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KAIZER CHIEFS

Founded in 1970 Kaizer Chiefs is a Premier League football club that has become one of the, if not the, leading sporting brand in Africa, with a fan base of over 14 million. Primedia has a 40% shareholding in the club.



THE COMPANY'S CSI POLICY

An organisation with a big heart, Kaizer Chiefs or the "Mighty Amakhosi" is as well known for its generous spirit of giving as it is for its football. It is associated with a number of CSI programmes and initiatives, focusing on, amongst these, women, children, the youth, education, health, the environment and soccer development.

CSI INITIATIVES

Kaizer Chiefs raise awareness around HIV/AIDS through a number of initiatives including:

- Supporter groups to NGOs,
- AIDS walk participation,
- Condom distribution at games,
- Acknowledgment of World AIDS Day, and
- Engaging support about AIDS issues and raising awareness of its effects.



Player appearance and soccer clinics

Players often take part in a number of sponsor-related initiatives. The senior team also conduct soccer clinics, mainly for underprivileged youth. Various schools also benefit from these teaching programmes.

The Homeless World Cup

An international initiative with teams participating from about 48 countries, Kaizer Chiefs Youth Development coaches train the South African team.

ACHIEVEMENTS

Telkom Charity Cup

Kaizer Chiefs is a regular participant in the Telkom Charity Cup. This event calls for fans to phone Telkom and vote for their favourite team to play in the one day event. The proceeds for the calls and ticket sales are donated to a number of charities.

Asiphephe Road Campaign

The rise in the pedestrian deaths in KwaZulu-Natal led to the provincial government asking Kaizer Chiefs to involve itself with the Asiphephe Road Campaign to raise awareness about the rules of the road and road safety.

Carroll Shaw Memorial Centre

A key project for Kaizer Chiefs, which donates to this organisation through a number of initiatives, including the above mentioned Telkom Charity Cup. The centre treats drug-addicted youths, teaching them life skills and coping methods for their addictions.

Opposing human Trafficking

Jessica Motaung, the club's marketing manager, is the spokesperson for this cause. The club encourages fans to speak out against human trafficking. The initiative is in keeping with Kaizer Chiefs' stand against woman and child abuse.

The Reach for a Dream Foundation

Kaizer Chiefs regularly invite children from this foundation to matches. The foundation encourages children to live their dream and through this motivate them to fight life-threatening illnesses.

Let's Play a Million

An initiative of SuperSport's Let's Play CSI programme, lets play a million seeks to raise donations to fund the purchase of one million soccer balls by the start of the 2010 FIFA World Cup. Kaizer Chiefs supports this initiative.

