



"Always Needed, Always There"

EXTERNAL NEWSLETTER- DECEMBER 2016

RELATIONSHIPS:

After being developed in partnership with Connectik, a company that develops platforms and mobile applications for enterprise and large-membership organizations; the launch of the South African Red Cross Society Mobile App which took place on the 5th December, is the first nation-wide initiative for SARCS' new senior leadership. It is the organisation's major stepping-stone as the society seeks to digitise and improve services. The launch in South Africa also followed the announcement of H.S.H Princess Charlene of Monaco as a patron of the South African Red Cross Society and it coincided with World Volunteer Day.

SARCS hopes to reach as many communities in need as possible through the app, it is free to download. Users will be able to see where local humanitarian projects are taking place so they can volunteer, people in disaster areas will get emergency alerts, individuals and corporates can make donations, register for training courses and see blood donor locations, among other things. The application will help provide SARCS with resource mobilisation opportunities and improve our ability to render life-changing services.

The SARCS App provides users with access to a variety of features, including, but not limited to:

- Membership and access to SARCS services and benefits
- Volunteering in local projects
- Emergency alerts - the App sends up to the minute alerts, both national and local
- Make donations
- Register for training courses and events
- Access SARCS news
- Marketplace - using the app, users can purchase Red Cross equipment
- Donate blood - the app will help SARCS mobilise donors to give blood and provide the locations of donation centres.



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#MakeAChange

<http://www.redcross.org.za/app/>



LANDROVER:

Daveyton (Heald) and Etwatwa, respectively cater to at least 100 children daily and it has become a trend of some sort that Land Rover visits a crèche and reaches out to do maintenance work in order to improve the conditions of the schools.

Jaguar Land Rover South Africa did it again, continuing with the trend of supporting The Red Cross and our crèches, hosted a Christmas party for the children in both schools concurrently.

Staff from Land Rover made a decision to forgo their own Christmas lunch as a team and give back at the most important time of the year to the two schools. Before pizzas were served to end of the day, in Heald, the festivities commenced with assisting with the maintenance of the school. The activities on the day ranged from painting hopscotch, painting of the pillars and tyres in the drive way, installing new carpets in all the classrooms, fixing up of and vanishing a jungle gym and planting a vegetable garden. Before the day of the event, an electrician was sent through to fix all lights in the classrooms, kitchen and office and the grass was trimmed prior to the day.

Santa was there with backpacks filled with school goodies and a hula hoop for each of the 35 kids present and those who were unable to make it.

Etwatwa, 20 kids were present and shared their time with Santa who read to them and handed them presents in the

form of backpack with school stationery. For kids who are not from privileged families, this experience was one of the highlights of 2016 as they had an opportunity to interact with Santa and take pictures with him and decorate the Christmas tree. The electrician went in during the week to fix recurring electrical concerns around the crèche. Two times hopscotch was painted and the jungle gym was fixed by the Land Rover and Red Cross staff.

The generosity of Land Rover goes beyond what we expected and we thank them for all they bring to support the Early Childhood Development initiatives that the Red Cross have.

Popcorn was also served in both crèches respectively.