



PRESS RELEASE
SANTA SHOEBOX PROJECT
April 2018

“IT’S ABOUT TIME”

CORE MESSAGE

Santa Shoebox is officially a “tween”! At 12-years old, South Africa’s best loved children’s charity has touched the lives of 762 594 underprivileged children throughout South Africa and Namibia.

For the first time in the Project’s history, in 2018 pledging will open a full month earlier than before – on 01 August. From this date, donors are able to select children from the area surrounding that in which they live – supporting their own larger community.

Chief Executive Officer and Founder of the Project, Irené Pieters, says, “We strive each year to lighten the load of this Project - which really has a life of its own! We listened to all our supporters – sponsors, beneficiaries and volunteers alike – and gave them the gift of time. Towards the end of the year, we’re all focused on spending time with our families – what could be more valuable than that?”

One year into our March To A Million, TIME is of the essence! Time is marching on and there’s no time like the present to become involved. To ensure you receive campaign updates and are kept informed of milestones and deadlines, please like the Santa Shoebox Project’s Facebook page /SantaShoebox and login to the website to register or update your supporter profile www.santashoebox.org.za

ADDITIONAL MESSAGING

This year, the Project hopes to take another massive leap towards the magic million, and receive 115 000 lovingly created Shoeboxes. These are really much more than “just” a Shoebox; each one contains 8 required items – a toothbrush and toothpaste, soap and a facecloth, school supplies, a toy, sweets and an outfit of clothing. When a donor pledges a Shoebox, a promise of self-worth and fulfilled potential is made to the beneficiary child.

4 000 Virtual Santa Shoeboxes will be on offer, enabling busy donors or those who live far from Drop Off points to select the contents of a personalized Shoebox, which will be packed by Santa Shoebox volunteers. A generic option will also be available, which the Project is able to allocate to children living in remote rural areas, who would otherwise not receive a Shoebox.

ENDS

Editor's notes:

The public is asked to participate in the Santa Shoebox Project now by visiting www.santashoebox.org.za to register as a supporter. From 01 August donors will be able to choose the child/ren for whom they wish to pledge a Shoebox.

The decorated Santa Shoeboxes need to be dropped off at central distribution points across the country on designated dates in September and October. A list of these will be found here in August:

<http://santashoebox.org.za/find-my-local-dropoff/>

The following items are required to complete a Santa Shoebox:

1. Standard sized shoebox or plastic container, colourfully decorated, with the lid wrapped separately
2. QR coded 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 new, unused and age-appropriate

Fiduciary information:

As a Level One Contributor to B-BBEE, the Santa Shoebox Project earns 100 points on the generic scorecard, and with Section 18A status, is able to provide a tax-deductible receipt in recognition of donations. The Project is an initiative of the JOG Trust (IT2671/2009). The Trust is registered as a Public Benefit Organisation (PBO-930031301), and a Non Profit Organisation (NPO 102-098). The Santa Shoebox Project is audited by PwC.

Social media:

Facebook: /SantaShoebox

Twitter: @SantaShoebox

Instagram: /santashoebox

YouTube: The Santa Shoebox Project

Pinterest: /santashoebox

For more information, please contact:

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Hi-res images are available