

The Chrome Dinner



Marietjie Beyers and Stacey Randall-Malatji - Best Contribution Award

Executive Summary Arxo Logistics' Best Contribution Award nomination recognises a contribution that extends beyond a single community initiative. It reflects a practical, partnership-driven and compassionate approach to community upliftment, environmental improvement and people-centred leadership. While operational excellence and safety remain central to the business, the winter learner support initiative demonstrates the care and generosity that set the Arxo Logistics team apart. Working with its transport partner, Arxo Logistics provided more than 1,000 learners from local communities with new school shoes, school bags, warm socks and blankets, helping to reduce barriers to school attendance, improve learner comfort and restore dignity during winter.

The initiative responded to an immediate challenge faced by many families in rural and mining communities: the cost of basic school essentials and winter protection. By providing school shoes, bags, warm socks and blankets, Arxo Logistics eased financial pressure on vulnerable households while strengthening learners' comfort, confidence and readiness to learn. This learner support initiative forms part of a wider culture of meaningful contribution at Arxo Logistics.

The organisation's broader efforts include building and renovating classrooms for schools in the Marikana area, donating groceries, painting classrooms, creating safe playgrounds, planting trees to improve the local environment, providing school furniture and shoes to Retief Primary School, and coordinating blanket-making and distribution projects for people in need. Together, these efforts demonstrate responsible contribution and clear alignment with SDG 1, SDG 3, SDG 4, SDG 10 and SDG 17.

Project Overview Arxo Logistics, in partnership with its dedicated transporter, launched a focused community support initiative to address a practical barrier to education: learners arriving at school without suitable shoes, bags or winter protection. Recognising that many families face financial pressure during the winter months, the initiative provided more than 1,000 learners from local communities with a new pair of school shoes, a school bag, a pair of warm socks and a blanket. These items were carefully selected because they directly support learner attendance, comfort, dignity, and readiness to learn. The initiative went beyond a once-off donation.

It represented a commitment to ensuring that learners can attend school confidently, comfortably, and with a renewed sense of pride, regardless of their socio-economic circumstances. The project also reflects a consistent pattern of care across Arxo Logistics' broader social and environmental contribution efforts. Through classroom construction and renovation, grocery donations, classroom painting, playground improvements, tree planting, school furniture support, school shoe donations and blanket-making initiatives, Arxo Logistics has shown that its winter learner support project is part of a sustained commitment to stronger communities and healthier local environments.

The Challenge For many learners in South African rural and mining communities, attending school can be difficult when basic necessities are lacking. Worn-out shoes, inadequate school bags, and limited winter clothing can affect comfort, confidence, attendance, and ultimately learning outcomes. When household budgets are stretched, families are often forced to make difficult choices between essential needs. As a result, many learners attend school in unsuitable footwear or without adequate protection from the cold. Arxo Logistics identified an opportunity to make a practical and immediate difference by providing essential items that would remove these barriers and support educational participation.

The Solution Through collaboration with its transport partner, Arxo Logistics mobilised resources to deliver:

- More than 1,000 pairs of new school shoes
- More than 1,000 school bags
- More than 1,000 pairs of warm socks
- More than 1,000 blankets

The initiative focused on ensuring that every learner received items that were not only functional but also restored a sense of dignity and belonging. The scale of the intervention is one of its strongest indicators of impact: more than 1,000 learners received a complete set of practical school essentials and winter support, allowing the initiative to deliver direct, visible support across multiple households and school

communities. The distribution programme was implemented directly through schools, ensuring that support reached learners efficiently and equitably. As noted by an Arxo Logistics representative: “Education starts with showing up.

If a child has blisters from worn-out shoes or cold feet in class, it’s hard to focus on learning. We wanted to remove that barrier. Teaming up with our dedicated transporter made it possible to reach even more children and deliver hope directly to the schools.”

Impact and Outcomes The initiative delivered tangible social and educational benefits: **Supporting School Attendance** By providing quality school shoes and warm socks, learners were better equipped to walk to school safely and comfortably during winter, reducing a common barrier to attendance. **Enhancing Learner Confidence** Receiving new school essentials boosted learner self-esteem and confidence. The opportunity to attend school with new shoes and a proper school bag reinforced a positive sense of identity and belonging.

Relief for Families The initiative provided direct financial relief to hundreds of households by covering expenses that many families struggle to afford during challenging economic times. **Strengthening Community Relationships** The programme demonstrated Arxo Logistics' commitment to the communities in which it operates, fostering goodwill and strengthening relationships with schools, parents, and local stakeholders.

Recognising the People Who Keep the Business Moving Arxo Logistics’ people-centred approach extends beyond the communities it serves. The business also recognises the truck drivers who keep its operations moving, ensuring that they feel appreciated and respected through gestures of gratitude on occasions such as Valentine’s Day and Father’s Day. These acts of recognition reinforce a culture where contribution is valued at every level of the logistics value chain.

Creating Lasting Value Although the donation addressed an immediate winter need, its longer-term value lies in helping learners attend school with dignity, comfort and confidence, thereby supporting stronger educational participation and improved opportunities over time. **Stakeholder Recognition** The response from schools, parents, and learners highlighted the positive difference the initiative made. Teachers reported that learners were excited to receive their new items and appreciated support that directly improved their comfort at school.

Parents welcomed the relief from winter-related expenses, while schools recognised the contribution as a practical improvement to learner wellbeing and school readiness. One learner captured the impact best: “Now my feet won’t be cold, and I love my new bag.” This simple statement reflects the broader success of the initiative: creating comfort, confidence, and hope for children who can now focus more fully on their education.

Innovation and Sustainability The winter school support initiative is practical in design and strengthened by Arxo Logistics’ broader, sustained approach to community support. By identifying recurring needs within its communities and responding with targeted, people-centred interventions, Arxo Logistics creates visible outcomes while reinforcing a culture of care, partnership and accountability. Rather than focusing solely on infrastructure or one-off donations, Arxo Logistics identified a specific challenge affecting learners and addressed it with a practical, high-impact solution. Importantly, the initiative forms part of a broader commitment by Arxo Logistics and its partners to continue supporting the communities they serve and to invest in the next generation. Its initiatives are not driven by obligation, but by a sincere desire to make a positive difference in the lives of others. This is evident in the way Arxo Logistics combines education support, community welfare, environmental improvement, and driver recognition and people-centred appreciation into a cohesive culture of contribution.

Alignment with the Values of the Chrome Industry The South African chrome industry plays a critical role in building resilient communities and creating opportunities beyond mining operations. This initiative exemplifies those values by:

- Promoting educational access and learner wellbeing.
- Supporting vulnerable families during difficult economic conditions.
- Investing in future generations.
- Demonstrating meaningful industry contribution.

- Strengthening partnerships between business and communities.
- Showing that true industry leadership is measured not only by operational performance, but also by lasting impact on people and the environment.

Alignment with the Sustainable Development Goals (SDGs) The initiative directly supports the United Nations Sustainable Development Goals by addressing practical barriers to education, promoting learner wellbeing, and strengthening community resilience. Its strongest alignment is with the following SDGs:

- **SDG 1: No Poverty** – By providing school shoes, bags, warm socks and blankets, the initiative reduces financial pressure on vulnerable households and supports families who may otherwise struggle to meet essential school-related and winter needs.
- **SDG 3: Good Health and Wellbeing** – Warm socks, proper footwear and blankets help protect learners during winter, supporting their comfort, dignity and overall wellbeing.
- **SDG 4: Quality Education** – The initiative removes practical barriers to attendance and participation, enabling learners to arrive at school better prepared, more confident and ready to learn.
- **SDG 10: Reduced Inequalities** – By supporting learners from communities facing socio-economic challenges, the programme contributes to more equitable access to educational participation and opportunity.
- **SDG 17: Partnerships for the Goals** – The collaboration between Arxo Logistics and its dedicated transport partner demonstrates the power of partnerships in delivering meaningful community impact.

Through this alignment, the project demonstrates how a targeted, practical intervention can contribute to broader sustainable development outcomes while creating immediate and visible value for learners, families and schools.

Closing Statement The true success of a meaningful contribution is measured not only by the number of beneficiaries reached, but by the lasting difference it makes in people's lives. Through this initiative, Arxo Logistics and its transport partner did more than distribute school supplies and blankets: they restored dignity, increased confidence, removed barriers to learning, and reminded more than 1,000 learners that their future matters. More broadly, Arxo Logistics has demonstrated meaningful leadership through its support for schools, vulnerable households, local environments and the truck drivers who keep the business moving.

By investing in education, wellbeing, recognition and opportunity, Arxo Logistics is helping to build stronger communities and brighter futures, one practical act of care at a time. This project stands as an inspiring example of responsible contribution within the chrome industry, demonstrating that sustainable impact is created when business success is matched by genuine investment in people, partnerships and the next generation. By honouring this project, the SA Chrome Awards can amplify a practical, partnership-driven model of meaningful contribution that places learners first, recognises the people behind the logistics value chain, and encourages the industry to keep walking alongside the communities and environments that sustain it.