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South Africa: Postcard, SMS Drive to Raise Funds for Victims of Abuse

BuaNews (Tshwane)
November 20, 2006

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Nozipho Dlamini
 Pretoria

Government and several stakeholders have launched a campaign to raise funds in a bid to help women and children who have suffered abuse.

The postcard and SMS campaign, launched in Winterveld on Monday, has been developed to raise funds for non-governmental organisations that offer support to victims of abuse.

The fundraising drive forms part of the 16 Days of Activism for No Violence against Women and Children campaign.

The Post Office, in partnership with government, will distribute one million postcards and each card that is signed and returned will raise R2 to support survivors of abuse.

People are also urged to send an SMS with the words "16 days" to the number 31616. Each SMS will cost R5.

Leaf Wireless, an information and technology company, will be running the SMS campaign.

Money raised will be forwarded to the Foundation for Human Rights, to channel it to selected NGOs while all the postcards collected will be placed on the Wall of Remembrance at the SABC offices in Auckland Park.

Campaign convenor Nomatyala Hanganana said it was everyone's responsibility to act against violence on women and children including

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responsibility to act against violence on women and children including the media.

"Violence against women and children remains a very thorny issue in our society, and is fast reaching an uncontrollable stage."

The Provincial and Local Government Deputy Minister said partnerships between government and all stakeholders would go a long way in eradicating this scourge in the society.

Ms Hanganana conducted a walk-about in the Winterveldt community and encouraged people to report acts of violence and spread the word in the community.

A community member, Khazamula Baloyi, raised concerns that police often did not take reports of violence against men seriously.

He said there needed to be a balance in this regard.

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[South Africa](#)
[Women and Gender](#)

The 16 Days campaign is an international campaign that was started 16 years ago.

It runs from November 25 to December 10 to coincide with International Human Rights Day, to emphasise that violence against individuals is a violation of their

human rights.

This year's campaign has been themed "Age of Hope: 16 Years-16 Days". It will be launched on Saturday in Polokwane in Limpopo.

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