

Hope for Winter

Hope for Winter: A national campaign aimed at providing aid to those less fortunate all across South Africa.

12 June 2017, Johannesburg, South Africa, “HOPE FOR WINTER” was launched 17 years ago, aiming to encourage the public to collect winter essentials for the less fortunate during the cold winter months. The project has gained nation-wide 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 **Tower of Hope** (Bloemfontein). In addition to collections coordinated by the organisations whose clients benefit from the HOPE FOR WINTER campaign, there are over 200 donation drop-off points located nation-wide for those who wish to contribute.

Winter is a harsh time of the year. Many people suffer from illness due to the weather and other circumstances. We are fortunate to have roofs over our heads, a bed and a warm meal at the end of the day. There are thousands living on South African streets who do not have the same comforts.

This year, the aim is to focus on responsible giving. Responsible giving, is give in a way that makes a positive difference. By giving to one of the many NGOs that help the homeless, using various methods, the public is offered the opportunity to give responsibly. These NGOs are the most effective way to get help to those who want and need it most.

There are five basic needs this year which go hand in hand with giving responsibly they are; financial donations, winter essentials (beanies, scarves, jackets, coats and jerseys), thermal underwear, meal and shelter voucher at selected shelters and blankets. The number of deaths due to hypothermia raise each year and it is difficult to track due to some cases being reported under different conditions such as unconscious collapse or drug over does. The campaign will help communities address these issues in the areas they live.

Winter is a trying time and all the donations will be distributed to charities that dedicate their lives to helping those less fortunate.

For more information and how to get involved contact winterhoop@mes.org.za