



## **Why a Santa Shoebox is so much more than a box**

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*September 2016:* Pledging for the annual Santa Shoebox Project opened on 1 September. This year marks the 10<sup>th</sup> birthday of an initiative that has become one of South Africa's favourite ways to give over the festive season. From a humble 180 shoeboxes donated in its first year, the Santa Shoebox Project has now notched up more than half a million thoughtful Santa Shoebox gifts donated to under-privileged children across South Africa and Namibia. In the first day of pledging, over 13 141 boxes were pledged – and this number is growing by the hour.

For the 6<sup>th</sup> year PEP Stores will once again cover 80% of the Project's operating costs and Laser Logistics will ensure that the right Santa Shoebox reaches the right child. Stor-Age provides Drop 'n Go points around the country in support of Drop Off, as well as giving away free flat-packed shoeboxes to donors. The CTICC again hosts the Project's flagship Drop Off, from 28 – 30 October this year; MPact has again donated 12 000 cartons used to package the Santa Shoeboxes en route to the children and Pick n Pay is facilitating the offering of 2 500 virtual Shoeboxes, ideal for donors living abroad or too far from the nearest Drop Off.

What makes the Santa Shoebox project a favourite with family, individual and corporate donors is that it is highly personalised. Donors choose "their" child/ren by name, age and gender, and are encouraged to remember that a pledge is a promise.

The 2016 theme of 'More Than Just A Shoebox' alludes to how each of the 8 prescribed contents of a Santa Shoebox impacts profoundly on the life of an under-privileged child. The toothbrush and toothpaste are the promise of dental health and a confident smile. The facecloth and soap ensure good personal hygiene and health. The school supplies support a quality education. The outfit of clothing encourages great self-esteem. The toy and sweeties reinforce that every child deserves to be loved and spoiled, just a little. A Santa Shoebox is all about acknowledging

the potential within every child to become the next great entrepreneur, maverick, philanthropist or even Olympic gold-medal winner!

This year the Santa Shoebox Project again aims to donate 100 000 boxes to under-privileged children throughout the country. South Africa's DIY celebrity, Suzelle, has created a [video](#), illustrating how to pledge and pack a Santa Shoebox, creating further awareness around a donors pledge being their promise to deliver the Santa Shoebox/es to the correct Drop Off on the allocated dates and times.

Complementing the SSB 100 000, the [SSB Pipeline](#) will be offering donors the opportunity to purchase a [Little Sun](#) solar lamp which, after charging for only 5 hours, provides more than 50 hours of light – ensuring more time to read, draw, play and do homework and no more breathing harmful emissions from non-sustainable light sources. These will be available as and when individual [Drop Offs](#) become fully pledged.

Given that the Project's main sponsors cover all operating costs of The Santa Shoebox Project, all other donations contribute towards the [SSB Legacy](#). The funds are used for community upliftment projects. For 2016 and 2017, Santa Shoebox will be focusing on water, distributing [Hippo Rollers](#) to communities who don't have the luxury of running water in their own homes.

To make a pledge go to [www.santashoebox.org.za](http://www.santashoebox.org.za)

Ends



## **ABOUT THE SANTA SHOEBOX PROJECT:**

With 'share the joy of giving' as the essence of the project, the Santa Shoebox Project offers people from all walks of life the chance to participate in a profoundly valuable and personal experience, enriching the lives of both those doing the giving, and those on the receiving end. Donors are encouraged to involve their own children in the process of personally selecting the name of a child from one of the centres or children's homes, and putting together his or her individualized, age-appropriate Santa Shoebox gift. Uniquely, this means each participant knows the first name, age and gender of the child. Gift boxes have to be filled according to the guidelines provided on the Santa Shoebox website, and include some practical necessities such as toothpaste and toothbrush, face cloth and soap, as well as sweets, educational supplies, a toy and an outfit of clothing. Donors and volunteers agree that it is this personal touch that endears the project to adults and children year on year.

**Register online now as a donor to receive 2016 notifications and information:**  
[www.santashoebox.org.za](http://www.santashoebox.org.za)

The Santa Shoebox Project is an initiative of the Kidz2Kidz Trust, a registered Public Benefit (PBO 930 031 301) and Non-Profit Organization (NPO 102-098) with Section 18A status and is a Level Four B-BBEE Contributor. PwC are the official auditors of the Santa Shoebox Project.

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