

CHARITY AND COMMUNITY INITIATIVES

These include:

- Fundraisers and donations for underprivileged children
- CANSA Shavathons for cancer awareness
- Charitable sponsorships of advertising and exhibition space
- Charitable events for the elderly
- Local taxi association sponsorships
- Fundraisers and donations for animal welfare and shelters
- Festive season gift wrapping for charity
- Health, sport and fitness fundraisers and sponsorships
- Student marketing intern sponsorships
- Blood donation and awareness
- Community police forum assists with community upliftment
- Soup kitchens

Number of initiatives

24

PROJECT IN FOCUS THE SANTA SHOEBOX PROJECT

The Santa Shoebox Project was established in Cape Town in 2006 and is a children's charity-focused, registered Public Benefit Organisation and Level 1 B-BBEE Contributor.

The project had humble beginnings, starting with 180 shoeboxes. Since then, about 1,2 million Santa Shoeboxes have been donated. The shoeboxes are distributed to over 1 000 recipient facilities, through more than 60 satellites in South Africa and Namibia.

Essential items are donated to girls and boys, who each receive a minimum of eight items including a toothbrush, toothpaste, soap, a washcloth, sweets, a toy, school supplies and clothing. All donated items are new and age appropriate.

Donors can choose from different options, namely a traditional shoebox, virtual shoebox, or a monetary donation to the SSB Legacy initiative.

We choose to donate a traditional shoebox and once again, all our members of staff took part and helped to wrap the boxes. Emira donated 52 boxes at a total cost of R21 000 for the year under review. We are proud to support this worthy cause.

