

Crossmoor Transport adopts community-based response to Covid-19 crisis

By  Sindy Peters

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Crossmoor Transport has witnessed the harsh socio-economic conditions, exacerbated by the Covid-19 pandemic, which vulnerable communities are facing in the areas in which it operates. As part of its community-based response to the crisis, the company has supported over 2,000 families with food hampers of essential goods and groceries in Johannesburg, Durban and Cape Town.



"We work very closely with the communities around our plants in both Durban and Johannesburg, and when engaging with families in the area, we would hear such heart-wrenching stories of the hardships they are facing. We have seen so many families struggle to make ends meet as a consequence of Covid-19; some families go for days on end without food. In the spirit of *ubuntu*, we had to step in and make a difference wherever we could," says Keshia Patchiappen, spokesperson for Crossmoor Transport.



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Companies need to step up

She explains that apart from access to healthcare facilities and basic foods and goods, many have lost their jobs and are in dire need of assistance. It cannot be left to government alone, says Patchiappen: "The only way we can overcome this crisis is by standing together. Government has been doing the best they can to ensure that our vulnerable communities survive this. It is up to companies across the nation to step up and take a community-based response to empower and protect areas most affected."



Keshia Patchiappen, spokesperson for Crossmoor Transport

In Johannesburg, Crossmoor has partnered with the Author of Salvation Ministry to support communities in Soweto, Tembisa and Turffontein with food hampers.

“When entering these communities to distribute these food hampers and listening to each family’s stories, the devastating effects of this virus becomes apparent. Some families we have served had not had food for days. Our ability to overcome the impact of this virus as a nation is made possible through the time and compassion of companies like Crossmoor, and we pray that other businesses do the same to keep our vulnerable communities sustained,” says Dr Ernest William Nelson, senior pastor at the Author of Salvation Ministry.



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Employee wellness top of mind

Crossmoor, in its daily operations, has also taken rigid measures to ensure the health and safety of its staff, from temperature checks and sanitisation booths upon entry and departure, to maintaining social distancing and cleanliness in the workplace, explains Patchiappen: "Business has continued as normal, but employee wellness is always top of mind."

As we build up to Mandela Day this July, she says that now, more than ever, daily action is needed to uplift South Africa's vulnerable communities.

ABOUT SINDY PETERS

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