

Mercedes-Benz SA donates 1,000 food parcels to Eastern Cape communities

Mercedes-Benz South Africa (MBSA) recently donated 1,000 food parcels to vulnerable communities in the Eastern Cape. The parcels are estimated to benefit over 5,000 people ahead of the festive season.



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MBSA started the distribution of 1,000 food parcels to Mdantsane, Buffalo Flats and Duncan Village communities, in efforts to provide food relief exacerbated by the Covid-19 pandemic.

Abey Kgotle, executive director of human resources and corporate affairs at MBSA, says: “Since the start of the lockdown, MBSA has prioritised East London for its Covid-19 relief efforts. As a company, MBSA is acutely aware of the threat of Covid-19 and the very real fear of hunger. To alleviate the plight of food insecurity and hunger in the region, our handover of food parcels today is an extension of our corporate social responsibility efforts to support East London’s most vulnerable communities with food relief as a result of the pandemic.”

MBSA partnered with the Gift of the Givers Foundation to coordinate the distribution of the food parcels and provide the communities with food essentials parcels that would sustain families of five for a maximum of four weeks. These parcels contain essential non-perishable food and vegetables.

The initiative was also supported with the assistance and involvement of multiple stakeholders, inclusive of MBSA's own employee and union representatives, ward councillors and community leaders. The multi-stakeholder initiative involved the identification of the neediest families to ensure that food parcels benefit the most vulnerable members of the targeted communities in the Eastern Cape.

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