Icebolethu Group

ICEBOLETHU *Newsletter*

Seasonal Roundup Newsletter

(March - June 2024)

From the GCEO's Desk

GCEO's Corner

Greetings, I hope this message finds you in good spirits. As we reflect on the first quarter, I am thrilled to report that Icebolethu has continued to make significant strides in fulfilling our mission of providing compassionate & dignified support to communities nationwide.

I am particularly proud and pleased with the way the staff handled the premium price increase. This was one of the most difficult projects we have undertaken, yet Macebo Amahle you handled it very well, demonstrating resilience & professionalism. Well done.

Some of my highlights so far for the year have been the successful launch of our Piet Retief OPS Centre and the Harding OPS Centre. This is the biggest step to cementing our national footprint.

We are slowly approaching the end of the year where we will have full celebrations of our 15th Year Anniversary, I'm particularly happy that the celebrations have started especially with our clients as we have recently handed over a cow. We are about to intensify these celebrations with different activities for clients and staff.

To those that recently joined Icebolethu I would like to welcome you to the orange blood family. Thank you for choosing to share your skills with us.

PHILIPPIANS 4: 6 -7

"Be anxious for nothing, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all comprehension, will guard your hearts and your minds in Christ Jesus."

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Icebolethu Catering Successfully Served 8,000 Attendees

In June, Icebolethu Catering achieved an incredible milestone by successfully catering for 8,000 people! This accomplishment was made possible by the unwavering support and trust of our clients. We take pride in delivering clean and seamless services at every event.

Sbulelo Ngobese Represented Icebolethu Foundation in Italy

At the end of May, the Icebolethu Foundation team bid farewell and wished the best of luck to Sbulelo Ngobese as he embarked on his journey to compete in canoeing competitions in Italy.

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IG Executives Attend - Asia Funeral and Cemetery Expo 2024

We are excited that #TeamIG is carrying our brand in international territories. Our GCEO, Dr Nomfundo Mcoyi-Zondo, Bishop Mkhize our Board Chairperson, and Mr Robby Jaya, GM Business Development in Asia attended the largest International Funeral and Cemetery Expo And Conference. This international gathering brings funeral industry specialists together from all over the world to the best practices within the sector. Icebolethu is one of the most innovative companies in SA thanks to the CEO's believe and commitment to exposing the leadership on international exhibitions like this.

New Video Gallery Page Launched!

We are excited to announce the launch of our new video gallery page on our website! This dedicated page will store and showcase all our Instagram videos and stories, making it easier for you to access and enjoy our content. Check it out to stay updated with our latest videos, stories, and more exciting updates from Icebolethu.

Click Here To Watch IG Video Gallery

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Piet Retief Launch:

We are excited to expand our footprint to Piet Retief and become an integral part of this vibrant community. Our two-day celebration (Icebolabantu and Ops Center Launch) reflected our dedication to not only providing essential funeral services but also fostering a sense of unity and empowerment among the people we serve. The community of Piet Retief has supported Icebolethu for a long time, we are excited to finally have a home in this community and bring convenience to our clients and the general public.

Click here to play Piet Retief Launch Video

Mbazwana Computer Skills Centre

One of the Foundation's flagship projects has been the Computer Skills Centres, last year we were able to launch another one at Sandlwane. These centers are aimed at empowering disadvantaged communities with access to the Internet so they can participate in the digital era. The Foundation has a plan to roll out more of these across the country and beyond. This is the third Computer Skills Center donated by the Foundation.

Harding Launch:

Expanding our footprint to Harding is not just about business growth; it's a commitment to serving communities beyond borders. By extending our services, we aim to provide compassionate care and support to families in need, ensuring dignity in every farewell.

Click here to play Harding Launch Video

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Campaigns

We are excited to share the ongoing success of our current campaigns: The Power of R95 and the Tombstone Campaign. These initiatives reflect our commitment to providing affordable and dignified burial solutions to our community. The Power of R95 offers members comprehensive funeral cover for just R95, ensuring that their loved ones receive respectful and professional services. The Tombstone Campaign adds a lasting tribute, providing meaningful and enduring memorials. These campaigns highlight our dedication to making quality funeral services accessible to all, in line with our motto, "Dedicated to the care of those we serve

Product Placement: The Queendom:

We are proud to share our recent work with the popular TV show, The Queendom. Icebolethu Group had the honor of laying to rest Mkhuseli "Sjava" from the show. This partnership shows our commitment to providing respectful and caring funeral services. It also helps Icebolethu Group get noticed by more people through the TV show. Working with well-known shows like The Queendom helps us reach a bigger audience and show our dedication to excellent and compassionate service in the funeral industry.

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Sports Day:

Icebolethu's Annual Sports Day, was held on May 1st, 2024, in Richards Bay. As Over 1000 staff members gathered on the sports field for a day filled with fun activities and competitions. There were relay races,tug of war, sack races and more. It was good to see Team IG unwind and enjoy the day. Cebo our Mascot, and his twin, also took part in the fun.

Click Here To Play Sports Day Video

Service Provider Testimonial

Icebolethu is committed to supporting SME's across the country through our Supplier Development Programme.

Numa Medical Aesthetics has been working with Icebolethu Group to elevate healthcare within the organisation. Listen to Dr. Lungile Mhlongo as she shares her experience.

Click Here To Play Service Provider Video

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Icebolethu On the News:

Two months ago, our fleet center expanded its fleet with new Toyota Fortuner vehicles. This strategic addition to our fleet is aimed at making sure there is operational efficiency and ensuring that we continue to provide exceptional service to our clients.

King Cethswayo Region - Newspaper feature

We extend our heartfelt gratitude to the Mthembu family for their wonderful tribute in the local newspaper, praising the outstanding service of our Icebolethu Richard's Bay Branch. It was our honor to assist in giving Mrs. B.T. Mthembu a dignified send-off and providing the family a sense of comfort.

Icebolethu Funerals

A BIG THANK YOU TO ICEBOLETHU FUNERAL SERVICES

The Mthembu family at Nseleni would like to express their heart-felt gratitude to Icebolethu Funeral Services (Richard's bay) for their outstanding services they rendered as they celebrated life of their beloved mother Mrs B. T. Mthembu on Saturday, 18 May 2024.

Icebolethu Funeral Services (Richard's Bay) went an extra mile in ensuring that we bury our mother with dignity. They became part of the family, holding our hand each and every way. We are forever grateful.

Mthembu Family

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Celebrating Excellence: Congratulations to Our Outstanding Achievers!

We are thrilled to announce that our Fleet Manager has successfully obtained a Bachelor of Commerce in Business Management. Join us in extending heartfelt congratulations to Mr Goodfrey, for this remarkable achievement! His dedication, hard work, and commitment to personal and professional growth serve as an inspiration to us all.

We would also like to give a round of applause to our HR team members (Nomthandazo Njoko, Nobuhle Mkhize, and Nosipho Mkhize) on their graduation from the Durban University of Technology. We are incredible proud of y'all.

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Glamour feature

We are so excited that we managed to get an advertorial spot on the first page of Glamour Magazine! This prominent spot showcases our commitment to excellence and our innovative approach in the funeral services industry. It also reflects our successful rebranding as a lifestyle brand, demonstrating our relevance in top publications like Glamour. This feature highlights our dedication to serving our communities with dignity and compassion.

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Follow iTravel on Social Media!

We are thrilled to let you know that iTravel is has been active on social media! Stay updated with the latest travel tips, promotions, and exciting updates by following iTravel on these official pages.

www.facebook.com/people/i-Travel/61551995255912/
https://www.instagram.com/theitravelgroup/

Upcoming events

- *Kokstad Launch*
- *Nelspruit Launch*
- *Isibaya Samadoda*
- *Flourish*