



The Santa Shoebox Project scoops prestigious tech award

Sept 2017: South Africa's most-loved children's charity – the Santa Shoebox Project (SSB) has been awarded the 2017 *Best Use of Tech by an NGO* Award.

The category award forms part of the PriceCheck Tech and E-commerce Awards, which honours outstanding South African businesses, organisations and individuals in the E-commerce and technology industries. The public nomination and voting process kicked-off in June and July and a team of judges considered the final list of nominees and compiled a shortlist in August. The overall winners were announced in Cape Town last night.

“We are ecstatic! This award shows how much our organisation has evolved and that we are not only recognised as pioneers in the tech space, but that we are leading the way - ensuring that we meet our goal of Marching To A Million children by 2019,” says Irené Pieters, SSB CEO.

Pieters says 2017 marks the first year the PriceCheck Tech and E-commerce Awards introduced the NGO category to its list of awards. The public cast a total of 45 000 votes for the awards. SSB shared the stage with the likes of Takealot, SnapScan, Airbnb and Travelstart.

Earlier this month, the SSB introduced its Virtual Santa Shoebox option aimed at all those with hectic schedules unable to shop for the Santa Shoebox goodies. The virtual santa shoebox allows donors to visit the SSB [website](#) to pledge for a child by name, select their box contents online and write a personal message to the child. The SSB team will then pack these decorated boxes and deliver them to children around the country. A Virtual Santa Shoebox costs R400 and is part of the organisation's mission to reach one million underprivileged children by 2019.

Ends

Editor's notes:

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

The decorated Santa Shoeboxes need to be dropped off at central distribution points across the country on designated dates in October and November. A list of drop off locations and dates can be found here: <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, box & lid wrapped separately
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

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.

For details on how to become involved 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/>