



# Calendar 2023



## A NEW ERA OF PURPOSE-DRIVEN COMPANIES IS EMERGING AS EMPLOYEES DEMAND ACTION.

Factors such as early retirements, low-wage worker activism, the disproportionate burden on women as primary caregivers, and a desire for more purpose in work, has contributed to what is known as the Great Resignation. This trend has been growing for a decade and has been accelerated by COVID-19.

Data shows that Millennials and Gen Z, prefer brands and companies that allow them to make a positive impact, whether it be through their buying habits or the companies they choose to work for. As a result, their criteria for doing business have changed and has reached a critical point in late 2021. Companies are now recognising that employee retention and engagement are more important than ever and are adapting their strategies to align with their employee's values.

Employee volunteering is not an "increasingly popular" way for companies to give back - we are past that. Employee volunteering is simply a "must have". It's no longer a trend, but at the epicentre of growing awareness of the role of businesses in society, notwithstanding all the tangible benefits that companies can reap from employee volunteering programmes.

We know that the main benefits of employee volunteering is that it allows companies to connect with and positively impact the communities they operate in. By giving employees the opportunity to volunteer, companies can make a real difference in the lives of people who may not otherwise have access to their products or services. It's also a powerful tool for employee engagement.

If you speak to most Corporates (5 000+ employees) they will tell you that they do have structured volunteering in place, especially on Mandela Day, (side eye). However, when asked what their EVP Strategy is, a lot of companies don't really know the answer.

In order for EVP to have the desired effect, employee volunteering programmes have to be aligned with the company's values and mission. And the programme should be open to all employees regardless of their level or position (even your most profitable business units, like your call centre staff).

The trend in employee volunteering is moving towards more strategic, skill-based and impact-driven programmes that are aligned with the company's mission and values, and that give the employees more autonomy and ownership over the volunteer programmes.



### My wishes for EVP in 2023...

1. Let's stop the greenwashing. Let's actually give your volunteers "permission to play".
2. Employee-led initiatives. Listen to your volunteers, ask them who they support and why.
3. Consolidate your employee volunteering footprint. Include your satellite offices outside of your country.
4. Run donation matching campaigns
5. Reward your volunteers for their skills, time and kindness.
6. Corporates: claim time spent by your employees volunteering as part of your social investment.
7. Understand ESG and the value it can bring to your company. Also, include it in your EVP!
8. A meaningful EVP strategy to be included in each and every CSI department.



Employee Volunteering can be a win-win for companies and communities, not just a tick box for having to spend 1% NPAT. Companies that take the time to develop strong employee volunteering programmes benefits, far outlays the small investment.

Here's to MORE social impact in 2023, by using YOUR employees' skills to alleviate the ills of our society.

**ROMY HELDSINGER**  
CEO, forgood

# JANUARY 2023

## GOALS

### THEME

## BACK TO SCHOOL

Executing any task with the necessary tools quickly puts you in good standing for success. Partner with forgood and together we can give school going children across the country a full pack of stationery to better support their learning journey for the year ahead. With living costs rapidly rising, caregivers are unable to afford school supplies to support their children's day-to-day learning experience. Having a full pack of stationery means a child can walk into their classroom with pride and readiness to learn.

### DID YOU KNOW?

A stationery pack for Grade 10 - 12 can cost as much as R1 000 - more than the average household in South Africa is able to afford.

### OUTCOMES

Employees contribute towards stationery packs for children and engage in a fulfilling team building activity. Students can improve their academic and social skills and are equipped for a better future.

CHECK LIST

BE HAPPY



30	31	New Year's Day				
M	T	W	T	F	S	S
New Year's Day observed		World Braille Day				
2	3	4	5	6	7	8
		International Day of Women and Girls in Science			COME ON GET HAPPY	
9	10	11	12	13	14	15
16	17	18	19	20	21	22
	National Girl Child Day + International Day of Education					
23	24	25	26	27	28	29

### EVENT IDEA

#### STATIONERY PACKING

forgood assists with the sourcing, packing and delivery of back-to-school stationery packs as per each Cause's wish list. Alternatively, forgood can prepare items for employees to pack and distribute.

### EVENT IDEA

#### MENTORSHIP PROGRAMMES

Employees are paired with students for a 6-, 9-, or 12-month tutoring or mentorship programme. Employees will attend a briefing session before the start of the programme to equip them with the skills needed to mentor the children.

IMPORTANT

**"EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD."**

NELSON MANDELA

# FEBRUARY 2023



M	T	W	T	F	S	S
		1	2	3	4 World Cancer Day	5
6	7	8	9	10	11 International Day of Women and Girls in Science	12
13	14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18	19 <i>Be kind</i>
20 World Day of Social Justice	21	22	23	24	25	26
27	28					



## THEME RANDOM ACTS OF KINDNESS

A random act of kindness is an action designed to offer kindness towards the outside world. Giving back boosts employee spirit, improves company morale, and even increases an organisation's bottom line. Employees as well as prospective new hires value social responsibility, and more people are taking a company's CSI approach into consideration when deciding on offers for a new role.



**DID YOU KNOW?**  
Volunteering is a great way to help others and research shows that it benefits people of all ages, by increasing feelings of self-esteem, social connection, and well-being.



**“NO ACT OF KINDNESS, NO MATTER HOW SMALL, IS EVER WASTED.”**

AESOP

**EVENT IDEA**  
**VIRTUAL SCAVENGER HUNT OR MICRO-VOLUNTEERING ACTIVITIES ON FORGOOD.CO.ZA**  
Volunteering can be done virtually and has the ability to engage employees based all over the world. Micro-volunteering tasks take less than 10 minutes to complete but have great impact.

**EVENT IDEA**  
**OFFICE ACTIVATIONS**  
Various stations with different activities - writing an inspirational letter to a teenager, packing food packs for the homeless in the area and handing them out etc...

**EVENT IDEA**  
**RAISE THE BAR - SOAP MAKING**  
Doing good for your community does not have to cost a lot of money, you can simple use what you have in your immediate vicinity. Millions of bars of soap are thrown away from hotels and households every day. Employees can learn the importance of recycling by donating their used soap and learning how to create brand-new repurposed soap. Every bar is 100% recycled.

**OUTCOMES**  
Quick and easy, yet effective ways for employees to get involved and support Causes on the forgood platform. Employees are shown the power of small acts of kindness.

# MARCH 2023



## THEME HUMAN RIGHTS DAY

The 21st of March marks South Africa's annual celebration of Human Rights Day and is an observation of the Sharpeville Massacre that took place in 1960. South Africa has one of the best Constitutions in the world on paper, but in practice this often does not materialise. Members of marginalised communities are continually side-lined for being who they are.

**“OPENNESS MAY NOT COMPLETELY DISARM PREJUDICE BUT IT’S A GOOD PLACE TO START.”**  
JASON COLLINS

**DID YOU KNOW?**  
South Africa has included indivisible human rights in our Bill of Rights, Chapter 2 of the Constitution of the Republic of South Africa, 1996. The articles of our Constitution can only be changed by a two-thirds majority in Parliament, which means it is difficult for anyone, including the government, to take away the basic rights of a citizen.

		Zero Discrimination Day 1		World Wildlife Day 3		
M 6	T 7	W 8 International Women's Day	T 9	F 10	S 11	S 12
					Global Recycling Day 18	
					Earth Hour 25	
International Day of Happiness 20	Human Right's Day + International Day for the Elimination of Racial Discrimination 21	World Water Day 22				
THIS WEEK 27						

**EVENT IDEA**  
**ASK A STRANGER**  
forgood partners with a Cause that brings together strangers from all walks of life to share their stories. Employees join a 30-minute conversation with the strangers and can ask them any questions. Through these conversations employees get to meet people and challenge the prejudices, stigmas and stereotypes they may have developed over time.

**OUTCOMES**  
Employees connect with everyday South Africans, this allows for a greater level of understanding and tolerance, it also promotes volunteering and donating towards Causes that support these “strangers”.



# APRIL 2023

“LET US REMEMBER: ONE BOOK, ONE PEN, ONE CHILD,  
AND ONE TEACHER CAN CHANGE THE WORLD.”

MALALA YOUSAFZAI

M	T	W	T	F	S	S
3	4	5	International Day of Sport for Development and Peace 6	Good Friday + United Nations' World Health Day 7	8	9
Family Day 10	11	12	13	14	15	16
17	18	19	20	21	Earth Day 22	World Book Day 23
24	World Malaria Day 25	26	Freedom Day + International Girls in ICT Day 27	International Arbor Day 28	29	30

*Important*

**THEME**

## WORLD BOOK DAY

World Book Day celebrations take place annually to remind us of the importance of reading and storytelling.



**EVENT IDEA**

**BUDDY READING SESSIONS**

Employees and children from an ECD centre pair up, children read stories to the employees to practice their reading skills.

*Important*

**EVENT IDEA**

**READING SESSIONS**

Employees read age-appropriate stories both virtually and in person to children between 2- and 18-years-old.

**OUTCOMES**

A great way to get employees engaged and for children to improve storytelling skills and enrich their imagination.

**DID YOU KNOW?**

Despite progress made, literacy challenges persist with at least 773 million young people and adults around the world lacking basic literacy skills today.



# MAY 2023

CHECK LIST

THEME

## MENTAL HEALTH AWARENESS MONTH

Mental health problems touch each one of us in various forms.



**“THERE IS HOPE, EVEN WHEN YOUR BRAIN TELLS YOU THERE ISN'T.”**

JOHN GREEN

### EVENT IDEA

#### WORKSHOPS

Employees come to understand the resources available for them to ask for support around their own mental health issues as well as supporting friends, family and colleagues who are struggling. Mental health-focused Causes and a qualified psychologist share tips and advice around this topic as well as more about the work they do with their beneficiaries.

### EVENT IDEA

#### SPENDING AN AFTERNOON WITH SENIORS AND THOSE WITH DISABILITIES

Spend an afternoon with elderly members of the community at care homes and interacting with those with disabilities by engaging in preparing meals, arts & crafts, building puzzles, gardening and other programmes.

### OUTCOMES

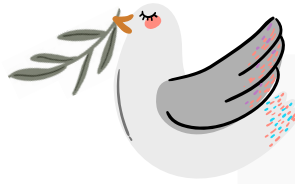
Employees get a better sense of taking care of their own mental health in the workplace. Awareness around supporting an employee's own mental health naturally draws focus towards employees supporting Causes in this area.

### DID YOU KNOW?

Globally, an estimated 12 billion working days are lost every year to depression and anxiety at a cost of US\$ 1 trillion per year in lost productivity.

Workers' Day 1 M	2 T	3 W	4 T	5 F	6 S	7 S
8	9	10	11	12	13	14
International Day of Families 15	16	International Day Against Homophobia, Transphobia and Biphobia 17	Start planning for Mandela Month! 18	19	20	World Day for Cultural Diversity for Dialogue and Development 21
22	Love Yourself 23	24	25	26	27	28
International Day of United Nations Peacekeepers 29	30	31				

# JUNE 2023



M	T	W	T	F	S	S
World Environment Day 5	6	7	World Oceans Day 8	9	10	11
12	13	World Blood Donor Day 14	15	Youth Day 16	World Day to Combat Desertification and Drought 17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## THEME

# YOUTH DAY



Celebrated to commemorate the Soweto Uprising in 1976, Youth Day pays tribute to those that risked their lives for the liberation of South Africa. In June, we draw focus to the children and young people of our country and the Causes that support them. Whether it's through mentorship, tutoring or stationary donations, the opportunities to support our youth-focused Causes are endless.

**“REACH FOR YOUR STARS, BECAUSE NOW YOU CAN BE ANYTHING AND EVERYTHING YOU WANT TO BE.”**

ARCHBISHOP DESMOND TUTU



## OUTCOMES

Employees can use their skills to help beneficiaries better prepare for their future.

## EVENT IDEA

### CAREER WORKSHOPS

Preparing learners for the changing future, through a virtual or in person career day. High school learners from across South Africa learn about different careers by listening to and engaging with your skilled employees.

## EVENT IDEA

### BOOK DONATION DRIVES


Employees compete in business units to help donate books, clothing and other items to Causes supporting the youth.

## DID YOU KNOW?

In 2021, South Africa's youth unemployment rate stood at 64%.



# JULY 2023

							
M 31	T	W	T	F	S 1	S 1	
3	4	5	6	7	8	9	
10	11	12	13	14	15 World Youth Skills Day	16	
17	18 Nelson Mandela International Day	19	20	21	22	23	
24	25	26	27	28	29	30	



## THEME

## MANDELA MONTH

An annual event on our calendars since 2009, Mandela Month brings together South Africans from all walks of life to make a difference in their communities.

## DID YOU KNOW?

In November 2009, the United Nations General Assembly formally declared 18 July to be Nelson Mandela International Day.

**“WE CAN CHANGE THE WORLD AND MAKE IT A BETTER PLACE. IT IS IN YOUR HANDS TO MAKE A DIFFERENCE.”**

**NELSON MANDELA**

## EVENT IDEAS

### WINTER WARMERS

Fun, easy activity where business units can compete to make the most no sew fleece blankets, providing the needed warmth for those in need during the cold winter months.

### FESTIVAL OF GIVING

A day-long event of giving with various fun and interactive activities planned. Different stations and activities include planting vegetable gardens and making Eco Bricks.

## EVENT IDEA

### TOYS FOR GOOD

A fun, interactive workshop where employees and invited ECD caregivers learn and create educational toys from recycled goods & pre-loved clothing. These toys are then donated to ECD centres.

## EVENT IDEA

### 67 MINUTES OF VOLUNTEERING

An interactive online competition that challenges teams to complete as many virtual volunteering opportunities as possible in 67 minutes. The team with the most opportunities completed wins!

## OUTCOMES

Employees are able to join various activities that interest them both individually and as a team while giving back to various Causes.

# AUGUST 2023



		1	2	3	4	5	6
M	T	W	T	F	S	S	
7	8	National Women's Day	10	11	12	13	
14	15	16	17	18	World Humanitarian Day	20	
21	22	BE KIND	24	25	26	27	
28	29	30	31				

## THEME



## NATIONAL WOMEN'S DAY

National Women's Day is a South African public holiday celebrated annually on 9 August. The day commemorates the 1956 march of approximately 20,000 women to the Union Buildings in Pretoria to petition against the country's pass laws. The first National Women's Day was celebrated on 9 August 1995.

## DID YOU KNOW?

Before 1994, women had low representation in the Parliament, only at 2.7%. Women in the national assembly were at 27.7%. This number has nearly doubled, being at 48% representation throughout the country's government.



**“REGARDLESS OF HOW MANY YEARS WE HAVE SPENT IN THIS LIFE, WE MUST GET UP AND SHOUT.”**

FATIMA MEER

### EVENT IDEA

#### FEMALE EMPOWERMENT WEBINARS

Employees are empowered and inspired through various workshops. Themes of the workshop include self-development, GBV, mental wellness and more. A panel comprising of a representative from Causes related to these topics as well as a psychologist and a HR/Wellness representative will join the discussions.

### EVENT IDEA

#### SELF-DEFENSE CLASSES

Employees are taken through an in-person and virtual self-defense workshop.

### EVENT IDEA

#### FEMALE-LED HACKATHON

Employees in IT business units (and other interested business units) are invited to join a 24-hour hackathon with female students from NPOs.

### OUTCOMES

Employees can connect with young, up-and-coming IT minds and share their knowledge and skills.

# SEPTEMBER 2023

**“FOR EVERYONE, EVERYWHERE,  
LITERACY IS... A BASIC HUMAN RIGHT.”**

KOFI ANNAN

				1	2	3
M	T	W	T	F	S	S
4	International Day of Charity 5	6	<b>START TODAY</b> 7	Literacy Day 8	9	10
11	12	13	14	15	16	17
International Equal Pay Day 18	19	20	International Day of Peace 21	22	23	Heritage Day 24
Heritage Day observed 25	26	27	28	International Day of Food Loss and Waste 29	30	



## THEME LITERACY MONTH

Literacy Month highlights the importance of literacy and the impact it has on society. During the month of September, we shine a light on the importance of reading and writing through various initiatives. Reading underpins all school learning and children who read regularly perform better in the classroom, regardless of their socio-economic circumstances. Sharing stories with children can help them become resilient and brave in real-world situations. The beauty of stories is their immersive nature, they allow children to enter a world in which they believe.

**DID YOU KNOW?**  
9 out of 10 children in Africa cannot read. If nothing is done to improve the rate of global literacy, 750 million children will be unable to read by the age of 10 by 2030, with sub-Saharan Africa alone accounting for 40% of children at risk.

**EVENT IDEA**

**READING SESSIONS**  
Employees read age-appropriate stories both virtually and in person to children between 2- and 18-years-old.




**EVENT IDEA**

**REFURBISHING SCHOOL LIBRARIES**  
Employees get together as business units to refurbish libraries at schools. Refurbishments include painting, building shelving, stocking and organising books, stationery and more.



**OUTCOMES**  
Employees can enjoy reading with children as well as contribute to building a space for them to learn and read.

# OCTOBER 2023

							International Day of Older Persons
30 M	31 T	1 W	2 T	3 F	4 S	5 S	
World Habitat Day + International Day of Non-violence			World Teacher's Day				
2	3	4	5	6	7	8	
9	World Mental Health Day	Int. Day of the Girl Child + Int. Day of Natural Disaster Reduction	12	13	14	15	
10	11						
World Food Day	International Day for the Eradication of Poverty	18	19	20	21	22	
16	17						
23	World Development Information Day	Start planning for the Festive Season!	26	27	28	29	
	24	25					

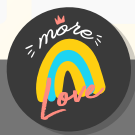


## THEME WORLD FOOD DAY

World Food Day commemorates the date of the founding of the United Nations Food and Agriculture Organisation (FAO), and aims to increase awareness of world hunger and poverty and inspire solutions for world change. Food production, consumption, and wastage impose a heavy toll on our planet and the environment. Such inefficiencies in the food system are not only costing the world trillions of dollars but, more importantly, revealing imbalances in society.

**“POVERTY IS A VERY COMPLICATED ISSUE, BUT FEEDING A CHILD ISN’T.”**

JEFF BRIDGES



**EVENT IDEA**

**FOOD PACKING**  
Employees participate in teams to pack food parcels for various beneficiaries around the country.

**EVENT IDEAS**

**COOKING MEALS**  
Employees join a forgood Cause to prepare meals for beneficiaries around the country. Select employees join the Cause to serve the meals.

**FOOD COLLECTION DRIVE**  
Employees get together as business units to collect non-perishable goods for families across the country.

**OUTCOMES**

Employees contribute towards promoting food security for families around the company and work with colleagues to achieve a great outcome through teamwork.

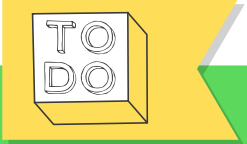
**DID YOU KNOW?**

Hunger kills more people every year than HIV/AIDS, Malaria and Tuberculosis combined. More than three billion people cannot afford healthy diets, while obesity continues to increase worldwide.

# NOVEMBER 2023



M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	<i>Never be afraid of change</i>	15	International Day for Tolerance	17	18	World Toilet Day
20	21	22	23	24	International Day for the Elimination of Violence against Women	26
27	28	29	30			



## THEME

# 16 DAYS OF ACTIVISM

#16DaysOfActivism is an international awareness-raising campaign. The campaign runs every year from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, International Human Rights Day. In South Africa, a woman is murdered every 3 hours, while 45.6% of women in Africa have experienced physical and sexual violence.

**DID YOU KNOW?**

Global estimates published by WHO indicate that about 1 in 3 (35%) women worldwide have experienced either physical and/or sexual intimate partner violence or non-0partner sexual violence in their lifetime.

**EVENT IDEA**

**SELF-DEFENSE WORKSHOP**

Employees engage in a virtual or in-person self-defense workshop, learning how to defend themselves against potential harm.

**EVENT IDEA**

**GBV AWARENESS WEBINAR**

All employees welcome. This webinar explores various aspects of GBV (reporting, awareness and how to support themselves and those in need).

**EVENT IDEA**

**FEMALE- OR MALE-ONLY FOCUSED WEBINAR**

A safe space to share. Employees engage with a qualified psychologist and a representative from the HR team, sharing their personal GBV stories. The HR representative guides employees toward help and resources offered by the company. This webinar can also be anonymous.

**OUTCOMES**

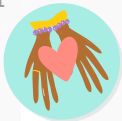
Employees get a robust understanding of GBV and how to get help and support those around them. They are provided with a safe space to share their stories.

# DECEMBER 2023

**“IF YOU SEE SOMEONE WITHOUT A SMILE TODAY, GIVE ‘EM YOURS.”**

DOLLY PARTON

				World AIDS Day		International Day for Persons with Disabilities
M	T	W	T	F	S	S
4	International Volunteer Day for Economic and Social Development	6	7	8	9	10
11	12	13	14	15	Day of Reconciliation	17
18	19	20	21	22	23	24
Christmas Day	Day of Goodwill	27	28	29	30	31



**IMPORTANT!**  
*DON'T 4GET*

## THEME FESTIVE GIVING

As we enjoy Christmas celebrations with our families, we are reminded that a less fortunate family or child could really use a gesture of kindness to brighten up their Festive Season.

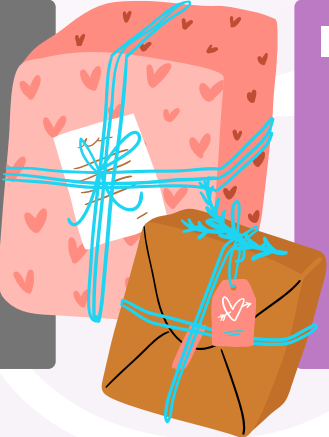


**EVENT IDEA**

**FESTIVE BOXES HANDOVER**  
Festive packing takes place in early October, on International Volunteer Day for Economic and Social Development (5 December), Executives can participate in a handover with the CSI/Marketing teams.

**EVENT IDEA**

**BUSINESS UNITS GIVE BACK**  
On World Volunteering Day, business units visit a Cause and enjoy a Christmas party with children, participating in various activities including reading, painting and dancing with the children.



**OUTCOMES**

Employees experience handing over gifts to children and business units enjoy a team building experience while inspiring employees to give back.

**DID YOU KNOW?**

Most children living at Causes across the country do not receive a Christmas gift due Causes' already lacking resources and funding. More often than not they will only receive one Christmas gift per year.