



WINTERHOOP/ HOPE FOR WINTER

6 Kempton Road
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E-Mail: winterhoop@mes.org.za

Website: www.winterhoop.org.za

#Hope-is-Here



MEDIA RELEASE FOR USE WITHOUT EMBARGO ISSUED 24 MAY 2018

NATIONAL CHARITY DRIVE BRINGS HOPE THIS WINTER HOPE FOR WINTER RETURNS FOR A NATIONAL CHARITY DRIVE IN JUNE

JOHANNESBURG - The Hope for Winter charity drive returns to cities across South Africa in June. Members of the public are invited to assist in the gathering of warm winter clothes, blankets and non-perishable food items for their local shelters. The 18th national Hope for Winter campaign is hosted by MES, PEN, Isinkwa Setheku and Towers of Hope, in collaboration with various churches and charity organisations.

"Being a part of the 2018 Hope for Winter campaign allows us the opportunity to extend our services across a wider client-base while engaging with fellow-charities," says Rev. Alan Childs, CEO of Mould Empower Serve (MES). "Working together allows us a much greater reach and influence to better serve prospective clients within impoverished and destitute urban communities, while building relationships with fellow charities and the public."

The cold winter months in South Africa remain challenging for those without access to proper shelter, clothing or food to protect them from the harsh elements of winter. "Poor families, and especially the homeless, are at risk of facing the dire cold alone, leading to illness and in extreme circumstances even death. The national Hope for Winter campaign collects warm clothes, blankets and non-perishable food in an attempt to make the colder months a little bit more bearable for those in need," adds Childs.

"Last year, more than 4000 blankets and almost 1500 beanies were collected via the Hope for winter campaign. A further approximate 5000 shopping bags, filled with a variety of clothing items and non-perishables were gathered. An estimated 2709 people in need were provided with shelter during this period," says Childs. "This year, we have around 140 collection points located nationwide for easier access for everyone."

"On behalf of all participating welfare organizations and churches, I would like to encourage you to help strengthen our hands this winter by getting involved in social relief, where it is needed. Together, we can make hope a reality," says Childs.

Account details: Account Holder: Winterhoop, Bank: ABSA, Branch: 632005, Acc. type: Savings, Acc. Number: 906 892 5251
NPC 1989/004921/08, PBO 9300 03011, NPO 023 603, 18A RG/0012/09/04





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Collection points have been setup in Pretoria, Johannesburg, Cape Town, Durban, Port Elizabeth and Bloemfontein, as well as smaller towns. Cash donations are welcome and 18-A tax benefit certificates can be issued as required.

Cash contributions can be made by either Snapscan or EFT into the following account:

Winterhoop
ABSA, 632005
Savings account
906 892 5251

For more information about the specific needs of the campaign and the various drop-off points, please visit www.winterhoop.org, their Facebook page (@winterhoop) or contact Aloma Swanepoel on 011 725 0001, or winterhoop@mes.org.za.

Contact for more information or interview requests:

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MORE ABOUT HOPE FOR WINTER

HOPE FOR WINTER was launched 18 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 business and especially the media. Some of the organisations involved in the HOPE FOR WINTER campaign are; PEN (PTA), MES (JNB, CPT, PE and Kempton Park), Isinkwa Setheku (KwaZulu-Natal) and Towers of Hope (Bloemfontein).

HOW DOES THE CAMPAIGN WORK?

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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 drop these items off at any of the almost 140 collection points nationally. Visit www.winterhoop.org.za for a complete list of nationwide collection points.

HOW ARE THE FUNDS UTILISED?

Funds raised during the campaign will be distributed among the four main beneficiaries/ 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.

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