



PRESS RELEASE

THE SANTA SHOEBOX PROJECT CELEBRATES ITS 10TH BIRTHDAY WITH “MORE THAN JUST A SHOEBOX”

When the Santa Shoebox Project founders began collecting shoeboxes filled with gifts for underprivileged children in 2006, they never imagined that the project would soon become one of South Africa’s most popular annual festive season charity projects.

This year the Santa Shoebox Project celebrates its 10th birthday. In the 10 years since the project began in a suburban home, it has distributed more than 550 000 personalised shoeboxes to children from socially disadvantaged backgrounds across South Africa and Namibia. More than 50% of those shoeboxes reached children in far flung rural areas.

Even more extraordinary are the ‘knock on effects’ of the project, experienced by recipient children, volunteers and donors alike. In celebration of this wonderful ripple effect, organisers have chosen “More Than Just a Shoebox” as their campaign theme for 2016.

The “More Than Just a Shoebox” campaign will focus on how the donation of a Santa Shoebox not only gifts the recipient child with a personalised shoebox filled with daily necessities, but also instils a sense of self-worth and presents the child with the promise of a better education, improved hygiene and dental health and those simple things that every child should enjoy, sweets and a toy.

Donors and volunteers have also benefited from their involvement in the project in incredible ways and some of the many personal stories we can share include:

- Camille Quine in Cape Town has been a volunteer for many years and founded the Little Libraries project after noticing a lack of reading material at the township crèches she visited.
- Naadira and Thushen Mudeliar asked guests at their wedding in Johannesburg to please contribute a Santa Shoebox instead of a wedding gift. The story of their kindness on their special day went viral and many wedding couples now choose to do the same every year.
- In 2015, organisers posted a story about a little girl who had been unable to return to her school due to her family’s financial difficulties, although the area Santa Shoebox Coordinator had still managed to ensure she received the shoebox that had been made for her. In minutes, the SSB supporter community asked how they could help and a donation mechanism was set up. Within a few days, enough donations had been received to send her back to school – as well as set up a trust fund for her future education - much to her family’s shock and gratitude.





(To celebrate their own milestone events, the public are encouraged to contact our Project Liaison on info@santashoebox.org.za for promotional material in support of their generosity.)

“To see so many lives touched by this project every year is simply awe-inspiring,” says Chief Executive Officer Irené Pieters, “especially considering that each one of our 50-or-so drop off locations are run by volunteers who want nothing more than to see delighted and joy-filled smiles on children’s faces at Christmas-time.”

“Some of the most touching moments are the expressions of gratitude from recipient children’s parents who aren’t in the position to buy their children Christmas presents and are so grateful to strangers who are willing to step forward to do so. It’s an annual reminder of the generosity and compassion of South Africans everywhere and we hope to continue this work for another 10 years at the very least.”

ENDS

EDITORS NOTES:

The public are asked to participate in the Santa Shoebox Project by visiting www.santashoebox.org.za from 1 September 2016 to register as a donor and select the name and age of a child for whom to make a shoebox.

The gift wrapped Santa Shoeboxes need to be dropped off at central distribution points across the country on designated dates in October. (A list of drop off locations and dates can be found here: <http://santashoebox.org.za/find-my-local-dropoff/>)

The following 10 items are required to complete a Santa Shoebox:

1. Standard sized shoebox or plastic container, colourfully decorated
2. Barcoded label which the donor will receive upon pledging online
3. Toothbrush
4. Toothpaste
5. Facecloth
6. Soap
7. Toy
8. Outfit of clothing
9. School supplies
10. Sweets

Please note that all items must be age-appropriate and new





About The Santa Shoebox Project

The Santa Shoebox Project is an initiative of the Kidz2Kidz Trust, a registered Public Benefit (PBO 930031301) 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.

For more Santa Shoebox Project

For details on how to pledge, how to pack a Santa Shoebox and other FAQ visit:

www.santashoebox.org.za

Facebook: <https://www.facebook.com/SantaShoebox/>

Twitter: @SantaShoebox

Instagram: @SantaShoebox

YouTube: <https://www.youtube.com/channel/UCKcOR4UxYn4vD2039X2oMxg>

Pinterest: <https://za.pinterest.com/santashoebox/>

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High Resolution Images are available

