

MTN Cameroon sponsors over 2000 girls' education

2100 Cameroonian girls aged between 6 and 15, mainly from Northern Cameroon, an area ravaged by poverty, started school last month at the beginning of the country's school calendar after MTN Cameroon resolved to sponsor their education for the next six years.



Image source: MTN Cameroon via BizTechAfrica

Going to school for the first time was described as a life-changing experience for these girls, thanks to about US\$38,000 raised during MTN Group's 21 Days of Y'ello Care volunteering programme .

"As much as education is every child's right, there are still many children who, due to various circumstances, cannot access the education system. We are truly grateful to MTN Cameroon for striving to fill this gap. Their contribution will go a long way to make the future of these children a whole lot brighter. Their efforts have made the whole MTN community proud," said MTN group chief human resources and corporate affairs officer, Paul Norman.

The fund-raising campaign was part of the company's annual staff volunteerism initiative, 21 Days of Y'ello Care, observed across all of MTN's 22 operations across Africa and the Middle East.

Most innovative and sustainable initiative

During the 2013 campaign MTN Cameroon staff donated almost US\$38,000. They also enhanced the digital library which they built last year with more content and features. In addition to this, they provided basic computer training to members of the public through a mobile caravan which they took to populous neighbourhoods.

During the 21 Days of Y'ello Care, all of 22 operations compete to see which operation has the highest level of employee participation and came up with the most innovative and sustainable initiative. MTN Cameroon has walked away with the first prize of US\$100,000 for the second consecutive year. Last year it won for setting up a comprehensive online digital library, the first of its kind in Cameroon and for constructing a primary school.

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