



## Datacentrix and employees donate hundreds of thousands towards COVID-19 support



Datacentrix and its staff members have donated hundreds of thousands of rands to several non-profit beneficiaries, in support of feeding schemes as well as protecting more vulnerable members of society during the South African lockdown. The organisation launched its 'This is US' (TiU) initiative in May this year, pledging the first R100,000 to this fund, in addition to other company initiatives, to bring hope and help to those in need across the Rainbow Nation. Voluntary donations from Datacentrix' staff have more than doubled the initial amount for the cause.

“The campaign, now a permanent corporate social investment initiative, was started by Datacentrix with a view of encouraging employees to play a role in supporting less fortunate individuals who have been most affected by the COVID-19 pandemic,” explains Ahmed Mahomed, Chief Executive Officer at Datacentrix. “Since launching TiU, our employees have been contributing to the fund - out of their own pockets - which has allowed the organisation to assist with a number of causes.”

A representative committee was appointed to manage and drive the initiatives and provide continuous communication and reporting to management and staff.

“The funds raised by Datacentrix have gone to supporting distressed communities and registered NPOs with a strong focus on community support (children, abused women, and the elderly) with items such as food relief, toiletries, personal protective equipment (PPE), and so on.

Support has also been provided to some former Datacentrix employees' families who have retired, and to beneficiaries of staff members who passed while working for the company.

South Africa's poor and vulnerable population has been most affected by the pandemic and resultant lockdown. Datacentrix has long prioritised positive social impact and it's most gratifying to see our employees join together in support of this objective,” Ahmed adds.