

By: Imbumba Foundation Communications Manager

THE POWER OF 18

Linda Reddy, the Director of Supply Chain and Business Development (Africa, Middle East & India) at Nando's, has joined Trek4Mandela this year with a bang.

The Imbumba Foundation having seen over 300 local and international climbers through the Trek4Mandela programme and empowered over 1 million girls through the Caring4Girls initiative, Ms. Reddy's fundraising efforts is nothing shy of impressive.

She set out to raise an additional R180 000 towards the Caring4Girls initiative and has committed to solely support a total of 1000 female students. Through her collaborative efforts of online fundraising, of which she took the top spot after 5 days, and personal relationships, she has surpassed her target by over 300%. She swiftly raised R580 000 within 2 months which equates to over 4800 girls with a full year's supply of sanitary towels.

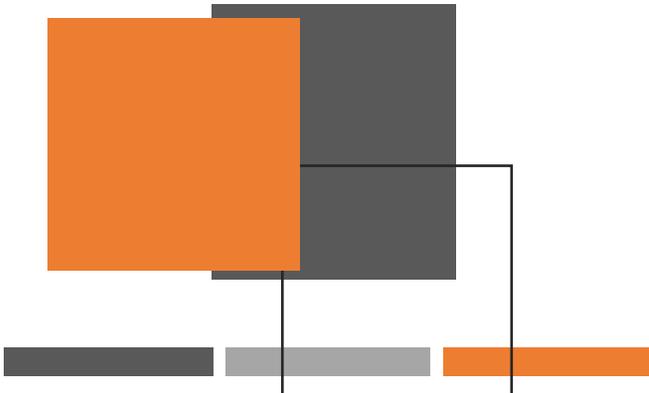
Upon her quest, one of her close friends had expressed why he contributed R18 000 and the significance of the number 18 to

TREK4MANDELA

CLIMBER FOCUS: LINDA REDDY



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him. The number 18, or "Chai" in Judaism, signifies a good omen for more life.

For the Foundation and Trek4Mandela initiative, 18 is the most important number because they summit Kilimanjaro on the 18th of July, being Mandela Day in support of Tata Madiba's living legacy. It is through his aspirations and very premise that Mr. Mabaso created the Foundation in 2010.

"We salute Ms. Reddy and her efforts in creating a long-lasting impact by empowering the girl child and keeping them in school." – Sina Moyane (Trek4Mandela Project Manager).

Trek4Mandela is an annual expedition whereby a group of esteemed individuals summit Mount. Kilimanjaro every year to raise awareness and funds for the Imbumba Foundations Caring4Girls programme.

#TREK4MANDELA2021

#WECLIMBFORDIGNITY

#KEEPINGTHEGIRLCHILDINSCHOOL

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*"After climbing a great hill,
one only finds that there are
many more hills to climb."*

Nelson Mandela



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