



LADLES
OF LOVE
feeding the soul

VENUE SPONSORSHIPS: A VEHICLE FOR SOCIAL CHANGE

THE CAPE TOWN INTERNATIONAL CONVENTION CENTRE AND LADLES OF LOVE



NURTURE
OUR
WORLD

we are a green conscious convention centre

Experience Extraordinary
Cape Town International Convention Centre

About CTICC



Located in South Africa, in the heart of Cape Town



Opened its doors in 2003



Dedicated team of professionals driven by service excellence



A venue for conferences, exhibitions and events



This purpose-built events complex consists of two buildings, which are connected by a Skybridge



It has a combined floor space of 140 855m²



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CTICC PURPOSE

"We connect people to create jobs by attracting events in key economic sectors and exceeding our clients' expectations."

Our purpose is realised through:

- ♥ Maximising economic spin-off and job creation
- ♥ Focusing on innovation and exceeding expectations
- ♥ Service excellence by building capable and quality staff
- ♥ Commitment to triple-bottom-line sustainability practices

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UNITED NATIONS GLOBAL COMPACT

The CTICC aligns its business practices to the United Nations Global Compact's (UNGC) ten principles



One of the key ways the centre works to achieve the Sustainable Development Goals is through venue sponsorships



The CTICC has achieved Active UNGC Status for the
LAST FIVE CONSECUTIVE YEARS



Having Active Status gives the centre international recognition as a socially responsible business



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CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

Sustainability is at the heart of all operations at the CTICC.

A dedicated **Nurture Our World (NOW)** team ensures that sustainability runs through the business.

The organisation subscribes to a triple-bottom-line business approach, which encompasses people, planet and profit.



The overall CSR contribution rose to a total value of **R5.5m** in the 2019/2020 financial year



An increase of **340%** compared to the previous financial year



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VENUE SPONSORSHIP



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The programme is open to all Non-Profit Organisations (NPOs)

The objective is to allow NPOs to host their events at no cost

This allows them to utilise the venue hire budget for their core functions

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About LADLES OF LOVE



Founded in 2014



Started as a soup kitchen serving
70 homeless people



It now provides meals to over
150 beneficiary organisations



The feeding scheme provides an
essential service to Cape Town's
homeless community



Other vulnerable people in the
Western Cape are also assisted



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COMMUNITY NEEDS

- ♥ Ladles of Love (LoL) outgrew their existing headquarters
- ♥ They needed a temporary base of operations in central Cape Town
- ♥ Due to Covid-19, the new headquarters had to be large enough for volunteers to adhere to social distancing regulations
- ♥ A larger venue would allow them to scale up and mobilise their operations
- ♥ They also needed extra space to accommodate the increase in donations



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IMPLEMENTATION PLAN



The CTICC provided space for managing and sorting incoming donations



Hall and kitchen facilities were provided to enable safe preparation of food parcels and hot meals



This venue space formed the centralised redistribution point of food parcels to Cape Town's hungry citizens



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OUTCOMES

- ♥ Production increased from **200** to over **2 000** meals a day
- ♥ Close to **2.6 million** meals were packaged and distributed over three months
- ♥ Over **150** organisations benefitted from this project
- ♥ Job creation of **50** new personnel directly employed by LoL
- ♥ Knowledge sharing and training
- ♥ Increased exposure and support to LoL



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▶▶ **Click on the play button** to view a video about Ladles of Love and the good that they do. Alternatively, the video has also been embedded into this PDF, accessible under the attachment tab of Acrobat.



In the spirit of South African ubuntu (humanity),
the CTICC was proud to partner with Ladles of Love.

www.cticc.co.za

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