

Corporate gifts with purpose

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In these hard economic times it is more important than ever for corporates to make sure that the corporate gifts they give have meaning beyond a pure branding exercise. The women at the Thusanang Sewing Centre in Soweto create bags, table clothes, table mats and coaster sets - all ideal for corporate gifts with a purpose.



The Thusanang Sewing Centre stand at Markex Johannesburg



Jackie Maseke from the Thusanang Sewing Centre

"Not only are our products functional, they are also symbols of hope from a community where unemployment runs at around 70%," explains Judith Thobakgale from the Thusanang Sewing Centre. The Centre was started in June 2008 as an income generating project for unemployed women in Braamfisherville, on the outskirts of Soweto.

"Gone are the days of giving meaningless corporate gifts which end up thrown into a drawer. Companies should choose something that is not only nice to look at but that also makes a very real difference in the lives of fellow South Africans," says Justin Hawes, MD of Scan Display, corporate sponsors of the Thusanang Sewing Centre.

As firm believers in the power of exhibitions, Scan Display recently built and sponsored stands for the Thusanang Sewing Centre at Markex Johannesburg and Africa's Big Seven. Scan's sponsorship also extends to day-to-day administrative support for the Sewing Centre.

The women currently involved at the centre are the sole breadwinners in their homes. They hope that the Centre will become productive to the point of being able to invest back into the community by teaching orphaned teenage girls a trade and supporting other community-based projects.

For more information contact Justin Hawes on 082 570 7280.

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