

Orange Heart Initiative Concept Document

Introduction

The Citrus Growers Association is committed to the sustainable growth and development of citrus farming communities. In this endeavour the CGA has created the Orange Heart Initiative—a targeted social investment programme that aims to uplift and empower individuals and families within citrus-growing regions. The initiative reflects the CGA's dedication to creating resilient, thriving rural communities alongside the growth of the citrus sector.

Purpose and Vision

The Orange Heart Initiative aims to improve the quality of life and long-term socio-economic conditions in citrus-producing regions by investing in key areas of community development. This initiative is grounded in the belief that healthy, educated, and supported communities form the foundation of a productive and sustainable agricultural sector.

Funding Priorities

The Orange Heart Initiative will consider applications and proposals that align with the following priority areas:

1. Early Childhood Development (ECD)

- Support for ECD centres, including infrastructure, educational resources, training of educators, and access to nutrition.
- Programmes that promote school readiness and the holistic development of children.

2. Youth and Education

- Support for primary, secondary, and tertiary education, including provision of learning materials and resources.
- Initiatives that build skills, foster innovation, and prepare youth for future employment.

3. Social and Community Development

- Projects that strengthen social cohesion, improve mental health and wellness, promote gender equality, and empower vulnerable groups.
- Initiatives may include community centres, sports and recreation facilities, and local capacity-building programmes.

4. Crisis and Relief Support

- Responsive funding for emergency situations such as natural disasters, community displacement, or severe socio-economic disruptions.
- Relief efforts may include food distribution, emergency shelters, and healthcare support, where urgent needs arise.

Geographic Scope

The Orange Heart Initiative will exclusively support projects within citrus-producing regions of South Africa in partnership with citrus growers and local initiatives. Additionally, funding will also be considered for social investment within the region where the CGA's head office is located, recognising the organisation's responsibility to its immediate environment.

Funding Criteria

- Applicants for funding must be located in a citrus-growing region or local to the CGA offices.
- Funding may be granted to registered non-profit organisations (NPOs), schools, ECD centres, community-based organisations (CBOs), or other relevant entities with a proven track record in delivering developmental impact.
- All funded initiatives must demonstrate measurable outcomes.

Monitoring and Evaluation

A robust monitoring and evaluation process will accompany all supported projects to ensure accountability and long-term impact.

Governance

A CGA Orange Heart Initiative is established and has the following portfolios:

- Chairperson-Member of the CGA Board
- CGA CEO/COO
- Partnerships and liaison officer
- Secretariat
- Finance officer

All funding proposals/requests are to be submitted to the Orange Heart committee to consider and assess.

Conclusion

The Orange Heart Initiative embodies the spirit of partnership and shared value between the citrus industry and the communities that support it. Through targeted, meaningful



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investment in people and places, the CGA seeks to cultivate more than citrus—we aim to grow opportunity, resilience, and hope in and around rural citrus producing communities.

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