UMS CHAMPIONS COMMUNITIES

ANGELS THAT WORK AMONG US

Through its Powertrade, Food Town and Best Buy brands, the community-driven business of UMS focuses on the needs of people living and working in the areas they serve, striving to make a difference in the lives of individuals within those communities. In addition to the many community initiatives undertaken by its members, UMS partners with two non-profit organisations, Lungisisa Indlela Village and Hopelands Village, both of which are committed to providing holistic physical, mental and spiritual care for orphaned and vulnerable children. "Partnership is key to our business philosophy, and our partnership with LIV and Hopelands is a community priority for us," says Jad Pereira, CEO, UMS.

"I am honoured to have the privilege of knowing these angels that walk amongst us, directly caring for the burden of a loving God" – Jad Pereira.

SHINING AMBASSADORS FOR SOUTH AFRICA

Saturday 10 May 2019 is a date that the U12 boys' team from Lungisisa Indlela Village (LIV) in KwaZulu-Natal will probably never forget. On that day, they stepped onto the grounds of the Stade Louis Stadium to play their first game in the Monaco Tournoi Sainte Devote Sevens International Rugby Tournament. The event was organised by the Monaco Rugby Federation in partnership with the Princess Charlene of Monaco Foundation. The invitation arose through the partnership that LIV has with the Laureus Sport for Good Foundation South Africa. The LIV team was one of 17 from 14 countries and the trip was sponsored by UMS. The Princess Charlene Foundation says the purpose of the tournament is to highlight the value of rugby beyond its physical aspects, to emphasize team spirit, generosity, sharing, solidarity and respect. "Not many children from vulnerable backgrounds would get an opportunity for an experience such as this," says Chester Koyana, LIV CEO, and team manager for the Monaco trip. "For many of our U12 rugby team, this was the first time they had left KZN, let alone the country. It expanded and developed them in ways that will last a lifetime."

Prince Albert and Princess Charlene of Monaco congratulate the LIV U12 boys' rugby team after their matches.

Care, growth & empowerment

LIV is a non-profit organisation that has been providing holistic residential care for vulnerable and orphaned children since 2010. LIV partners with government, business and the church to place children into a family environment where their physical, emotional and spiritual needs are met. The children are equipped with essential values and life skills. There are currently 200 children in care at LIV, with house mothers, relief mothers, teachers, nurses and social workers. A clinic also provides healthcare

for the impoverished community surrounding the village, while the LIV Culinary School and LIV Welding Academy provide training and employment. Another initiative called LIV Business employs many staff from the local community. The children of LIV Village are full beneficiaries of all profits generated by these businesses.

The South African connection

The Princess Charlene Foundation was founded by Princess Charlene of Monaco, who has close ties to South Africa, having grown up in the country. The Foundation has a Sports & Education programme, as well as Swimming and Water Safety. "Sport has the power to inspire young people and transform lives. Teaching children the value of discipline, teamwork and respect for oneself and others will enable them to lead safe and fulfilling lives," says Princess Charlene in her mission statement.

A total of 17 boys' and girls' teams from 14 countries participated in the event.

Superstars in Monaco

By the time match day arrived, the LIV U12s had already made a name for themselves among the hotel staff, restaurant guests and other participating teams. One of the parents from the US team commented how well-mannered the boys were and how easy it was for them to interact with everyone they came into contact with, making many new friends along the way. While the boys struggled to cope on-field with clearly more seasoned teams, they nonetheless showed maturity and sportsmanship, commitment and determination. The boys also attended a Water Safety and First Aid demonstration held by the Princess Charlene Foundation, where they were able to meet the Princess, a special highlight of their week.

While the team did not win any of its games, they did score one fabulous try. The boys showed maturity and sportsmanship on-field, while their off-field conduct was deemed impeccable by all who came into contact with them.

Tich Smith (Founder of LIV); Tracy Pereira (UMS); Joan Smith (Founder of LIV); and Jad Pereira (UMS)

Princess Charlene with the LIV CEO and team manager Chester Koyana and one of the players, Sine Koyana.

LIV coach Menzi Ngidi gives a pre-match team talk to the boys.

Local children from the Magaliesburg community with the founders of Hopelands Village, Sharon and Stephen Lamprecht.

THE HOPE OF HOPELANDS

The Hopelands team aims to follow the LIV model to provide a holistic residential lifestyle village for orphaned and abandoned children in South Africa.

While Hopelands is still in its early stages, a Homework Centre, Computer Centre and Library have been launched, while plans are underway to develop 17 hectares of land. "The founders, Stephen and Sharon Lamprecht, have shown massive commitment and faith, putting their entire lives into this initiative," says Tracy Pereira, who is responsible for UMS corporate social responsibility. "It is an honour to be involved. UMS has committed to assist with the foundational requirements for their village to become operational. Every child is entitled to live in a loving, safe, nurturing environment where they can be children, have all aspects of their well-being taken care of, develop their potential and become role models as they grow into adults," she says.

QUALITY-BASED, COMMUNITY-FOCUSED PRIVATE LABEL BRAND

The UMS private label brand UNITY, which is sold exclusively through UMS member stores, offers consumers a premium-packaged, competitively priced range of products in the grocery, personal care, household cleaning and babycare categories.

Unity
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THE COMMUNITY BRAND

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