4pm for at least seven minutes, when people could either emerge (masked up and socially distanced) from their homes and (metaphorically) hold hands or could go online and "share the love".

The initiative is inspired by a video on social media of the community sharing a moment of socially distanced song and prayer outside of a commercial hospital during early lockdown 2020.

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