



Give hope. Give warmth.

Winterhoop / Winter HOPE  
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#GiveHope #GiveWarmth

**MEDIA RELEASE  
FOR USE WITHOUT EMBARGO  
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## **WINTER HOPE RETURNS WITH A GREATER AND IMPROVED NATIONAL DRIVE**

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### **BRINGING HOPE AND WARMTH TO CITIES IN SOUTH AFRICA**

**JOHANNESBURG – The Winter HOPE drive, which encourages everyone to collect warm winter clothes, blankets and non-perishable food items for distribution to people in need during the cold winter months, returns to cities across South Africa in June.**

Last year more than 4 400 blankets and just over 2 000 beanies were collected via the Winter HOPE drive. Approximately 7 000 shopping bags with clothing items and non-perishables were gathered, and more than a 1 000 people were provided with shelter during the campaign.

Winter HOPE is a partnership of giving, which has grown in reach and influence over the past 19 years. This year's partners comprise a national footprint of organisations, which is led by MES (Johannesburg, Kempton Park, Port Elizabeth, Cape Town), PEN (Pretoria), Towers of Hope (Bloemfontein) and the Denis Hurley Centre (Durban).

“Working together with key role-players in the industry of social upliftment allows us a much greater reach to better serve prospective clients within impoverished and destitute urban communities, while building relationships with fellow partners and the public,” says Rev. Hannes Windell, chairman, Mould Empower Serve (MES) board.

PEN (Participate Empower Navigate) has for the past 19 years worked passionately as a Winter HOPE partner to ensure being cold during winter, “will not restrict our communities to reach their potential,” says Janthinus Schrage, senior manager: marketing and communications, PEN. “It’s not just about extending services to vulnerable communities, but asking ourselves what blessings we have and how we can contribute towards making winter a bit warmer to those who are stuck in its grip. A blanket and a jacket is just an entry point, but it can unlock a new world to someone who seeks employment, fulfilment, transformation and personal sustainability,” he says.

“It has been a tremendous privilege to be a part of this national movement and to experience how it gathers more and more momentum every year! We believe that it’s in our being together



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– both non-governmental organisation (NGO) and vulnerable people – that we discover how to journey through the suffering cold of winter together,” says Rev. De la Harpe le Roux, managing director, Towers of Hope.

This year welcomes to the campaign the Denis Hurley Centre that will be the coordinating partner for Durban. Raymond Perrier, director of the centre, is excited about joining the campaign. “We’re a centre committed to bringing together Christians of different denominations – and indeed people of all faiths – to serve the poor. So we’re especially excited at the opportunity for ecumenical witness that this campaign brings.”

Rev. Windell, concludes, “On behalf of all participating organisations, I would like to encourage you to help strengthen our hands this winter by getting involved in social relief and upliftment, where it is needed. Together, we can make hope a reality.”

- For more information about the specific needs of the campaign and the various drop-off points, please visit [www.winterhoop.org.za](http://www.winterhoop.org.za), Facebook (@winterhoop); Instagram (give\_hope\_in\_winter), or contact Aloma Swanepoel at winterhoop@mes.org.za or on 011 725 0001.

**END**

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## NOTES TO EDITORS

**Issued on behalf of Winter HOPE by Stone. For more media information or interview requests, please contact the team:**

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Alternatively, visit [www.winterhoop.org](http://www.winterhoop.org) for more information.



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## HOW TO BECOME INVOLVED

The campaign provides valuable exposure to partners involved, informing the public of ways to take action in creating a better society for all, while spreading the message of hope to a wider audience of people living on the streets in South Africa.

- Everyone is welcome to get involved in Winter HOPE – help, give hope, and bring warmth to those who need it most.
- Collection points have been setup for easy access in Pretoria, Johannesburg, Cape Town, Durban, Port Elizabeth and Bloemfontein, as well as smaller towns in the outlying districts.
- Cash donations are also welcome and can be made by either Snapscan, EFT or PayFast through the Winter HOPE website, or directly into the following account:

## WINTERHOOP

ABSA branch number 632005  
Savings account number 906 892 5251  
(18-A tax benefit certificates can be issued as required)

## MORE ABOUT WINTER HOPE

Winter HOPE was launched 19 years ago, aiming to encourage the public to collect winter essentials for the less fortunate during the cold winter months. The project has gained nationwide following and support from the public, local businesses, churches and the media.

Some of the organisations involved in the campaign are; MES (Johannesburg, Kempton Park, Cape Town and Port Elizabeth), PEN (Pretoria), Denis Hurley Centre (Durban) and Towers of Hope (Bloemfontein).

The annual project has since made some innovative changes including launching a new website and logo as part of the 2019 campaign as well as increasing the drop-off points.

## HOW DOES THE CAMPAIGN WORK?

A national campaign is launched every year to invite the public to make a tangible difference in the lives of people and their communities unable to afford the basics needed to survive harsh winter conditions. The campaign starts on 1 June every year and South Africans are encouraged to collect winter essentials such as jackets, scarfs, non-perishable food products and other items that may be used to minimise the adverse effects of winter. The public can



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drop these items off at any of the almost 150 collection points nationally. Visit [www.winterhoop.org.za](http://www.winterhoop.org.za) for a complete list of nationwide collection points.

### HOW ARE THE FUNDS ALLOCATED?

Funds raised during the campaign will be distributed among the four main partners to support the services they render to the communities they serve. All goods collected are distributed to those in need within the areas where the goods are collected.

### ADDITIONAL QUOTES TO FURTHER ENRICH THE ARTICLE

Janthinus Schrage, senior manager: marketing and communications, PEN (Participate Empower Navigate): “PEN as a Gauteng-based organisation is proud to be associated with MES nationwide, Towers of Hope in Bloemfontein and the Denis Hurley Centre in Durban, to bring about much-needed transformation, whether it’s one blanket at a time, a warm cup of soup, or a heart that is willing to share a bit of hope!”

Rev. De la Harpe le Roux, managing director, Towers of Hope: “Being together we are growing in the how to of engaging with people of faith and goodwill, to such an extent that both the givers and the receivers can be enriched above measure. We trust that this year will be a further step forward in achieving greater awareness among the haves and the have nots and that this will translate into a more sustainable involvement than just events with a beginning and end date. We are expectantly excited!”

Raymond Perrier, director of the Denis Hurley Centre: “We already have 27 churches in the area signed up as drop-off points for 2019, only eight of whom have been involved in the past, so we are already broadening the scope of the campaign for KZN.”

### CONTACT FOR MORE INFORMATION OR INTERVIEW REQUESTS

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