

Steers funds Shout initiative in launching their fourth Shout 'dream station' library on Mandela Day

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This Mandela Day Steers and the Shout foundation founders, Kabelo and Dany K, took over Eastern Cape's small town, Motherwell, and awarded 1,500 scholars from Fumisukoma Primary School with a fully-fledged library. The philanthropic initiative that is as a result of funds raised by South Africa's leading burger brand Steers, has seen tremendous success in the development in the pursuit to eradicate a serious socio-economic challenge within many poverty-stricken communities. Childhood illiteracy in South Africa is one of the highest concerns in the world and furthermore affects the quality of adult lives due to experiencing the lack of resources to assist in the development of literacy skills within childhood stages.



“It’s important for us to undergo partnerships like these with brands such as Steers, who share our values that focus on ensuring that underprivileged communities are taken care of consistently. The Shout SEED Libraries programme was designed to create brand-new, fully-equipped mobile library centres for schools that do not have access to this resource. This was all because we saw the success in the first launch of the Steers partnership in Thembisa and Soshanguve last year and now thanks to Steers, Fumisakani Primary will celebrate the arrival of the fourth learning centre,” said Kabelo Mabelane, co-founder of Shout.



The alignment of Rounda and the brand lies strongly in the fact that Steers saw the opportunity fitting to engage the initiative in a manner that would continuously accommodate funding of the Shout libraries program, which was first launched with a unique offering in the Steers menu and therefore enabled the sales generated to raise R2m that was donated towards the construction of the Fumisakani SEED library and three others.

“We are truly humbled by the chance to once again be part of this fourth launch of a Steers Shout library that aims towards investing and supporting our youth to reach their full potential. We also would like all our consumers to help in sustaining our continued support for these initiatives, and to also carry on the Mandela legacy of ubuntu and the love that Tata fought so proudly for,” says Adolf Fourie, Steers marketing executive.



This Mandela Day and every day of the year, Steers consumers are encouraged to make a voluntary R1 donation to assist in raising funds for Shout. Steers joined the public initiative Shout as founding partner in April and a portion of all funds

raised for Rounda will be donated by Rounda's Nikela Trust to Shout for SEED libraries.

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