

PRIDE 'N
PURPOSE

ULUSABA PRIVATE GAME RESERVE



ABOUT ULUSABA PRIVATE GAME RESERVE

Ulusaba is Sir Richard Branson's private safari game reserve located in the Sabi Sand Reserve bordering South Africa's renowned Kruger National Park. Ulusaba has two lodges: Rock Lodge and Safari Lodge, each with its own unique perspective on the African Bush where you can get up close and personal with the Big 5 (lions, elephants, buffalos, leopards and rhinos) during twice daily game drives and safari walks with our experienced Rangers and Trackers.

When they're not on game drives, guests can take advantage of the fantastic food, swimming pools, wine cellar, bush observatory and Aroma Boma spa

treatments that Ulusaba is renowned for. Ulusaba is great place for families with 'cubs' of all ages welcome at Rock Lodge.

When staying at Ulusaba, we organise 'Community Tours' to the villages surrounding the Sabi Sand Game Reserve where guests can see what Ulusaba's charitable project, Pride 'n Purpose, is up to.

Ulusaba is part of the Virgin Limited Edition collection which includes The Lodge in Switzerland, Kasbah Tamadot in Morocco, The Roof Gardens in London, Necker Island in the British Virgin Islands and Necker Belle, a luxury catamaran sailing the Caribbean.

ABOUT PRIDE 'N PURPOSE

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. Originally established in 2003 by members of the Ulusaba family, all the charity's running expenses are covered by Virgin Unite, the Virgin Group's non-profit foundation and Virgin Limited Edition, so 100% of donations go directly toward much needed projects. We're not big – in fact apart from two full-time members of staff Pride 'n Purpose has to rely almost exclusively on volunteers to achieve its goals. That doesn't mean we don't have a big impact, however, and we estimate that Pride 'n Purpose now benefits over 35,000 people across six communities. Our philosophy is that people are most effectively helped if they are empowered to help themselves, so the emphasis is most definitely on sustainable initiatives.

WHAT WE DO: MOST OF THE WORK PRIDE 'N PURPOSE DOES IS DIVIDED INTO FIVE KEY AREAS

1. ACCESS TO CLEAN AND SAFE WATER

Water is a crucial resource that is in short supply in the local villages, and running water in the home is a luxury few can access. Many of the local women and children make lengthy round-trips on foot to their nearest water source. While the long-term aim is to work with the local government to fast-track municipal water projects so water is pumped directly into people's homes, in the meantime there are some things we can do to help.

We have already installed several FunPumps at a local school to ensure a clean water supply is available.



The FunPumps are so-named because the pump is operated by a children's merry-go-round that sits at the top of the mechanism. When the children play the pump brings up drinking water from a borehole. We have also installed Jojo tanks which harvest rainwater in homes and at surrounding schools.

In the village of Dumphries, Pride 'n Purpose worked with the local government to install 10 communal taps on the main street supplying fresh, clean municipal water to the community.

2. EDUCATION AT ALL LEVELS

We believe that early education is a fundamental building block for later learning, and it costs just ZAR 600 (£54/\$88) to send a child to a crèche for an entire year. Unfortunately, finding that amount can be a struggle for local families, especially those with several children. Pride 'n Purpose has a particular focus on pre-school and primary school education, and we have helped build three new crèches with 150 children now attending regularly. We also provide regular teacher training for the community's volunteer teachers as well as monthly food support for the villages.

Many Ulusaba guests have generously brought parcels for the children stuffed with essential goodies like paper, crayons, pencils, games and posters, all of which are gratefully received as they are in short supply!

Pride 'n Purpose is working to set up a further two crèches and hopes to gain access to funds set aside by the Department of Social Welfare.

3. EXTRACURRICULAR ACTIVITIES FOR CHILDREN

The learning doesn't just stop when the school day finishes. Outside the school environment Pride 'n Purpose wants to ensure that children have plenty of extracurricular activities to keep them active. This applies to both primary as well as high school age children.

To date we've aided the construction of a new library and computer lab at Mahluhluvana Primary School as well as the revamping of nearby sports fields. We also sponsor a very popular Art Club and have organised conservation lessons in the reserve with the Rangers and Trackers from Ulusaba. One group of primary children were introduced to elephants, lions, impala and more. For many this was their first time seeing big game up close and personal and it was a truly magical experience.

Our future goals include setting up a library and computer lab at another local high school - Mawewe High, and building a partnership with the &Beyond Foundation to set up bursary programs for promising high school students to fund them in tertiary education.

4. SUPPORT FOR ORPHANS AND VULNERABLE CHILDREN

Many of the well-publicised public health issues in South Africa have had a devastating impact on the country's children, with many deprived of their parents at a very young age.

One of Pride 'n Purpose's main goals is to help these vulnerable children in the local area gain birth certificates and identification documents so that

they can access official state grants and entitlements. We work to provide for the basic needs for over 50 children. This includes anything from school fees and uniforms to covering monthly food costs as well as housing maintenance, clothing, help with homework and anything in between (including medical support where necessary). We have planted food gardens at all six houses that Pride 'n Purpose has built around the villages.

We work step by step to follow the children's development into early adulthood, supporting them with further education needs and encouraging them to develop any entrepreneurial skills.

5. SUPPORT FOR LOCAL ENTREPRENEURS

Ulusaba is a major source of employment in the region, and it is estimated that the wages of each employee supports up to an additional 10 members of their household. Despite this, there is a distinct lack of accessible jobs available for many of the village's adults, which is why Pride 'n Purpose is attempting to address this issue with support for local entrepreneurial schemes. So far we've helped one individual set up a company producing bead and wire crafts, with these products being successfully sold at some of the other game lodges and as well as in street markets in Mpumalanga and Limpopo provinces. Pride 'n Purpose set up a business plan workshop which included tips on marketing, advertising and assistance with start up loans and business mentorship. Another individual benefited from a Pride 'n Purpose interest free loan to launch a Spaza (an informal convenience shop business in South Africa usually run from home) in Dumphries Village selling everything from A to Z!



HOW CAN I GET INVOLVED? WE'RE GLAD YOU ASKED

WE OPERATE COMMUNITY TOURS TO THE LOCAL VILLAGES AND THERE ARE PLENTY OF OPPORTUNITIES FOR GUESTS TO VOLUNTEER DURING THEIR VISIT AND TO EXPERIENCE THE AREA NEAR THE SABI SAND RESERVE ON A DIFFERENT LEVEL.



COMMUNITY TOURS

We operate two types of tours from Ulusaba, a 'Justicia Village Cultural Tour' and a 'Day in the Life Tour'. You can book a tour on arrival at Ulusaba or ask our reservations team about these when you make your booking. A nominal fee for each tour will apply to cover transport plus the cost of the local guide and a small donation to the Pride 'n Purpose projects fund.

Justicia Village Cultural Tour: Tours normally leave from Ulusaba at 10h30 following breakfast and arriving back at the lodge around 13h00 in time for lunch. Some of the possible activities during the tour are a visit to a local pre-school, sampling some local culinary delights at a residence

in the village, a gumboot dancing demonstration or a performance of a youth choir showcasing traditional choral music and dance.

Day in the Life: If you'd like to discover more about the local people, the Shangaan, why not join in the fun - you might even make some new friends along the way! Tours normally depart Ulusaba at 11h00, but as this tour is tailor-made to your own interests, the return time will vary. This is a great opportunity to get a snapshot of the various projects Pride 'n Purpose is involved with and could include visits to crèches, local schools, infrastructure projects and much more.

VOLUNTEER ON SAFARI

If you'd like to incorporate a volunteering experience into your holiday at Ulusaba we can create a bespoke itinerary to allow you to participate in hands-on activities during your stay. The itinerary will be based on ongoing projects and your own skills and interests. If you are particularly interested in education for example, we can arrange for you to spend time at some of the local crèches teaching skills that may not be available locally. We are also working with the local high schools to provide career guidance workshops for the Grade 10 students as well as setting up a library and computer centre. We are always in need of advice for entrepreneurs in an area where unemployment is generally very high and opportunities are limited.


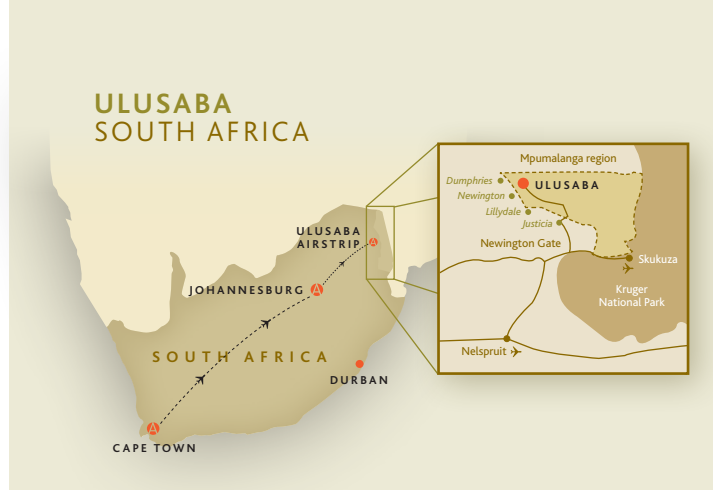
RECOGNITION OF PRIDE 'N PURPOSE

PRIDE 'N PURPOSE'S WORK HAS BEEN RECOGNISED ON A NUMBER OF OCCASIONS BY TOURISM BODIES WHO ACKNOWLEDGE SOCIAL ACTIVISM, AND WE'RE PROUD TO SHARE SOME OF OUR SUCCESSES BELOW.

2011 - World Tourism for Tomorrow Award. Pride 'n Purpose was nominated as one of the three finalists in the 2011 Tourism for Tomorrow Awards in the 'Community Benefit Category'. The nominations were chosen from a pool of 180 applications from 50 countries.

2009 - Imvelo Awards for Responsible Tourism: Best social involvement programme in South Africa. Pride 'n Purpose was awarded 'Best social involvement programme' in the independent category. The awards highlight programmes within Southern Africa that are focused on responsible tourism and the sustainability of the tourism sector.

2008 - Virtuoso & Virtuoso life - Most Socially Responsible Hotel. Leading luxury travel network Virtuoso awarded Ulusaba, Sir Richard Branson's Private Game Reserve in South Africa, a prestigious 'Best of the Best' award in the category of Most Socially Responsible. This accolade recognised the work of Pride 'n Purpose and the innovative way in which Ulusaba's guests can get involved with the local community.



The work that goes on at Ulusaba is coordinated closely with Virgin Unite, the Virgin Group's non-profit foundation which has its own set of projects. Virgin Unite aims to tackle tough social and environmental problems with an entrepreneurial approach and to help revolutionise the way businesses and the social sector work together. This is based on the belief that this is the only way we can address the scale and urgency of the challenges facing the world today. Virgin Unite also works on behalf of vulnerable young people across the globe and its overheads are covered by Sir Richard Branson and the Virgin Group, so 100% of additional donations received go directly to the frontline where they are needed most.

GET IN TOUCH WITH US

If we have inspired you to get involved or you would like to understand more about a specific project, please contact Pride 'n Purpose or the Ulusaba team. You can keep up to date with Pride 'n Purpose by becoming a friend on Facebook or check out our blog: www.ulusaba.virgin.com/pridenpurpose

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