



# ALL FOR ONE

the initiative  
A•B•C PROGRAMME

Hi

The team at Initiative wanted to share something we are passionate about...

When we look at people who have changed the world, we see they were born with a burning desire to make a difference. Sometimes help is needed to fan these flames of passion. With some extra nurturing and the gift of opportunity, we believe seemingly ordinary people can ignite their greatness and change our world in an extraordinary way.

We believe we can all make a difference by nurturing more greats through our **Initiative ABC (A Better Chance) Program**. However, we do not do this alone, **through your support, as a client of ours, you have helped make this program a reality.**

**Education is the most powerful weapon which you can use to change the world.**

Nelson Mandela

**The Initiative ABC Program** was instituted over 33 years ago to empower young minds through the opportunity of quality education. While we work with you to grow your brands, you in turn help us grow brighter futures for disadvantaged students.

We thank you for choosing us, and so do our ABC beneficiaries; whose education is supported through enrollment in quality schools and universities, as well as having all their fees, books and uniforms taken care of.

Thanks for being a part of helping us make a difference, together we can all make the world a better place.

Don't take our word for it, here's their story...

## A BETTER C HANCE



Landile Ngema

Landile Ngema has finished her matric and is now studying to be a teacher.

Lungaka Mxoli



Lungaka Mxoli is at Clarence Road Primary school in Grade 3. She hopes to be an actress one day.

Nokwazi Nzimande



Nokwazi attends West Ridge High School. She is keen on cooking and would like to be a Chef one day and own her own restaurant.

Owethu Lajila

is currently in grade 9 at Ride Park College. She loves playing volley ball and netball and is in the swimming squad. Owethu loves cooking & wants to own a restaurant one day.

Khangelani Dlamini



Khangelani is currently in grade 7 at Clarence Primary School. Khangelani loves animals and he wants to become a vet one day.

Siyabonga Nyathi

is excelling in Grade 7 at Durban Preparatory High School. This year he was selected to play for the KZN U12 Coastal Rugby side. Siya wants to be an Electrical Engineer one day.



Siphesihle Ngcobo

Siphesihle is our newest addition to the ABC programme as we have given him a bursary to study advertising and marketing at Vega. He is well on his way to attaining his Bachelor of Business Administration in Brand Building and Management.

Lesedi Ngema



is currently in grade 4 at Clarence Primary School. She has her sights set on becoming a Doctor one day.

Sphamandla Dlamini



Sphamandla Dlamini has completed matric and is now enrolled in film school.

Yola Nyathi is in Grade R.

Education breeds confidence. Confidence breeds hope. Hope breeds peace. Confucius

Thanks for **your** continued support so that we can continue **our** support for this program.

Initiative is a Level 1 BEE agency dedicated to your brand and our beneficiaries.

## A B C

Education is the passport to the future, for tomorrow belongs to those who prepare for it today.

Malcolm X

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