



Lions International MD410 – Amazon Project Narratives

1. Dignity Bags Project

Description:

A total of 1,500 dignity bags were packed by Amazon employees and Lions International MD410 members. Bags included Toiletries for victims of disasters. The bags were distributed across three provinces to support victims of disasters such as fires and flooding.

Impact:

The project directly supported disaster victims, ensuring immediate relief during challenging times. Each participating Lions Club received 50 bags for distribution as needed.

Volunteers: 100

Beneficiaries: 1,500 disaster victims

Date: 22nd March 2024

Project Value: R184 500.00

2. Tree Planting Initiative

Description:

Seedlings and trees were procured to enhance the environment, particularly in areas requiring reforestation or urban greening. The University of Cape Town (UCT) served as a key partner, with 75 trees planted to date and a further 225 scheduled for planting. Additionally, 25 trees were planted in KwaZulu-Natal (KZN). ***This project has been put on hold due to UCT evaluating their fire risks in the area designated to the tree planting. Funds have been ring fenced for this project, or any other project nominated by Amazon.***

Tress were also planted by the Amazon Leadership team from the USA in partnership with Lions Leos.

Impact:

This project contributed to environmental sustainability and awareness, involving local communities, students, and staff in greening efforts.

Volunteers: 70 (50 at UCT, 20 in KZN)

Beneficiaries: Environment and university communities

Dates: March 2024

Project Value: R175 539.00

4. Dignity Bags Handed to Underprivileged Pensioners.

Description:

30 Dignity bags were handed over to Pensioners by the Deputy Mayor of Cape Town (Alderman Eddie Andrews). This was in support of the underprivileged receiving SASSA grants.

Impact:

The program nurtured leadership and environmental responsibility among young leaders while contributing to reforestation efforts.

Volunteers: 3 Lions

Beneficiaries: 100 Leos and the environment

Date: 10th May 2024



5. Leos Leadership Training with Amazon

Description:

100 Leos participated in leadership training sessions led by Amazon senior management from the USA. As part of the training, the group contributed to the UCT tree planting initiative by planting 25 trees.

Impact:

The program nurtured leadership and environmental responsibility among young leaders while contributing to reforestation efforts.

Volunteers: 100

Beneficiaries: 100 Leos and the environment

Date: 9th May 2024

Project Value: R115 712.00

6. Food Socks for Uitenhage EC Disaster

Description:

Food socks were purchased and distributed to families affected by flooding in Nelson Mandela Bay, providing 3,000 meals to displaced individuals. Funds were used from Amazon Sundries Fund at Lions MD410

Impact:

The initiative addressed urgent food insecurity for families who lost their homes due to flash flooding.

Volunteer: 20 (Lions)

Beneficiaries: 3,000 disaster victims

Date: 12th June 2024

Project Value: R32 000.00

7. Mandela Day Project

Description:

Amazon staff and Lions members packed 100 food parcels and prepared 3,400 sandwiches. The food parcels went to Loaves and Fishes Homeless Shelter, while the sandwiches were donated to SA Harvest.

Impact:

This initiative supported feeding for vulnerable individuals in Cape Town, emphasizing community upliftment on Mandela Day.

Volunteers: 200

Beneficiaries: 3,500 individuals

Date: 18th July 2024

Project Value: R48 550.00



7. Cancer Care Packs

Description:

1,500 care packs were prepared for delivery to state hospitals and distributed across three provinces to support children undergoing chemotherapy.

Impact:

The care packs provided comfort and essential items to young cancer patients, helping to ease their treatment journey.

Volunteers: 300

Beneficiaries: 1,500 children with cancer

Dates: 29th–30th October 2024 / Distributed as required by Lions Clubs

Project Value: R447 910.00

8. Stationery Packs and Shoes

Description:

Amazon staff and Fish Hoek Lions Club assembled stationery packs, school bags, and shoes made from recycled plastic. These were distributed to Grade R–3 learners in rural areas.

Impact:

This initiative promoted education and while addressing the needs of underprivileged children.

Volunteers: 250

Beneficiaries: 3,000 underprivileged learners

Dates: Packed on 2nd–3rd December 2024 / Distributed in Jan 2025

Project Value: R809 335.00

9. Inclusivity & Special Needs Teacher Empowerment Training

Description:

Ten Amazon staff members were trained as facilitators to deliver workshops for rural schoolteachers. The training focused on supporting children with learning disabilities and promoting inclusive education.

Impact:

The program empowered teachers with skills to better support special needs learners, fostering inclusivity in rural education systems. Teacher training will commence in April 2025

Volunteers: 20

Beneficiaries: 80 primary school teachers

Date: 05th & 06th March 2025 – Ongoing

Project Value: R179 500.00



10. Sports Development & Equipment

Description:

Soccer Balls and training equipment sponsored to the Harmony Primary Pickerill Road, Steenberg. Funds were used from Amazon Sundries Funds ring fenced for Amazon Sponsored initiatives.

Impact:

This project empowered the development of sports for Youth in Underprivileged schools.

Volunteers: 3 (Lions)

Beneficiaries: 20 Primary School up and coming soccer players.

Date: 19 March 2025

Project Value: R4500.00

Amount Received: R 2 489 591,42

VAT: R 226 500.00

Sundries: R 99 012

Remaining Funds for Amazon Projects: R 166 533.00

Overall Impact Summary

- **Total Volunteers:** 1066
 - **Total Beneficiaries Served:** 12,730
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BEE Contribution Analysis

The projects align with Broad-Based Black Economic Empowerment (BEE) codes, specifically focusing on:

| SED Initiative % | | Demographics | | | |
|---|-----|--------------|----------|--------|-------|
| | | Black | Coloured | Indian | White |
| Development programmes for women, youth, people with disabilities, people living in rural areas; | 10% | 80% | 10% | 7% | 3% |
| Support of healthcare & HIV /AIDS programmes; | 40% | 80% | 10% | 5% | 5% |
| Support for education programmes, resources and materials at primary, secondary and tertiary education level, as well bursaries and scholarships; | 50% | 90% | 10% | 0% | 0% |
| Support of arts, cultural or sporting development programmes | 0% | 100% | 0% | 0% | 0% |

These projects underline the commitment to sustainable economic access, empowerment, and social upliftment.



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| Project No. | Project | Description | Beneficiaries | Dates | Volunteers & Notes | No. People Served |
|-------------|--------------------------------------|--|---|-----------------------------|--|------------------------------|
| 1 | Dignity Bags | 1500 dignity bags packed by Amazon and Lions International MD410 Members. Bags distributed to 3 Provinces | Victims of Disasters such as fire <i>and flooding</i> | 22 nd March 2024 | Volunteers: 100 50 Bags were given to each Club involved to hand out to disaster victims as needed. | 1500 |
| 2 | Tree Planting | <ul style="list-style-type: none"> Seedlings/Trees to be procured from beginning of March where they can be delivered to selected area where trees could add value to the environment of that area. | Environmental Project at University of Cape Town | Sat 30 th March | Volunteers: 70 (50 at UCT, 20 in KZN) <ul style="list-style-type: none"> Total Planted to date 75 Trees, Balance of 225 to be planted by UCT staff. 25 Trees planted in KZN as part of this project | Environment |
| 3 | Dignity Bags for Pensioners | 30 Dignity bags were handed over to Pensioners by the Deputy Mayor of Cape Town (Alderman Eddie Andrews). This was in support of the underprivileged receiving SASSA grants. | 30 SASSA Pensioners | 10 May 2025 | Volunteers: 3 Lions | 100 Leos and the environment |
| 4 | Leos Leadership with Amazon | 100 Leos invited to a training sessions with Amazon Senior management from the USA. Leos and Amazon Senior staff planted 25 Trees as part of the UCT Tree planting initiative. | Lions International Leos Environmental Project | 09 th May 2024 | Volunteers: 100 | 100 |
| 5 | Food Socks for Uitenhage EC Disaster | Nelson Mandela Bay –food socks purchased to feed the victims of the flooding where they have been displaced due to losing their homes. 3000 meals provided. | Families of the disaster that destroyed homes due to flash flooding | 12 June 2024 | Food Socks delivered to Lions Club of Port Elizabeth Volunteer: 20 (Lions) | 3000 |



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| Project No. | Project | Description | Beneficiaries | Dates | Volunteers & Notes | No. People Served |
|-------------|--------------------------------|--|---|----------------------------------|--|-------------------|
| 6 | Mandela Day Project | <ul style="list-style-type: none"> Packing of 100 Food parcels was done by the Amazon Staff & Lions Members. 3400 Sandwiches were made by the Amazon Staff and these went to SA Harvest. | <p>Loaves and Fishes Homeless shelter in Cape Town.</p> <p>Sea Harvest Homeless Shelter</p> | 18 July 2024 | Volunteers: 300 | 3500 |
| 7 | Cancer Care Packs | 1500 Care packs were packed for delivery to State Hospitals. Bags distributed to 3 Provinces | Children undergoing Chemotherapy | 29-30 th October 2024 | Volunteers: 300 Bags were given to each Region to hand out to Government Children's Hospitals | 1500 |
| 8 | Stationary packs & Shoes | School Bags with Stationary and a Pair of shoes put together by Amazon Staff and Lions Club members. | Grade R – 3 Learners in Rural Areas | 2-3 rd Dec 2024 | Volunteers: 250 Shoes were made from Recycled Plastic and ordered through another NGO called goGOGOgo. | 3000 |
| 9 | Special Needs Teacher Training | 20 Amazon staff members trained up as Trainers to deliver a course to rural school teachers on how to deal with children with learning disabilities. | Primary school teachers in Rural area schools | | Volunteers: 20 | 80 |
| 10 | Sports Development & Equipment | Soccer Balls and training equipment sponsored to the Harmony Primary Pickerill Road, Steenberg. Funds were used from Amazon Sundries Funds ring fenced for Amazon Sponsored initiatives. | Primary School up and coming soccer players. | 19 March 2025 | Volunteers: 3 (lions) | 20 |
| 11 | Tokai Lions Cane Project | 100 Canes for the blind were distributed to underprivileged schools around the Eastern Cape. The project also involved | 100 Blind Learners in rural areas. | March 2025 | Volunteers: 3 (non-lions) | 100 |



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| Project No. | Project | Description | Beneficiaries | Dates | Volunteers & Notes | No. People Served |
|-------------|---------|--|---------------|---------------|--------------------|-------------------|
| | | educating learners about sight and interacting with blind persons. | | | | |
| | | | | Totals | 1069 | 12830 |