



Working on a non-profit basis, Pride 'n Purpose is Ulusaba's charitable arm committed to helping disadvantaged communities living adjacent to the Sabi Sand Reserve. Pride 'n Purpose's main focus is on sustainable development initiatives and improving access to food, water and health services. We believe that people most effectively helped if they are empowered to help themselves. Our aim is to therefore work with and not for the people.

If you would like to get involved and hands-on with some of the projects that Pride 'n Purpose are working on we can tailor-make a visit for you based on your time, skills and interests and the projects taking place in the community.

Pride 'n Purpose's ongoing projects, aims and objectives 2012



1. Access to clean, safe water

So far:

- We have installed FunPumps at two schools in Dumphries village
- We have installed a solar powered water pump at a school in Newington Village

Ongoing:

- Installing Jojo tanks and rain water collection systems in homes
- We are working with local government in an attempt to fast track municipal water taps

Objectives for 2012:

- Working on finding suitable locations for more solar powered and Funpumps water pumps and boreholes.

2. Early education in our crèches

So far:

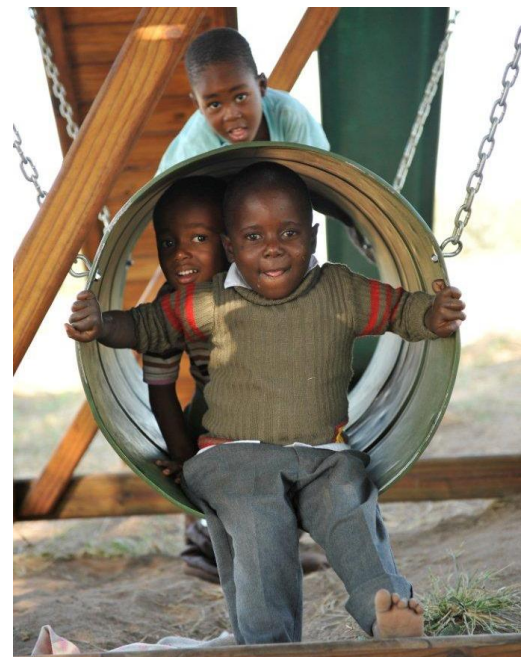
- Built 5 brand new crèche's with 300 children aged 0 -6 now attending

Ongoing:

- Regular teacher training for the volunteer community teachers
- Monthly food support in the form of food parcels
- Regular teaching resource parcels for the children such as paper, crayons, pencils, games, posters

Objectives for 2012

- Another two crèche to be developed in Newington Village and Areagh Village
- To help all crèche's gain access to funds set aside by the Department of Social Welfare by making sure all crèche's we support meet the requirements set out by the Department of Social Welfare



3. Extramural activities for primary and high school children

So far:

- Built a library and computer lab at Mahluhluvana Primary School
- Set up a library and computer station at Welani Primary School
- We are sponsors of the very popular Art Club
- Sponsors of the gardening club for the schools Food Gardens

Ongoing:

- Revamping their sports fields and building a children's playground
- Conservation lessons and game drives in the reserve with Ulusaba's Ranger and Trackers

Objectives for 2012:

- To complete the build and set up a library and computer centre at the local Mawewe High School
- Partnership with &Beyond Foundation in setting up Bursary programs with successful high school applications for tertiary education.
- Career guidance workshops for the Grade 10 students of the high school



4. Orphan and vulnerable child support

So far:

- Pride 'n Purpose has gained 5 birth certificates and identification documents for children



Ongoing:

- Help the children gain birth certificates and identification documents so that they can access state grants and entitlements.
- On-going basic needs provision for the 56 children we support: this includes anything from school fees and uniforms to monthly food, house maintenance and clothing to help with homework and anything in between.
- Provide medical support as necessary
- Providing and maintaining food gardens at all 6 houses

Objectives for 2012:

- To work with the older Orphan and Vulnerable children in career guidance, entrepreneurship, helping them to help themselves and their families.

5. Supporting local entrepreneurs

So far:

- Cornelius Maluka has successfully set up his own Bead and Wire Company which sells his wares to various lodges and markets in Mpumalanga and Limpopo provinces. Pride 'n Purpose offered Business plan workshops which has included marketing, advertising, start up loans, and business mentorship

Ongoing:

- Provide business mentorship and interest free loans to support promising local business thrive and generate new income sources.

Objectives for 2012:

- Creating opportunities for job creation and local enterprise developments



If the above has inspired to get involved or you would like to understand more about a specific project that captured your heart and imagination, or see what our latest wish list is, please drop us a line:

Contact Pride 'n Purpose:

Email: pride@ulusaba.virgin.com

Tel: +27 83 406 1555.

If you would like to know more about Ulusaba Private Game Reserve – we can tailor a visit to suit you, your friends and family.

Contact Ulusaba:

Email: enquiries@ulusaba.virgin.com

Tel: +27 11 325 4405

Visit: www.ulusaba.virgin.com

We hope to hear from you, or see you at Ulusaba soon!

Lindsay Hanekom and David Khoza

Pride 'n Purpose - Ulusaba's community footprint

Ulusaba - Sir Richard Branson's Private Game Reserve

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More about Pride 'n Purpose:

Pride 'n Purpose was set up by members of the Ulusaba family and all our running expenses are covered by Virgin Unite, the Virgin Group's non-profit foundation and Virgin Limited Edition. This means that 100% of all guest donations go directly towards our projects.

Follow our progress online by becoming a friend on Facebook: www.facebook.com/pridenpurpose or check out our blog: www.ulusaba.virgin.com/pridenpurpose

