



# Building a future that devours the past

At the heart of the Ardú Foundation are **passionate individuals** dedicated to driving social upliftment and sustainable development in the long term.

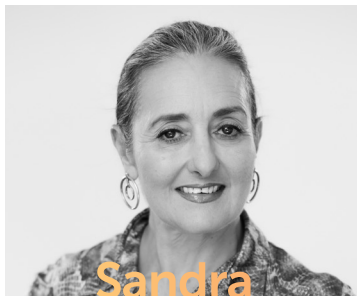
## ALLOW US TO INTRODUCE OUR TEAM:



**Allen McDonogh**

### FOUNDER

Our **visionary leader** committed to empowering communities through innovative, self-sustaining initiatives.



**Sandra McIlwrath**

### CHIEF OPERATIONS OFFICER

The **heart and soul** of our foundation and operational expert ensuring the seamless execution of impactful projects.



**Nadia Paizes**

### DIRECTOR

The **brains** behind the numbers and strategic financial planning, focused on growth and fund distribution.



**Dimitri Leontakianakis**

### CHIEF MARKETING OFFICER

Our **creative strategist** tasked with amplifying Ardú's mission and reach.

## From the COO's Desk

I am introducing myself to those of you I have not already met and saying Hi, to those of you I have met as the Chief Operations Officer of Ardú Foundation.

From the moment Allen accepted my offer to help him set up the social upliftment Foundation, Ardú, I have been inspired by Allen's commitment to creating wealth where there previously was none.

The social upliftment space was a completely new challenge for me, and I had to educate myself quickly, so that we could set the Foundation up and start improving people's lives.

With the help of Allen's legal team, for the administration, Dimitri Leontakianakis, Chief Marketing and Branding Officer, for giving us a wonderful modern visual identity and Allen for his guidance and leadership, we have been able to set up two arms of social upliftment for the Ardú Foundation. The one being communities that require help to make themselves financially viable and self-sustainable and the other being sponsored internships for enthusiastic individuals wanting to enter the Insurance Industry.

Currently we have two interns Hope Mashaba and Christiaan Britz and one major community project iThemba Triumph Trolleys. I hope you will be inspired by reading about our current projects and become actively involved with the Ardú Foundation. I look forward to hearing from you.

## Bringing our mission to life

At Ardú, our primary purpose is to **uplift individuals** and communities by fostering sustainable development through **education, skills transfer, and wealth creation**. We are committed to creating opportunities that empower people to thrive and become self-sustaining. As part of our overall employment strategy within re.public and our extended family of UMA's, Ardú seeks young people with the right attitude who can be trained for aptitude. We believe that while we employ technically astute and experienced people through traditional channels (such as consulting firms), it is equally important to invest in young individuals who are often excluded from meaningful participation in the economy due to a lack of knowledge and opportunity, as highlighted by Piketty's observation: "The past devours the future". This internship programme, which trains individuals like Hope and Christian, is designed to give young people the opportunity to grow, contribute, and build a sustainable future.

Here's a look at the profound impact both **Christian** and **Hope** are already making:

### SOCIAL UPLIFTMENT THROUGH VOLUNTEERING (CHRISTIAN BRITZ):

Christian contributes to Jakaranda and Louis Botha orphanages by tutoring, mentoring, and organising recreational outings for children. His efforts support educational development and emotional well-being, reflecting Ardú's values of empowerment and inclusivity.

### EDUCATING AND EMPOWERING YOUNG WOMEN (HOPE MASHABA):

Hope addresses challenges faced by young women by distributing sanitary products to students at Mamelodi High School while providing education on hygiene and self-esteem. Her initiative breaks stigmas and empowers young women with knowledge and confidence.



**PILATES klasse (Gratis! – 9:00, kerkzaal)**  
**WOENSDAE: Volgende klas : 12 Maart**



We are also **proud** to **collaborate** with partners on transformative projects that align with **our vision**.

**Empowering Recycling Waste Trolley Pushers:** This collaboration is a particularly transformative project in partnership with iThemba NPO, centred around improve the working conditions of recycling waste trolley pushers in Pretoria. This initiative provides essential resources, such as better equipment, safety gear, and training, all aimed at empowering individuals who play a crucial role in waste management. By integrating these workers into the formal recycling value chain, Ardú, in partnership with iThemba NPO, is not only enhancing the livelihoods of trolley pushers but also promoting environmental sustainability. This project is an example of how Ardú, through strategic partnerships, is able to amplify positive social and environmental outcomes. The next step is to help them scale up to own the value chain!

The foundation also supports additional activities that reflect our team's personal passions but are not official Ardú upliftment projects:

Our COO Sandra McIlwrath conducts sewing lessons for domestic workers, teaching valuable skills for income generation. Sandra also dedicates time to hosting Pilates classes for senior citizens, promoting physical health and social engagement. Thank you, Sandi, for living our purpose in your personal capacity every day.

## In closing

Through these programmes, **Ardú Foundation** continues to make a lasting impact in communities across South Africa. Our existing initiatives demonstrate our dedication to fostering self-sustaining growth for a brighter future in South Africa.

**But our work has only just begun.**

We invite you to join us in driving meaningful change—whether through volunteering, partnerships, or funding initiatives. Together, we can uplift communities and create opportunities that transform lives.

Should you identify a space or an individual that could benefit from our support – please don't hesitate to reach out.

**Thank you and take care.**

# get in touch

**Sandra Mcilwrath**  
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