

# Starbucks donates portion of holiday sales to community NPOs

In an effort to give back this festive season, Starbucks will be donating a portion of its holiday beverage sales to non-profit organisations up to a total amount of R120,000. The coffee chain has also partnered with Hamley's Toys to gift teddy bears to hundreds of children.



For a limited time, Starbucks will serve beverages in a new red holiday cup, which encourages customers to recognise those who fill their heart and embody goodness this holiday season by writing that person's name in the heart of the cup.

"Starbucks is passionate about supporting the local communities close to its stores, and this year we will be supporting local charities through our #GiveGood campaign," says Clive Liversage, Starbucks managing executive.

Starbucks partners chose three charities to benefit from the campaign. The beneficiaries are The New Jerusalem Children's home in Johannesburg, Mohau Centre of Hope for Children in Pretoria and CHOC in Durban.

**New Jerusalem Children's Home:** New Jerusalem Children's Home provides residential care, social work services, Montessori Early Childhood Development, and variety of events for the holistic development of vulnerable children.

**Mohau Centre of Hope for Children:** Mohau Child and Youth Care Centre provides care and support to orphaned, abused, abandoned, neglected and terminally ill children and their families who are infected/ affected by HIV/AIDS. Mohau

Centre provides temporary or permanent residential care and community-based social services to the children and families.

**Choc Durban:** Choc Childhood Cancer Foundation was established in 1979 as a support group to parents of children with cancer, by parents of children with cancer. Having experienced the immense emotional and financial toll that cancer takes they recognised there is more than one victim in the family of the child with cancer. Their aim was to ease the burden on parents facing the same journey by providing access to relevant, accurate information, as well as emotional and practical support.

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