



# Cause Calendar 2023



## WE KNOW THAT THE DEVELOPMENT SECTOR IN SOUTH AFRICA IS COMPLEX AND MULTIFACETED, HOWEVER POST PANDEMIC IT HAS HIT THE NGO SECTOR THE HARDEST.

Our sector faces incredible challenges, inequality, unemployment, and a lack of access to basic services such as healthcare and education.

So, the good news for Causes is that there is a new era of purpose-driven companies that are emerging as employees demand action. 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 has changed and has reached a critical point in late 2021.

Post the 2022 findings in the Trialogue Business in Society Handbook, things might just be looking up for Causes. NPO's received an average of 58% of CSI expenditure - keeping in the mind entire expenditure into the sector 2021 equated to R10.9 billion (a small increase of 6% year on year). The question you are probably all asking yourselves are, how do I get a piece of this? One of the ways, is simple, because you know us, meaning forgood, South Africa's largest volunteering platform. Employee volunteering is not an "increasingly popular" way for companies to give back - 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. Also, in 2022, over three quarters of companies that were rated, 75% said that giving back was the "right thing to do".

If this isn't enough reason to harness corporate volunteers, then think again!

### Here are some tips on how to harness these volunteers!

DO IT

1. Think about specific skills you need, that you can't or don't want to pay for, i.e.
  - Do you need a fundraising proposal written?
  - Do you need a mechanic to fix your bakkie?
  - Do you need legal advice?The list of what you can ask for really is endless.
2. Make it your business to know what each big, listed Corporate's CSI strategy is - learn their focus areas. Ask yourself the question, why should XXX Company fund this campaign?
3. Get digitally savvy! Digital fundraising campaigns were the 4th highest most used fundraising method last year.
4. Marketing collateral - get a volunteer to design and create strong funding proposals that can be sent to any donor at a drop of a hat.
5. Always give feedback to both volunteers and Corporates. Volunteers and Corporates love to do good and by seeing the joy that their hard work has resulted in, now that's memorable! Send pics, send quarterly updates.
6. Google. Google. And Google some more.



Employee Volunteering can be a win-win for companies and Causes, not just a tick box for having to spend 1% NPAT. For the hardest hit sector in an already unstable environment, you have proven to the world your resilience, tenacity and never give up mentality. That says a lot. Learn how to harness the power of Volunteers in your strategy for 2023.

ROMY HELDSINGER  
CEO, forgood

# JANUARY 2023

## GOALS

### THEME

## BACK TO SCHOOL

January is also Blood Donor Month



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.

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

NELSON MANDELA

### DID YOU KNOW?

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

CHECK LIST

BE HAPPY



30	31	New Year's Day					1
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	

### NEEDS IDEA

#### IN-PERSON VOLUNTEERING

We have people on our platform who have achieved great academic results, they can assist your beneficiaries with tutoring.

### NEEDS IDEA

#### GOODS DONATIONS

As we know in our country many children come from difficult backgrounds and often parents are not able to purchase a full uniform for their children, put up a need for some shoes or uniforms to be able to help your beneficiaries that experience these kinds of challenges.

### NEEDS IDEA

#### VIRTUAL VOLUNTEERING

We have a large database of skilled, professionals that are ready to volunteer, why not put up a need to get some of your beneficiaries the help to guide them but to also give them great life and career advice. The best part is they don't have to be there physically, mentoring can happen virtually too.

IMPORTANT

# FEBRUARY 2023



M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	Valentine's Day	15	16	Random Acts of Kindness Day	18	<i>Be kind</i>
20	21	22	23	24	25	26
27	28					

REMEMBER

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

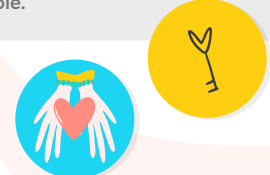
AESOP

World Cancer Day	
International Day of Women and Girls in Science	



## 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 organisations 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.



**NEEDS IDEA**

**VIRTUAL VOLUNTEERING**

Put up needs that people can do from the comfort of their own home, office or car, these are quick tasks that take 10 mins or less. Share your Social Media handles & ask people to follow you, or for them to share any campaigns you're running, ask people to register as a donor (blood stem donor, organ donor, monetary donor). Think out of the box!

**NEEDS IDEA**

**IN-PERSON VOLUNTEERING**

Do you need to run a workshop and need a facilitator? Put that up as a need. You need to have one of the cars in your organisation fixed? Put that up as a need. Remember we have many skilled volunteers that are ready and willing to assist you with all your needs.

**NEEDS IDEA**

**CAUSE SPECIFIC**

Causes who operate within the medical field specifically in the field of cancer, can put up needs around World Cancer Day and any campaigns that they'll be running or promotions of the work that they do.

**CAUSE SPECIFIC**

Causes that have women & girls as their beneficiaries who operate within the science field can take advantage of International Day of Women & Girls in Science and put-up specific needs that speak to that day.

**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.

# MARCH 2023



M	T	W Zero Discrimination Day 1	T 2	F World Wildlife Day 3	S 4	S 5
6	7 	8 International Women's Day	9	10	11	12
13	14	15	16	17	18 Global Recycling Day	19
20 International Day of Happiness	21 Human Rights Day + International Day for the Elimination of Racial Discrimination	22 World Water Day	23	24	25 Earth Hour	26 
27 	28	29	30	31		



**THEME**

## HUMAN RIGHTS DAY

**EVENTS**

You can now request your events to be profiled on forgood! Contact Zamo on [contact@forgood.co.za](mailto:contact@forgood.co.za) to learn more.

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

JASON COLLINS

**NEEDS IDEA**

**IN-PERSON VOLUNTEERING**

Access to food should be a basic human right. You can put up a need for volunteers to help you start or maintain a food garden.

**NEEDS IDEA**

**CAUSE SPECIFIC**

March is Human Rights Month in South Africa. You can put up a need for volunteers to help you create specific, relevant, and transparent policies in your organisation, which in turn promotes better human rights.

**DO IT**

**NEEDS IDEA**

**CAUSE SPECIFIC**

18th of March is World Recycling Day. Why not run your own community clean up and recycling event?

**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.

# 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.



**NEEDS IDEA**  
**IN-PERSON VOLUNTEERING**  
The children in your organisation might need help improving their reading, why not put up a need for volunteers to listen to the children read? You can even do this virtually and get help from volunteers all around South Africa.

**NEEDS IDEA**  
**VIRTUAL VOLUNTEERING**  
World Book Day is on 23 April. Why not put up a need inviting volunteers to read to the children in your organisation?

*Important*

**NEEDS IDEA**  
**GOODS DONATION**  
Books are a great escape from our normal day to day life and can teach us to dream bigger than our current circumstances, why not put up a need for book donations to share with your beneficiaries?



**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.



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				

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

JOHN GREEN

### NEEDS IDEA

#### IN-PERSON VOLUNTEERING

May is Mental Health Month. Why not ask for volunteers who can come and train your team about the importance of positive mental health practices and how they can take care of their mental health better?

### NEEDS IDEA

#### IN-PERSON OR VIRTUAL VOLUNTEERING

Do you have beneficiaries in your organisation who could benefit from learning a new skill? Put up needs related to learning new skills like cooking, playing chess, gardening etc.

### NEEDS IDEA

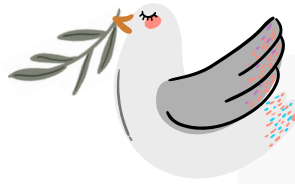
#### CAUSE SPECIFIC


Causes who work within the mental health sector can use this month as a chance to put up micro volunteering needs up to get volunteers to like and share any campaigns and events you may be running during the month.

### 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.

# 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

### NEEDS IDEA

#### IN-PERSON VOLUNTEERING

June is Youth Month in South Africa, many of our young people face different challenges, why not put up a need for the young people in your organisation who may benefit from guidance in a form of a mentor?

### NEEDS IDEA

#### GOODS DONATION

June is also the start of the winter months in South Africa. Why not put-up needs for donations for jerseys, instant soups, socks, beanies or anything to make the winter months more comfortable for your beneficiaries.

### NEEDS IDEA

#### VIRTUAL VOLUNTEERING


Host an online seminar for professionals to share their work experience with the young people in your organisation. Professionals can join from anywhere in the country.

### 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	16	
17	18	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.

## REMEMBER

Many of our corporate clients like planning ahead especially for their Mandela Day events. Make sure to have your Mandela Day needs up nice and early, so that you can take advantage of this month and day.

### NEEDS IDEA

#### IN-PERSON OR VIRTUAL VOLUNTEERING

July is Mandela Month and many of our corporate clients are looking for opportunities for their employees to do good. Create needs for Mandela Month ahead of time, try to make them as varied as possible. School clean ups, food packing events, refurbishments, gardening and making eco bricks are all great needs to put up in this month.

### NEEDS IDEA

#### IN-PERSON VOLUNTEERING

15 July is World Youth Skills Transferal Day. Why not use this day to put up a need for volunteers to teach a skill to the young people in your organisation or host a skills day and let the young people "speed date" through skills.

### NEEDS IDEA

#### GOODS DONATION

During this month you can take advantage of the spirit of giving and service by asking for volunteers and donors to donate specific items that you may need in your organisation, your old printer has stopped working and you need a new one, put that up as a need.

### DID YOU KNOW?

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

# AUGUST 2023



		1	2	3	4	5	6
M	T	W	T	F	S	S	
7	8	National Women's Day 9	10	11	12	13	
14	15	16	17	18	World Humanitarian Day 19	20	
21	22	BE KIND 23	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.

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

FATIMA MEER

## NEEDS IDEA

### MICRO-VOLUNTEERING

Use this month to create needs that volunteers can do virtually for a short amount of time, maybe you need people to sign a petition against woman abuse, or you want them to follow and like your social media posts around empowering young women in your organisation or community.

## NEEDS IDEA

### GOODS DONATION

Ask volunteers for donations towards care packs for beneficiaries to help them look and feel beautiful, packs can include toiletries, an inspirational journal and stationery, make up, an item of clothing and more.

## NEEDS IDEA

### IN-PERSON OR VIRTUAL VOLUNTEERING

GBV statistics in South Africa are amongst the worst in the world. Education and awareness around GBV remain limited. Ask for a volunteer to assist you with creating social media content, videos, and infographics so you can drive awareness and education around this endemic.

### VIRTUAL VOLUNTEERING

August is Women's Month in South Africa. Host an online seminar and invite different women as volunteers to share their skills. Ask for volunteers with expertise in different sectors including finance and business, beauty, design and self-development etc...to share tips that will make the lives of the everyday women better.

## 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.

# 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.

**NEEDS IDEA**

**IN-PERSON VOLUNTEERING**

Reading sessions are a popular event amongst our corporate employees. Why not take advantage of this and organise in person reading sessions for the children at your Cause? Put up a need for volunteers to dress up and host them for a reading session!

**NEEDS IDEA**

**CAUSE SPECIFIC**

September is Literacy Month. Put up needs that will help your beneficiaries improve their literacy skills - book donations, buddy reading sessions or playing games such as Scrabble with beneficiaries which helps improve their vocabulary.




**NEEDS IDEA**

**GOODS DONATION AND IN-PERSON VOLUNTEERING**

Why not make the reading room or your classroom look nicer? Organising a refurbishment and inviting volunteers to come to help you; it would be great fun for the children too!



# OCTOBER 2023

							International Day of Older Persons
M 30	T 31	W	T	F	S	S 1	
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					
	10	11	12	13	14	15	
World Food Day	International Day for the Eradication of Poverty						
16	17	18	19	20	21	22	
23	World Development Information Day	Start planning for the Festive Season!					
	24	25	26	27	28	29	



## THEME WORLD FOOD DAY

World Food Day commemorates the date of the founding of the United Nations Food and Agriculture Organization (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

**NEEDS IDEA**

**IN-PERSON VOLUNTEERING**

October is Breast Cancer Awareness Month. Ask a skilled volunteer to come and talk to you, your beneficiaries, or your team about how to do a self-examination, where to find help and resources once diagnosed and how to deal with the aftermath of a diagnosis.

**NEEDS IDEA**



**GOODS DONATION**

You can also use this month to get volunteers to help you create little care packages for the women and in your organisation who are affected by breast cancer.

**NEEDS IDEA**

**CAUSE SPECIFIC**

October is also World Food Month. Why not put-up needs for non-perishable food items that you can share with some of your beneficiaries? Or create food jars by hosting a packing event and inviting volunteers to come and help you pack food packages.

**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



## 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.



			1	2	3	4	5
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	19
Universal Children's Day	21	22	23	24	International Day for the Elimination of Violence against Women	26	
20							
27	28	29	30				



**NEEDS IDEA**

**IN-PERSON OR VIRTUAL VOLUNTEERING**

November is GBV (Gender Based Violence) Awareness Month in South Africa. Why not put up a need for the women in your organisation to get self-defense lessons to help protect themselves?

**NEEDS IDEA**

**GOODS DONATION AND IN-PERSON VOLUNTEERING**

GBV victims go through secondary trauma as they make their way through the policing/reporting system, access to the basics such as toiletries is non-existent. Create and distribute care packages with volunteers to the women in your organisation.

**NEEDS IDEA**

**GOODS DONATION AND IN-PERSON VOLUNTEERING**

November 19 is World Toilet Day. Put up a need to get your toilets refurbished or have a need for supplies to keep your toilets spick and span.

**DID YOU KNOW?**

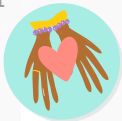
Global estimates published by WHO indicate that about 1 in 3 (35%) women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.

# 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



**THEME**  
**FESTIVE GIVING**

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

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.



**DID YOU KNOW?**

Child abandonment is a serious problem in South Africa, with an estimated 3 500 children being abandoned each year. Children in orphanages and other care institutions feel a sense of loneliness and isolation, especially because many of them are unable to spend the holidays with their families.

**NEEDS IDEA**

**IN-PERSON VOLUNTEERING**

Use the festive season's spirit of giving to get volunteers to come and help you spread some Christmas cheer at your Cause. Invite volunteers to come help you paint the walls in your organisation in time for the year end, planning on having a Christmas party? Get volunteers to come and help you setup, man stations anything at all.

**NEEDS IDEA**

**GOODS DONATIONS**

You can use this opportunity to get your organisation or beneficiaries some Christmas gifts, This could range from food donations for Christmas parties, or gifts to hand over to your beneficiaries on Christmas day. Maybe you need to get some new garden tools. This could be the best time to put that need up. Christmas is a time when people give away anything extra that they might not need. Don't miss this opportunity.