

A time for giving back

Various initiatives were undertaken throughout DBCM to make the Christmas period that little bit more special for our fellow citizens in need. Here are some examples:

Manna in the desert

De Beers employees in Namaqualand took on three projects to mark the Season of Goodwill. In Hondeklipbaai a Christmas party was held for 100 children who have seldom, if ever, experienced this sort of celebration. A soup kitchen for neglected and destitute children in Bergsig received a grant towards the caring of its 150 foster children.



Voorspoed in Kroonstad

Together with Kroonstad Rotary Club and the Jala Peo Trust, De Beers employees of Voorspoed mine identified four area orphanages to benefit from a special outreach initiative. Children at the four institutions: Reflection of Faith, Tokoloho Community Centre, Maokeng Disabled Children Centre and the Presidentia Jeugsentrum, were visited by Voorspoed employees and received toys and food parcels.



A cornerstone of care

As part of her push to encourage head office staff members to undergo voluntary counselling and testing for HIV in December, CHQ's Workplace HIV Manager Joy Beckett promised a DBCM donation to charity for every resident employee and contractor taking the test. At the same time a Christmas Tree, arranged by Public and Corporate Affairs, was used to encourage colleagues to "adopt" a child at the Cotlands home for abused and abandoned children, and to supply individualised presents for the little mites. CEO Jackie Schoeman and colleagues received a cheque for R10 000 along with collected Christmas presents.



*From the top:
Namaqualand Community Liaison Manager Victor Cloete in Nababeep;
Voorspoed employees at the Maokeng Disabled Children's Centre;
CHQ employees with their gifts for the children of Cotlands.*

120 years in our communities



This year De Beers Consolidated Mines celebrates its 120th birthday. While the diamond industry led largely too South Africa's industrialisation, DBCM was also an instigator of community work by the private sector in the country. We find in some of the company's earliest annual reports references to charitable works being funded and carried out by De Beers.

The emphasis and sophistication of this work has naturally evolved over the three calendar centuries since, but De Beers remains deeply involved in development in our broader society. Some of this is done through a structured arm of the company, the De Beers Fund. Some of it takes place through our operations. Some happens through voluntary initiative. But all of it is undertaken with true

understanding of the term "partnership". And all this effort speaks to our philosophy of "living up to diamonds".

I am delighted to report that non-profit organisations (NPOs) working in areas of greatest challenge hold our community work in high regard.

The end of last year saw Cape Town analytical group Trialogue release results of an annual survey of the perceptions of 100 businesses and 100 leading NPOs in South Africa.

Given our relatively small size, it is truly humbling that NPOs see our work as 3rd most prominent out of 56 corporates in the fight against HIV/AIDS. Both the formal business sector and NPOs regard our corporate social investments (CSI) as second most prominent out of 15 mining companies and De Beers is rated the country's 5th best corporate grantmaker (up from 6th place) out of 72 companies, again by NPOs.

This edition of **Reach Out** takes us through just a few examples of community work recently undertaken. We look forward to another year of ever deeper involvement in South Africa's overall development.

Tracey Peterson
Corporate Social Responsibility Specialist: DBCM

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A season for giving...

SCC does CSI in JHB

Group Services Supply Chain staff have taken our value of "Showing we care" to practical heart. Johannesburg SCC has "adopted" a refuge for refugee women and children, the Benvenuiz Shelter. Colleagues collected funds to carpet the shelter's nursery school, and Cape Town SCC chipped in as well. Jo'burg SCC then went on to collect presents for the children of Benvenuiz – a special Christmas surprise.

Getting on in Cullinan

Cullinan Diamond Mine decided to concentrate its Christmas season activities on the elderly of its greater region. First up was a donation of R4 000 to the Refilwe Senior Citizens Forum to assist with that organisation's end-of-year function. The Forum has a long association with the DBCM mine, and apart from its usual caring for senior citizens, holds physical training sessions for them in an effort to alleviate the stress and boredom that so often accompanies old age.

Cullinan Mine then teamed up with the Nokeng Tsa Taemane local municipality to support a project to give needy senior citizens some festive cheer in the form of food parcels. Four hundred families received parcels at a cost to De Beers of R80 000. The parcels were handed out at an event held at the local community hall

Taking our Limpopo schools to a new level

We have recently gone through the annual gnashing of teeth at the failure of many public schools to produce anything like acceptable pass rates. For more than 30 years De Beers has operated a groundbreaking programme of infrastructure provision at schools in our poorer rural areas. This was undertaken long before such work was seen by the private sector as imperative; long before it was fashionable.



HOD of Foundation Phase Mrs Mutshinya at Doreen Bridge Primary, offering support to learners

But while this important work goes on, De Beers also knows that buildings and equipment alone will not bring us the success our schools need. DBCM therefore involves itself in supporting all sorts of other educational interventions to best effect. Here's one:

De Beers is giving almost R2 million to the CIE Education Services, a service organisation in the schooling sector, to improve literacy and learner achievement in 11 schools in greater Musina, Limpopo.

The project schools, of which nine are primary schools and two are secondary schools, are located in the Musina municipality - one of Venetia Mine's major labour sending areas and one that serves mainly disadvantaged communities.

"De Beers ensures that good corporate citizenship is maintained in the areas we operate in by being socially responsible.

"This partnership with CIE gives us an opportunity to help in shaping the future of our children by ensuring that our educators and school management are equipped with the tools to improve learner performance," says Johnny Velloza, Operations Manager for Venetia Mine.

The implementation of the project will be undertaken in close collaboration with the Soutpansberg Circuit Office of the Limpopo Department of Education and will focus on school development planning, literacy and numeracy in primary schools, FET curriculum management, teaching methods in high schools and middle management training.

The project will include baseline and summative assessments of learner achievement in literacy and numeracy for foundation and intermediate phases. The objective of the project is to improve learner performance in literacy and numeracy by 15% over a three year period.

"The exciting thing about this project is that together we are empowering educators with improved skills to teach learners to read, write and calculate. There is no greater skill with which to empower a child," says Nathan Johnstone, Director of CIE Education Services.



CIE literacy workshop being held at Makusu Primary School

Cullinan ploughs back into Metsweding

De Beers has announced that, in partnership with the Kungwini Local Municipality (a part of the Metsweding District Municipality in which Cullinan Diamond Mine operates) it will develop and expand an existing "agricultural hub" in Kungwini. DBCM has donated R2 million for the expansion of crop farming projects. This work begins this year and the expenditure will be spread over the next five years, amounts varying according to the project's stages of development.

The hub is in the Bronkhorstspuit area and this initiative aims to transform crop farming projects into a commercially viable and self-sustaining agricultural entity.

Ivan Vidulich, Cullinan Diamond Mine Operations Manager, presented a R2 million cheque to the Kungwini Local Municipality at a ceremony held in December.

He said that this investment was another way in which De Beers sought to enhance skills and the economy in communities in which it operates: "The Company has had a long association with this community since De Beers bought a shareholding in the then Premier Mine in the 1920's. This association goes further than just mining and brings us in touch with many local upliftment initiatives".

The project also includes a partnership with the Tshwane University of Technology to increase job opportunities available in Kungwini through expanding farming skills.



Musina on the march!



Even though it was only formed in 2007, the De Beers Musina Field Band has shown phenomenal zeal in notching up two major achievements in this very short time. September last year saw the band awarded as First Runner Up in the First Division of the national championships of the Field Band Foundation, held in Johannesburg. And this year has opened with the band winning the arts category of the annual Musina Mayoral Awards. The De Beers Fund supports two field bands in Limpopo, along with bands in Cullinan and Kimberley. These bands are used to teach youngsters important life skills while they learn the joys of making music. Well done, Musina!



Show We Care

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The examples cited in this publication constitute but a small part of the community work of De Beers in South Africa. For additional information on this work, please go to www.debeersgroup.com or contact Tracey Peterson on tracey.peterson@debeersgroup.com