

Leaving a Lasting Legacy: RAIN Comes to Badirile

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Amidst all the excitement of the 2010 FIFA World Cup, The Coca-Cola Company is continuing to *Live for a Difference* by bringing this philosophy to local South African communities.

During the 2010 International Coca-Cola Football Camp, which coincided with the tournament, 225 young footballers from around the world gathered in South Africa for a unique training camp. The players also participated in a water legacy project under the RAIN (Replenish Africa Initiative) umbrella by handing over a solar-powered water pump that will provide clean drinking water to a local community on June 18.

The project included the rehabilitation of an existing borehole, which has not been in use for years. The borehole is in the middle of an informal settlement in Badirile, located in the West Rand District near Randfontein. [Watch a video about the project.](#)

"RAIN is The Coca-Cola Company's response to the water crisis in Africa," says William Asiko, President, The Coca-Cola Africa Foundation (TCCAF) and Group PAC Director. "Its goal is to provide access to clean water for more than 2 million people in Africa by 2015."

Making Progress

Since the announcement in 2009, TCCAF has launched nine projects in eight countries and committed \$6 million in 2010 to support water projects in Angola, Burundi, Cameroon, DRC, Egypt, Ghana, Liberia, Malawi, Morocco, Mozambique, Nigeria, Senegal, South Africa, Swaziland, Tanzania, Uganda, and Zimbabwe. Additional matched funding for these projects has been provided by USAID (United States Agency for International Development) and other partners.



Additionally, as part of our legacy program for the 2010 FIFA World Cup, the Company has started work on the RAIN Water for Schools project. This initiative will provide 200 schools across Africa with access to water, sanitation and hygiene education by 2012. Half of these schools will be in South Africa.

"For The Coca-Cola Company, leaving a lasting legacy is not about one project... it's an ongoing commitment," Asiko said. "We committed to raising awareness of the water crisis, and this is an example of the type of response we hoped for – communities helping one another to make a tangible difference."

He added, "I am so pleased that the 2010 International Coca-Cola Football Camp in partnership with Water For All has decided to support a RAIN project this year and that this community is able to benefit from this solar-powered water pump. This is the kind of collective effort we need to tackle our continent's water challenges head-on."



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