



THE SANTA SHOEBOX PROJECT OFFERS A MEANINGFUL WAY TO CONTRIBUTE ON MANDELA DAY

By now it's not news to us that large public gatherings won't be taking place in July 2020. While that is of course disappointing, the Santa Shoebox Project is nonetheless able to offer a rewarding and meaningful way to contribute on Mandela Day this year.

On Saturday 18 July the beautiful new Virtual Santa Shoebox online journey is being launched - better than ever before! For the first time, Personalised Virtual Santa Shoeboxes will be trackable, along with Traditional Santa Shoeboxes, via the Santa Shoebox App which is available from Google Play and the App Store.

By following the prompts on the Santa Shoebox Project website, from 18 July, supporters will be able to choose their Virtual Santa Shoebox beneficiary child/ren by name, age and gender, select the items to be included in the Shoebox, write the child a note - and let the SSB Team do the rest.

Virtual Santa Shoeboxes are made by teams of volunteers, and allocated to children living in remote areas of South Africa. Due to the lack of donors in rural areas, these children would otherwise not receive a Santa Shoebox, and quite possibly no end-of-year gift at all. In 2020, with the massive economic impact of Covid19, the value of a Santa Shoebox to an underprivileged child is unquestionable!

Every Virtual Santa Shoebox contains all 8 required items:

- a toothpaste & toothbrush
- soap & a facecloth
- sweets
- a toy
- school supplies
- and an outfit of clothing

Additional sponsored items are added as available and age-appropriate. In the past these have included books, lunch boxes and drinking bottles, teen hygiene products, magazines and fluffy toys.

Traditional Santa Shoebox pledging opens to the public on 01 September, for those Donors who prefer to do their own shopping, decorating, packing and dropping off. Register or Login on the Santa Shoebox Home page now to ensure your donor profile is up to date <https://santashoebox.org.za/>

Later in the year, towards the end of October, supporters will be invited to spend their 67-minutes of service volunteering at their local Drop Off - receiving, checking and packing Santa Shoeboxes. Drop Offs will of course be conducted in keeping with prevailing Covid19 regulations.

For detailed information about how to volunteer, please visit the Santa Shoebox Project website <https://santashoebox.org.za/volunteer-my-time/>

ADDITIONAL MESSAGING

In its 14 years, South Africa's best-loved children's charity has touched the lives of 957 297 underprivileged children throughout South Africa and Namibia.

Team pledging of 20 Shoeboxes or more, which includes Corporate CSI pledges, are facilitated from 03 August this year.

Traditional pledging opens to the public on 01 September. From this date, donors are able to pledge Santa Shoeboxes online, selecting children living in and around their community by name, age, gender and clothing size.

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 September 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 October and November. From 01 August a list of these 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, colourfully decorated, with the lid wrapped separately
2. QR coded label, which will be emailed to the donor 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).

Social media:

Facebook: /SantaShoebox

Twitter: @SantaShoebox

Instagram: /santashoebox

YouTube: The Santa Shoebox Project

Pinterest: /santashoebox

Contact:

Project Liaison - info@santashoebox.org.za

Media approved images available here:

<https://santashoebox.org.za/downloads/>