



**WOMAN IN BUSINESS FORUM**

Tel: 087 727 8630

Fax: 086 666 1164

Email: [renalda@ilembechamber.co.za](mailto:renalda@ilembechamber.co.za)

Website: [www.ilembechamber.co.za](http://www.ilembechamber.co.za)

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**TAKE A GIRL CHILD TO WORK:**

The Cell C Take a Girl Child to Work Day® campaign celebrates its 12th anniversary with the theme, “Dream, Believe, Achieve”. Taking place on Thursday 29 May 2014, this year’s Take A Girl Child to Work Day® aims to remind girl learners that they have the power to make their greatest dreams come true by believing in themselves. Cell C also wants to encourage these young women to remember that they can inspire, influence and lead others to greatness.

Women can be vibrant contributors to the economy and leading job creators for South Africa, and that is why Cell C continues to drive this project.

Cell C Take a Girl Child to Work Day® is targeted at Grade 10 to 12 South African girl learners, giving them the opportunity to visit a place of work and to experience first-hand, the various career opportunities available to them within the public service sectors and business world. Annually the campaign prompts dialogue around the needs of girl learners, their role in socio-economic development, the promotion of gender equality and empowerment of women.

More than 50 000 young girl learners are expected to benefit this year as hundreds of companies around the country participate in this ground-breaking project.

**History**

Since the first launch in 2003, over 2 300 companies and government departments have participated in Cell C’s Take a Girl Child to Work Day®. By showing their support of Cell C’s call to action for the advancement of women, over 650 000 girl learners have been exposed to a multitude of businesses and various career and job opportunities. The project has found its most ardent support from The Presidency, which has hosted girl learners since the inaugural event. The project has also been endorsed by the Department of Education.

Anyone can make a difference in a young woman’s life by being a part of this programme – whether by sharing their experience and time or making a cash donation.

<http://www.cellc.co.za/girlchild>

## **HOW TO GET INVOLVED:**

Companies can host a group of girls on the day by registering below.

Companies looking to be matched with a school within their community please specify this in your registration and Cell C will be in contact with you.

Companies that register will get supporting, branded merchandise — subject to stock availability.

- Companies registering as supporting partners will host schools of their choice and also cater for their transportation.
- We encourage companies to partner with a school or schools from historically disadvantaged communities.
- Companies in this role will also receive promotional materials from Cell C.

## **HOW TO CONTRIBUTE:**

The Cell C Girl Child Bursary Fund was established to raise funds and provide bursaries for qualifying girls from disadvantaged backgrounds. In 2013, bursaries were awarded to 10 deserving girl learners.

Funds are raised through an SMS campaign. All funds raised through the SMS line will be matched by Cell C. Simply SMS the word “**GirlChild**” to **14799** to donate **R2**. The Cell C Girl Child Bursary Fund was established to raise funds and provide bursaries for qualifying girls from disadvantaged backgrounds. In 2013, bursaries were awarded to 10 deserving girl learners.

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Companies can also make a direct donation to enable more girl learners to benefit from bursaries. The bank details are:

Bank: Nedbank  
Account Name: Cell C Foundation  
Account Number: 1068 435 305  
Branch Code: 145 405  
Branch: Corporate Client services

## **CONTACT US**

Should you require any assistance or clarity on any issue relating to this project, please do not hesitate to contact us on the following numbers:

General project queries and company participation:

**Tsakani Shipalana**

Tel: +27 84 174 4282

Fax: +27 11 324 4502

Email: [girlchild@cellc.co.za](mailto:girlchild@cellc.co.za)