

pinpoint one donates office computers to seed new entrepreneurs



(JOHANNESBURG: Friday 19 august, 2022) BOUTIQUE C-Suite talent search company, pinpoint one human resources, has handed over its entire staff complement of desk top computers to The Appliance Bank. The Appliance Bank is a programme run by The Clothing Bank, an acclaimed South African social enterprise programme set up to eradicate poverty by training, nurturing and creating sustainable entrepreneurs.

The Clothing Bank helps unemployed mothers to become successful traders, selling clothing donations by well known retailers that would otherwise become fashion waste. The Appliance Bank in turn provides mostly unemployed South African fathers with an opportunity to become self employed by learning how to repair and resell appliances in their own communities. These appliances are also donated, by businesses and individuals.

“As a woman-owned, proudly South African firm, this was a match made in heaven,” says pinpoint One managing director Lucia Mabasa, “being able to work with a woman empowering NPO like The Appliance Bank in Women’s Month too was just another added synchronicity.”

For pinpoint one co-founder and executive director, Clive Viveiros, the donation was another important milestone as the company continues to celebrate its 23rd birthday.

“Our celebrations this year have just evolved. We began, counting our blessings after the ravages of COVID 19 on this country and so many of our loved ones, by launching the #LoveMeLoveMyFrog movement as an initiative of hope.”

The success of that campaign – and the goodwill it has created – had been overwhelming. This, he says, has then flowed naturally into a host of other initiatives, reconnecting with clients, partners and friends of the firm, always trying to give back and play it forward.



“As part of our process of renewal and energy after the pandemic,” explains Mabasa, “we decided to upgrade our office equipment and when we heard of the work that The Appliance Bank does, we knew this would be perfectly in sync with everything we had been trying to achieve under the auspices of our birthday.

“pinpoint one human resources is all about finding the very best people for the best jobs, and by giving our office equipment to The Appliance Bank we could cut down on any e-waste and give back literally at the very beginning of the employment food chain to create more entrepreneurs and create jobs at a time when unemployment in this country is at a historic high and hope is in increasingly short supply.

“We are a small business and here was a wonderful opportunity to make a contribution to creating other small businesses where they are needed most.”

The Appliance Bank recruits candidates and enrolls them into a two-year enterprise development programme which provides practical business and the necessary technical skills needed to repair damaged and customer-returned small appliances that the NPO receives from its retail partners such as Clicks,

Shoprite Group and Home of Living Brands, explains Tracy-Leigh Kinsey, the Johannesburg branch manager of the Clothing Bank. Successful graduates are also able to offer repair services to their customers, which is another sustainable business opportunity.

“The Appliance Bank also supports the circular economy by preventing damaged appliances from being disposed of in landfills. It also helps impoverished communities access essential home appliances at affordable prices, improving their living standards,” she says.

Giving back and lifting as you rise have always been two critical strands of pinpoint one’s DNA, says Mabasa, as the company has always done what it can to create a more inclusive society.

“Collaborating with The Appliance Bank on this project made perfect sense in terms of what we stand for and the contribution we want to make to this country. We will be encouraging our clients to work with them to.”

- pinpoint one human resources provides critical c-suite, specialist and critical skills solutions across industries and professional disciplines, in South Africa and across Africa. If you would like to know more about #LoveMeLoveMyFrog or pinpoint one, or make your own contribution to The Clothing Bank, go to www.pinpointone.co.za

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