

News site for grant makers, NGOs

Tshikululu Social Investments, the non-profit company that manages social investment grant making for Anglo American, De Beers, the FirstRand Group and Discovery, among others, has launched a new website to serve as an information and opinion resource for the local corporate social investment (CSI) industry.

Completely redesigned, from creative concept to content, the site uses current online and social media tools and aims to provide corporate and NGO visitors with a clearer sense of Tshikululu's business offering, while serving as an ever-growing resource for information and opinion on the local CSI industry.

"The re-imagining of our website presented a particular challenge," says Tshikululu executive for public affairs, Paul Pereira. "Not only does the website need to present the company and our brand to prospective clients, it must also serve NGOs who may have limited online access."

"The idea is to give a platform to crisp, clever thinking about social investments, while acting as a practical bridge between the profit and non-profit parts of the private sector."

The new website includes:

- A regularly updated Thought Leadership section, with pieces written by Tshikululu's CSI experts and guest contributors, on bright thinking and analysis in South Africa and abroad;
- A News and Events section which, while advertising Tshikululu's own happenings, gives NGOs the chance to update readers on their major activities;
- A detailed Search for Funding service, making it easier for organisations working in community upliftment to connect with the right donors; and
- Links to Tshikululu's highly active social media platforms.

Visitors share thoughts and knowledge across different media, and can sign up to the site's two RSS feeds.

"We've already had a very positive response to a call for contributions and updates," continues Pereira. "There is obviously a need for a CSI portal that provides both funders and grantees with original analysis and advice on the CSI industry in South Africa, and we look forward to fulfilling this need."

Go to Tshikululu's new website at www.tshikululu.org.za and to receive monthly updates, email with SUBSCRIBE in the subject line.

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