

The annual Shoprite Checkers OFM Chip 4 Charity makes a difference in central South Africa

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The 2014 Shoprite Checkers OFM Chip 4 Charity which was held on Friday, 7 March 2014, will once again make a difference in the lives of vulnerable children living in central South Africa.

This follows a donation of R120,000 from the proceeds of the golf day that was made to Child and Family Welfare Bloemfontein & Childline Free State and Care in Action Free State during the prize-giving event.

Lize du Plooy, programme manager: marketing at Child Welfare Bloemfontein & Childline Free State, said: "Our child protection department benefits immensely from the proceeds of the Chip 4 Charity event. Through this cash injection we have been able to run our 24-hour after hour's crisis intervention programme which is currently being ran on weekdays from 16:30 - 08:00 and from Friday 16:30 - Monday at 08:00 over weekends."



The services run include:

- Home visits to children and families at risk in Bloemfontein and the townships in Bloemfontein
- Counselling and support to children and families at risk
- Social relief to children in need
- 24/7 crisis intervention services at Tshepong Thuthuzela care centre for child rape victims
- Telephonic counselling and intervention for children and families at risk

Lize also said that the biggest challenges facing charities like the Child & Family welfare & Childline Free State is the changes in the economy and stricter corporate policies with regards to donations and charity work. "We are therefore very happy and grateful to receive such help despite difficulties in the NGO sector."

The Shoprite Checkers OFM Chip 4 Charity was a successful day with 176 golfers playing and 15 waterholes organised and minded by some of Shoprite Checkers' biggest suppliers and OFM's trusted friends and clients.

Shoprite Checkers and OFM would like to thank Bloemfontein's business community for supporting and spending the day with them and ensuring that our most vulnerable children in Central South Africa continue to be cared for.

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