



# Santa Shoebox Project open for pledges

The Santa Shoebox Project kicked off on 1 September 2013, with the goal of collecting 100,000 gifts for underprivileged children across the country and Namibia this year.



The non-profit organisation has been collecting Santa Shoeboxes for thousands of children from vulnerable social backgrounds for the past seven years. Last year 100,000 shoeboxes were collected and distributed - and they're planning to reach the same target again this year. The gifts will be dispatched to more than 100 children's homes, orphanages and other child care institutions across the country.

With Reaching the Rural Child as this year's theme, the Santa Shoebox Project offers people from all walks of life the chance to participate in a valuable and personal experience that enriches both the lives of those doing the giving, and those on the receiving end. This year, the project will focus on increasing support to caregiving facilities in small towns and farming communities. The aim this year is also to take on board many more orphanages in all areas, and to allocate a percentage of Santa Shoeboxes collected at the large city centres to facilities in the rural areas.

Register online at [www.santashoebox.co.za](http://www.santashoebox.co.za). Donors may choose the name of a child or children to which they'd like to give their Santa Shoebox/es. Age appropriate gift boxes then have to be filled according to the guidelines provided on the website, and include some practical necessities such as toothpaste and toothbrush, face cloth and soap, as well as sweets, educational supplies, a toy and an item of clothing.

The gift wrapped Santa Shoeboxes need to be dropped off at central distribution points across the country between 24 and 31 October. Details and directions are provided on the website.

For more info, go to [www.santashoebox.co.za](http://www.santashoebox.co.za) or email [info@santashoebox.co.za](mailto:info@santashoebox.co.za).

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