

serena csr news

An update on our corporate social responsibility activities
Issue 2– Dec 2010

In this issue:

- Spreading Wellness into the community
- Ngorongoro school continues to thrive
 - Good Study Habits rewarded
 - How we marked World AIDS day



Spreading Wellness into the Community

Established 4 years ago, the Serena Employee Wellness Program's key objective is to answer to the health needs of both the Serena staff and the communities that surround our properties. Our dedicated teams of Wellness Educators not only spread the word about optimized healthy living throughout their respective communities but also identify opportunities that call for our financial and moral support. Earlier this month for instance, staff at **Serena Mountain Lodge** visited KENWA (Kenyan Women Living With Aids), an organization that caters for the needs of families infected or affected by HIV/AIDS. They donated linen, clothes and spent the afternoon sharing a message of hope and love with the families. Also, staff from the Nairobi based **Serena Central Stores** carried out a similar gesture during a visit to the Dagoretti Children's Centre, a home that caters for disabled and abandoned children.



8 years later, School in Ngorongoro continues to thrive

Close to a decade ago, a group of representatives from a little known Village that clings to the rim of the Ngorongoro crater made a request to the management of the **Ngorongoro Serena Safari Lodge** to help them build a school. They could no longer bear the fact that their young children were forced to walk for kilometers on end to get to the nearest educational facility. 4 months later they were proud owners of their own small school, the funds for which had been provided by the lodge. Today, Oloirobi Primary School is a thriving educational centre.

As the main custodians of the school, the Ngorongoro Serena Safari Lodge team has, over the years, been providing the much needed support to keep the school running. And now, guests of the lodge have come to know and love the school and are happy to give the it *their* support. On a recent visit to the lodge, the leader of Tauck Tours, took *his* group on a detour that led them to the school. Here, they met and interacted with the children before donating cash that went towards buying new desks and school supplies.



Its all smiles at the Oloirobi Primary School

World AIDS day 2010

World AIDS day has become a key opportunity to raise awareness, commemorate those who have passed on and celebrate victories such as increased access to treatment and prevention services. Here are some of the ways in which we marked this day at our various units:

- **Central Stores**– Held a wellness Session with a Person Living with HIV/AIDS.
- **Nairobi Serena**- Held a 3 day Internal VCT Session
- **Staff at Serena Beach**- Visited a local Children's Home in Mtwapa
- **Serena Mountain Lodge**– Held an internal VCT session
- **Staff at Kilaguni Serena**- Visited inmates at the local Manyani Prison
- **Sweetwaters Tented Camp**- Visited the local Tumaini Childrens' Home
- **Mara Serena**- Held an internal VCT session



A trip to remember

Michelle Burgess is a guest that has had long and warm relationship with Serena Hotels. Other than escorting tour groups to our various properties, she supports Ngandu Boys, a primary school in Nairobi. Each year, her groups, through her company, *Infocus travel*, donate school supplies and assist with special projects at the school. In 2007, she formed **Ngandu's Angels**, a non profit charity for the school. She then started looking for ways to encourage and motivate the students by rewarding good study habits and high exam scores. In the same year, one of her favourite driver guides, Abdul Hamid passed away.

The result of these 2 occurrences is an annual Abdul Hamid Wildlife Day at Sweetwaters. For the 3rd year running, the top students from classes 4 to 8 students are taken on a trip to Sweetwaters courtesy of Ngandu's Angels and Serena Hotels. The adventure includes game drives, a visit to the chimpanzee sanctuary, an opportunity to plant trees and meet Baraka, the resident blind black Rhino, and finally, a sumptuous lunch at the **Sweetwaters Tented Camp**.



Photo courtesy of Michelle



Photo courtesy of Michelle



Photo courtesy of Michelle

This year, Michelle asked the kids to write about their experience after the trip, here are some excerpts:

"When I heard my name called out, I was as happy as a woman who had just given birth to twins"
-Jackline Wangui, class 6

"When I saw the first Chim, I thought that I saw my great great grandfather"
-Lavina Nyaguthii, class 5

"We saw a rhino called Baraka who was blind. Actually he was about two times bigger than our cow"
-Victor Muriuki, Class 8

"On reaching home I narrated to my parents about the fantastic day. I then promised to work hard and go back there"
-Caroline Njeri Wahome, Class 7

That is a day I will never forget in my life
-Samuel Mathenge, class 5

