



Healthcare and happiness to Epukiro and beyond



ChariTtree

Good causes, great prizes!

09/2022

Healthcare and happiness to Epukiro and beyond

This report details the corporate social investment (CSI) efforts of Wutow Trading to uplift vulnerable communities in the rural East of Namibia - efforts that benefits the healthcare and wellbeing of over 4 000, mostly San, Namibians.

In September 2022, Wutow Trading partnered with ChariTree to donate several tonnes of cleaning supplies, personal hygiene products and dry food to the Naankuse Lifeline Clinic to assist them in curbing an outbreak of scabies in the rural East of Namibia. A portion of the goods was delivered to the residents of Drimiopsis and the rest of the goods were taken to Epukiro and surrounding settlements, where it is estimated to benefit over 4000 vulnerable Namibians of which most are San and almost half are children.



In total, over 13 000 people have benefited from foods and goods donations made by Wutow Trading and facilitated by ChariTree.

Wutow Trading has been in partnership with ChariTree since April 2022. This partnership has lead to the ongoing upliftment of vulnerable communities across Namibia.

ChariTree creates and facilitates corporate social responsibility endeavours on behalf of organisations like Wutow and connects an organisation's core values with a good social cause that is measurable and impactful.



The initiative was widely reported by the media and well-received by the public, herewith solidifying Wutow Trading's stance in the Namibian economy as a responsible and ethical business, bound to improving the lives of the community it operates in.

To leave behind footprints in the sand of time.



"Ultimately, we are a Namibian entity and we take care of our people. We strive to serve our country, our nation, and our community. It's not for credit, but our duty. It's in our DNA"

Hargu Horn, Operations Director, Wutow Trading



Wutow Trading's Corporate Social Responsibility:

Wutow Trading is a leading FMCG brand distributor and route-to-market partner in Namibia.

Established in 1979 with offices in Windhoek, Walvis Bay, Tsumeb and Keetmanshoop, the company has deep local roots, established and trusted trading relationships and a track record of exceptional service delivery.

Wutow Trading is in the business of expanding their clients' brands across channels in the Namibian market whilst facilitating quality consumer relationships and shopper choice. Their client growth therefore enables them to expand opportunities for their business, staff and country.

As a dependable gateway and route for brands to enter the Namibian and African markets, Wutow Trading is encouraged to grow and assist the local market by making corporate social investment into vulnerable communities and segments of the population that experience severe poverty. The initiative detailed in this report is one of several ways in which Wutow Trading fulfills its corporate social responsibility.

Pray not for weak enemies. Pray for competent allies.

Stakeholders in collaboration

The Namibian population is small, but to make a real impact and reach all remote corners of our country, collaboration is crucial. Wutow Trading therefore collaborated with a number of ChariTree affiliates that are in the business of healthcare, philanthropy, logistics, transport and packaging. With their help, we could determine what the specific needs were in the remote rural corners of the country and how best to reach them.

Naankuse Lifeline Clinic

Providing free healthcare services to over 3 500 patients a year, the clinic places a large focus on tackling tuberculosis and malnutrition within the San population. This is achieved through clinic-based work and outreaches, including a 4x4 ambulance service. The clinic's twice weekly feeding program is attended by roughly 120 people per session.



The clinic has had to intensify its healthcare efforts as a scabies outbreak spread rapidly throughout the region, affecting communities in Epukiro, Skoonheid, Otjijarwa, Okatumba gate and beyond. Scabies is an infestation of the skin by the human itch mite. The microscopic mite burrows into the upper layer of the skin where it lays eggs. This can cause intense itching and a severe rash that can easily become infected. Besides providing medical treatment, the clinic has been involved in removing the mite from community homes through large-scale cleaning and sanitation efforts.

One finger cannot lift a pebble.

Hopi Proverb

The vulnerable San people of the rural East of Namibia



The San, known for being the earliest human inhabitants of Africa, make up the majority of the population in the remote, rural East of Namibia. The San make up less than 2% of the Namibian population and are conspicuously disadvantaged with their Human Development Index of 0.279 being considerably lower than the national average of 0.77, while their Human Poverty Index (HPI) of 26.9, is much lower than the national average of 59.9. Lack of education, healthcare and social services, landlessness, nomadic traditions, stigma and extreme poverty make them a particularly vulnerable group.

Based on the continued suffering of the San in the rural East of Namibia, Wutow Trading together with CharITree actively sought a way to alleviate their burdens and the partnership will continue to grow its efforts of corporate social investment in the region.

If you want to lift yourself up, lift up someone else.

Brooker Washington

On 9 September, on the way to Epukiro to drop off Wutow donations at the Naankuse Lifeline Clinic, the partners stopped at Drimiopsis village, a regular outreach point of the Naankuse Foundation, to distribute dry food and goods to a community of over 250 people.

Drimiopsis consists of mostly San who face severe unemployment and the goods were received with great excitement. Thanking Wutow Trading, one community member said:

**"We lost all hope in good hearts,
but today you've given us something to
believe in again!"**



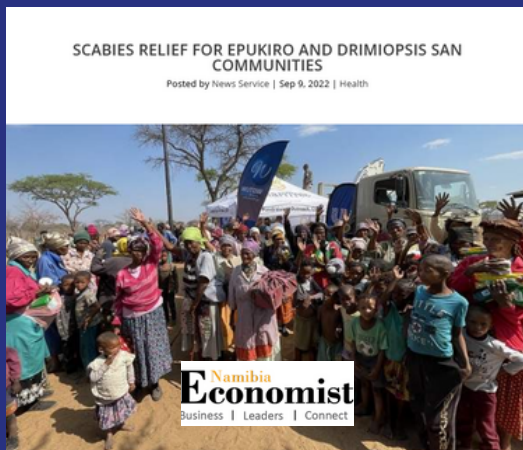
Within two hours, stakeholders offloaded goods such as soaps, detergents, personal hygiene products, condiments and soup powder to households, pensioners, community members with disabilities and children of all ages.

The media is the most powerful entity on earth... because they control the minds of the masses.

Malcolm X

Success measured by media exposure

The initiative was warmly received by the public and received significant attention on traditional and new media platforms. In Namibia, there is still a strong culture of print media, with between 500 000 and 800 000 people reading the newspaper daily. Wutow Trading's brand was strengthened through the following articles in two prominent media publications:



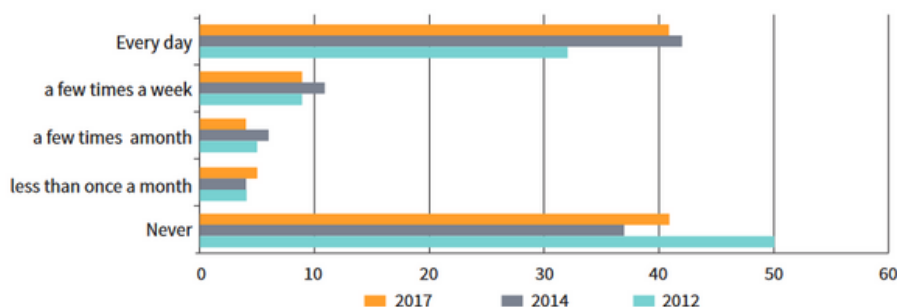
On the 9th of September 2022, the Namibian Economist published an article titled *Scabies relief for Epukiro and Drimiopsis Communities*. The online publication has a readership of 500 000 a month.

On 7 September 2022, the Windhoek Observer published an article titled *Naankuse help in fight against scabies*. The publication has over 80 000 subscribers and 53 000 followers on Facebook.

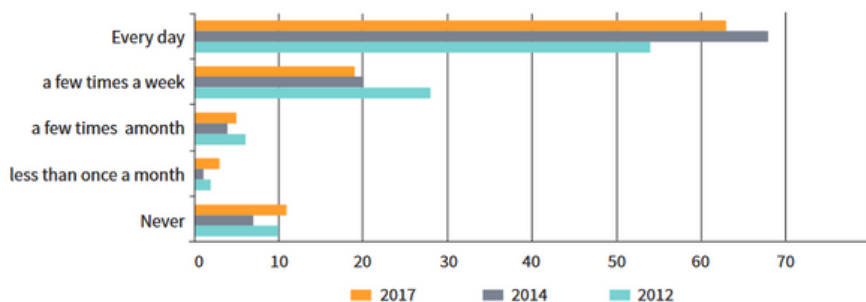


Besides having a strong reading culture, Namibians still get most of their local news from television and radio. In a 2019 report compiled by the Institute of Public Policy Research (IPPR) and Namibia Media Holdings, it is estimated that 90% of respondents prefer getting their daily news from local television and radio channels:

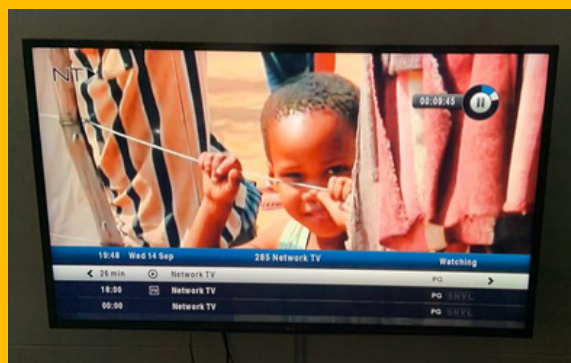
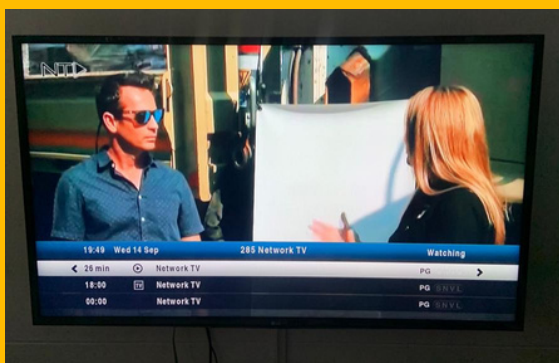
Graph 2: How often do you get news : from television?



Graph 1: How often do you get news : from the radio?



Given these statistics, it is with great delight to report that the initiative was widely covered by local broadcast channels:



On 14 September, the story of Wutow, ChariTree and Naankuse's collaboration to uplift the vulnerable communities of the East was featured on Network TV's evening news bulletin, on GoTV, Channel 93 and DSTV, Channel 285. DSTV Namibia has over 280 000 subscribers.



On 14 September 2022, co-founder of ChariTree, Richard Hoff was invited to talk on the Namibian's live radio stream about the initiative. The Namibian reaches 535 000 people on their social media pages daily.

Content is fire. Social media is gasoline.

Jay Bauyer

Initiative strengthens Wutow Trading's online presence

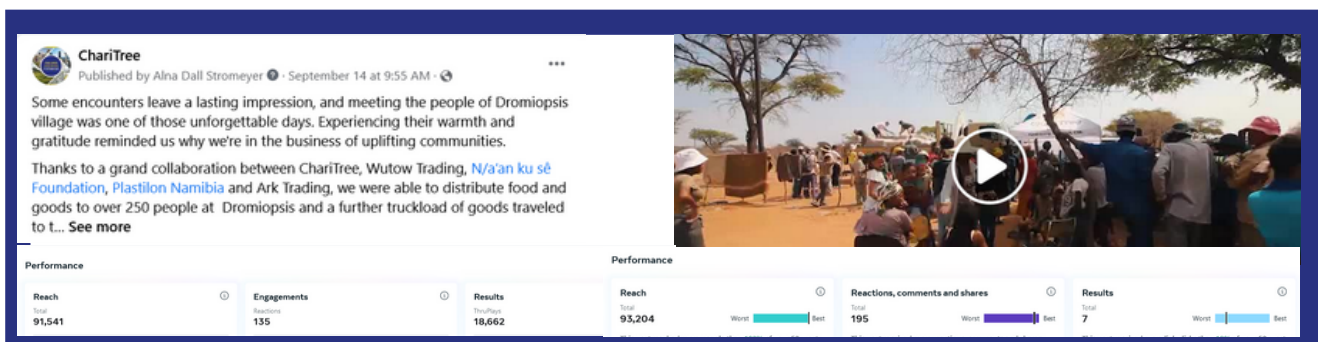
In Namibia, there were 800 000 social media users in January 2021, which represents almost 40% of the population. ChariTree harnessed this potential by creating social media posts, video, audio and static content about the initiative, and shared it to partner pages to improve Wutow's online footprint.

184 545

Post reach on ChariTree Facebook page regarding the initiative:

260

Engagement on ChariTree Facebook page regarding the initiative:

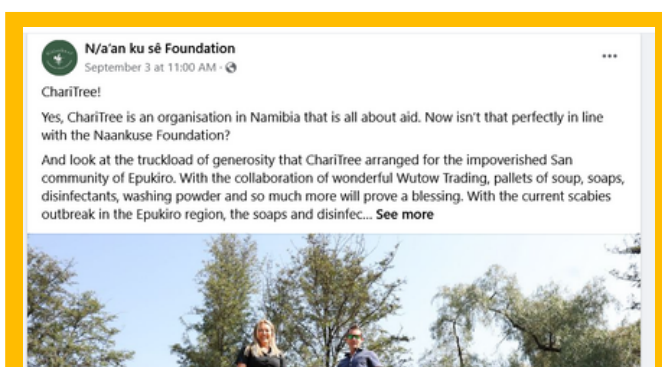


18 328

Post reach on Naankuse Foundation Facebook page regarding the initiative:

462

Engagement on Naankuse Foundation Facebook page regarding the initiative:



Other social media mentions:



The best way to predict the future is to create it.

Peter Drucker

Recommendations

To ensure the longevity of Wutow Trading as a dependable gateway and route for brands to enter the Namibian and African markets, it is imperative to create a sustainable, adaptable and connected corporate social investment campaign. Zaheer Dodhia, CEO of multiple start-ups and content contributor to Forbes Magazine, highlights the need to create brand sustainability, suggesting it hinges upon the **DRIVE** to be sustainable, being adaptable and truly connecting:

"The common thought is that sustainability is a buzzword arising from the green movement that has taken over almost every market. But in terms of branding, it's broader than that. Sustainability involves building your brand with marketing, branding and producing practices that are geared toward the long term."

Together, ChariTree and Wutow Trading have touched the lives of over 14 000 vulnerable people since April 2022. An even greater opportunity exists to elevate this impact through collaboration.

Sustainability

46% of consumers are drawn to authenticity. This means that if an organisation endeavours on social investment, it must be relevant and authentic. ChariTree can assist Wutow Trading in choosing CSR campaigns that speak directly to its customers. For instance, give client brands an opportunity to sponsor specific donations to meet the target needs of vulnerable communities.

Adaptability

Reflecting on the global Covid-19 pandemic, brands have learnt to adapt to ever-changing consumer needs. As consumers needed hand sanitizers and panic-bought toilet paper, the availability and price of these goods had an even bigger effect on vulnerable communities. Connecting with 50 registered charities on a daily basis, ChariTree can help Wutow adapt its CSR campaigns to suit ever-changing needs and take advantage of current situations.

Connectivity

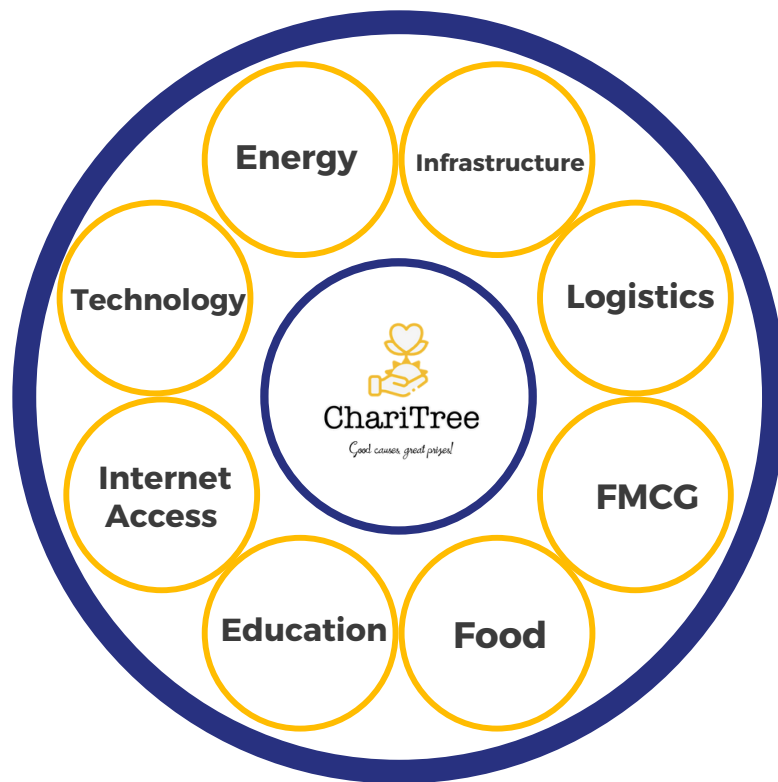
Technology has made connection the most important part of our day. We can reach our loved ones and be inspired at the click of a button. Therefore, Wutow Trading should ensure that its customers feel connected to its CSR efforts, through the use of social media. Thanks to ChariTree, the initiative to bring healthcare and happiness to the people of the East, was well-documented and widely celebrated on relevant media platforms. An ongoing relationship between Wutow and ChariTree will ensure that customers and consumers feel connected to Wutow's efforts in uplifting communities.

Success is when I add value to myself. Significance is when I add value to others.

John C. Maxwell

Transforming Corporate Social Responsibility into Significance

ChariTree matches your values with one or more of our programmes:



Technology - Using the latest tech innovation often provides shortcuts to progress. ChariTree is on the lookout for such opportunities locally and globally.

Education - Language, mathematics, science, art - these are the instruments used to bring out what's inside our people. An educated population is Namibia's only path to true freedom.

Internet Access - A key factor to all others, crucial in the modern world.

FMCG - Households don't operate on food alone. FMCG is an essential building block of the future.

Food - Ever been hangry? No one will save the rhino or look after the environment if they are starving. A full tummy stimulates a creative mind and is always step 1.

Logistics - The world has enough of everything. It's a matter of getting resources to where it makes the most impact.

Infrastructure - Using as much locally sourced labour and material to provide housing and buildings has long term benefits ranging from a safe place to live to avoiding urban migration.

Energy - Electricity provision is one of the single biggest contributing factors to a quality of life everyone appreciates.

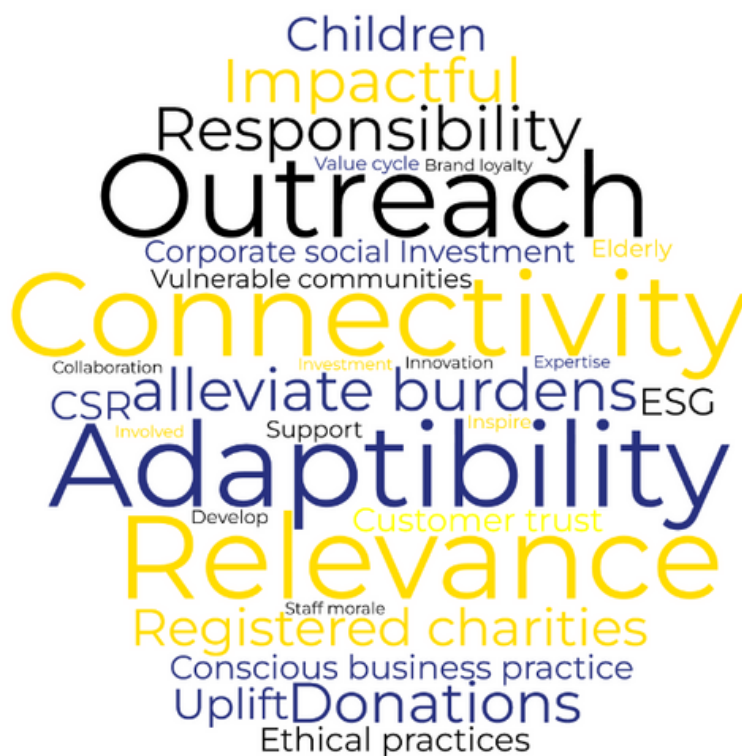
mim n!obe we a

"Thank you very much" in Koisan

Final Word of thanks

Alleviating the burdens faced by those living on the fringes of our society can only be accomplished through broad stakeholder collaboration. ChariTree, on behalf of Wutow Trading, all our beneficiaries and the organisations that take care of them, would like to thank the following stakeholders for their part in this initiative:

- Plastilon Packaging Namibia - for donating plastic wrap for the transport of goods.
- Ark Trading - for supplying us with forklifts and operators to get the jobs done!
- Rob Youth Foundation - Assisted with warehousing



This report was generated by ChariTree on behalf of Wutow Trading. ChariTree is a CSR and Fundraising platform and connects businesses with great causes, whilst supporting vulnerable communities through fundraising and outreach initiatives.

For more information, visit:
www.charitree.com.na

Social media is not a media. The key is to listen, engage, and build relationships.

David Alston

Mentions in the media

Healthcare and Happiness to the San people of the rural East - ChariTree VIDEO

- <https://www.facebook.com/ChariTreeNamibia/videos/803235010869453/>

ChariTree event Facebook post:

- <https://www.facebook.com/ChariTreeNamibia/posts/pfbid02TERNAZiS5Ze1gx953KMsexv4EpRn3naDScMpsiKpugMKW9FXKov9VCWoxgzpFvZFI>

ChariTree handover video

- https://www.facebook.com/events/2272700319573225/?post_id=2275133545996569&view=permalink

Naankuse Foundation Facebook post:

- <https://www.facebook.com/naankuse/posts/pfbid023iAiAqZntEmVy9B3FeqhaRPk7afVL4zzpd8eMMF3hXtsbkESCG6jG92k6UEq7kirl>

Harnas Guest Farm and Wildlife Sanctuary Facebook post

- <https://www.facebook.com/harnaswildlifefoundation/posts/pfbid03ldP3KTvtgJR61NLn7jfKHcGfBpnVGWnsn6hjXtU6VmX6S6GkYKK5RG6flvL2EMAel>

Plastilon Namibia Facebook post:

- <https://www.facebook.com/plastilon.nam/posts/pfbid027ap8bj4CYKoHQWVLYVH8QUivQSD1Xr8aZQNe7wiF2EUeWnNv3R7YbC2RQdYPLS8fl>

The Windhoek Observer Facebook post:

- <https://www.facebook.com/whkobserver/posts/pfbid0LQCzpWSFPN5Raefrvw5gXH PFSbyC6FKdvupbGMSAXeaeggacjf76JwRoXCDCirxwl>

The Namibia Economist, Scabies relief for Epukiro and Drimiopsis San communities, 9 September 2022

- https://economist.com.na/73339/health/scabies-relief-for-epukiro-and-drimiopsis-san-communities/?fbclid=IwAR1D0OFSDvQnRvifQzJJQLBaaRLwb5N8PR64EUOMxIMK_WjdPK4ja6Ane9k

ChariTree Google Drive Folder for images, videos and more of the event:

- <https://photos.app.goo.gl/GDPopkKhWsEbJqv2A>

ChariTree Youtube channel

- <https://www.youtube.com/channel/UCV-ruY3QzCHabkZvCUfLZew>



That some achieve great success, is proof to all that others can achieve it as well.

Abraham Lincoln

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Electoral Institute of Sustainable Democracy in Africa. Namibia: Mass Media,. African Democracy Encyclopaedia Project. Extracted from: Lesley Blaauw & Sydney Letsholo 2009 "Chapter 10: Namibia" IN Denis Kadima and Susan Booysen (eds) Compendium of Elections in Southern Africa 1989-2009: 20 Years of Multiparty Democracy, EISA, Johannesburg, 358-359.

- <https://www.eisa.org/wep/nammedia.htm>

Digital 2021: Namibia. 21 February 2021. Global Digital Data Portal

- <https://datareportal.com/reports/digital-2021-namibia>

Minority Rights Group Internationals. San Namibia Population Profile. Accessed 09 September 2022.

- <https://minorityrights.org/minorities/san/>

Dietrich Remmert. January 2019. Namibia's Media: Facing the Digital Challenge. Institute of Public Policy and Research (IPPR) Namibia, Namibia Media Trust and Hanns Seidel Foundation

- <https://ippr.org.na/publication/namibias-media-facing-the-digital-challenge/>

Zaher Dodhia. 6 April 202. What makes a brand sustainable? Forbes: small business. Accessed on 9 September 2022

- <https://www.forbes.com/sites/forbesbusinesscouncil/2021/04/06/what-makes-a-brand-sustainable/?sh=7b46c1b4114c>