

Let's talk Ethics!

Embracing Generosity: Our Ethical Duty to Invest in Community

At Unashamedly Ethical (UE), we hold ourselves accountable to a set of ethical commitments, each designed to promote values-driven leadership and a society rooted in integrity. One of these commitments is to «remember the poor by investing generously and sacrificially in the broader community.»

Have you ever wondered what it truly means to live out our values in the face of adversity? It's easy to say we believe in ethics, in generosity, in making a difference—but what does that really look like in action? Why do we consider it our ethical duty to remember the less fortunate and invest generously in our communities?

Poverty is a challenging reality for millions of people around the world, affecting their daily lives and opportunities. It limits access to essential resources like education, healthcare, and jobs, trapping individuals and families in a cycle of hardship. The consequences of poverty extend beyond individual suffering; they destabilise communities, hinder economic growth, and contribute to social unrest. Recognising this reality, we must respond.

Upholding this commitment is therefore a response to this societal problem. It's not merely about charity; it is a fundamental ethical consideration—one that calls on individuals and organisations to play an active role in fostering justice, equality, and sustainable development. This isn't just a nice sentiment; it's a responsibility, an ethical call to action that challenges us to step beyond comfort and convenience.

I've also come to realise that generosity isn't just about giving money. It's about showing up, making space for others, and investing in people in a transformative way. It's about choosing to care deeply, even when the problems feel overwhelming. Ethical living isn't just about avoiding harm—it's about actively doing good.

An ethical person doesn't look at the challenges in society—poverty, inequality, broken systems—and think, "This isn't my problem." They recognise that if we have the means to help, we also have the responsibility. This might mean:

- Choosing to invest in long-term change, committing to sustainable solutions rather than temporary fixes.
- Seeing people's potential and empowering them to step into it, believing in their ability to create a better future.
- Being willing to give sacrificially, not just from our excess but from our hearts.

It's easy to think that generosity is someone else's job—maybe the government, maybe big businesses, or someone "richer" or "more capable" than we are. But the truth is, real change happens when ordinary people step up. At Unashamedly Ethical, we believe that true generosity isn't about handouts—it's about investment. That's why we invest in leadership transformation, in equipping young people with the character, skills, and opportunities they need to shape their own futures.

Through Tribe, we've reached thousands of young South Africans, helping them discover their purpose and develop as ethical leaders. And we don't just do this in theory—we invest in three permanent beneficiaries, where we see real impact happening every day:

- Calling Academy: 120 learners participated in our Character Development Program in 2024, growing into young men with integrity and strong values.
- Eagles Rising Leadership Academy (ERLA): 22 learners joined our 11-month leadership transformation program, learning not just how to lead, but how to do so with character and conviction. We also introduced voter education because leadership doesn't stop in the classroom—it extends to the choices we make in shaping our country.
- Legacy Centre in Kayamandi: 12 learners took part in our 10-month Entrepreneurship Program, where they didn't just learn about ethical business but actually started three businesses of their own!

What matters more than the numbers are the stories behind them. The young person who realizes they have a future beyond poverty. The student who chooses honesty over corruption because they now understand what ethical leadership looks like. The aspiring entrepreneur who no longer sees obstacles but opportunities.

Why This Matters

We live in a world that desperately needs ethical leadership. When we invest in people, we're not just helping individuals—we're shaping the future. We're addressing poverty by giving people the tools to build sustainable livelihoods. We're tackling corruption by raising a generation that values integrity. We're fighting hopelessness by showing young people they have worth, purpose, and the power to create change.

And the beautiful thing? This investment has a ripple effect. When one young leader rises up, they influence their peers, their families, their communities. It spreads.

If I've learned anything, it's that generosity isn't just something we do once—it's something we commit to. Unashamedly Ethical will keep showing up. We will keep investing. We will keep believing in people, in ethical leadership, and in the power of generosity to transform lives.

And my challenge to myself—and to all of us—is this: What does generosity look like in my own life? How can I invest in someone else's future today? Because when we lift others up, we all rise together.

Yours in ethics,

Hlene Power