

When it comes to corporate social responsibility ,Adcock Ingram Healthcare is leading in its commitment to volunteering and giving back to local communities

“Employees are not only doing this for a good cause – volunteering activities have helped to foster a sense of bonding and team spirit, plus friendships out of the work environment.

My colleague Michael De Beer has a unique way of co-opting assistance in times of need. And so it was for the first team building blitz at Adcock Ingram (Cape Town). He gathered the teams together, and handed out application forms. If every South African took the time to help with a home makeover for someone less fortunate, it would go a long way to healing the past, breaking down misconceptions and bridging divides that desperately need to be overcome. Those were his words to us. How could we refuse the invitation to make a donation of our time?

The whole day I spent with my team was an adventure, and one I will never forget. I was part of a team that participated in a daunting task. It was a very hot day and work was rough and tough, but the sense of achievement was worth all the aching muscles and blisters. The memories will linger forever.

My personal highlight was an introduction to the children of the home we worked on. They graced us with big smiles and their ability to make us feel at home was really satisfying. As South Africans we had rubbed shoulders in doing good and left behind something lasting for children in need. Pretty, darn satisfying if you ask me!

"It was a great team-building exercise for us and good fun. We often learn new skills as well as getting the satisfaction of helping others."

Success breeds success” – may New Kids on the Block Initiatives grow from strength to strength.

Sincerely,

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