

Ford teams up with Santa ShoeBox

This year thousands of children at orphanages, homes and underprivileged schools around the country will be receiving a gift, with the special delivery guaranteed by the Ford Motor Company of Southern Africa (FMCSA).

For the second year running Ford will be teaming up with the Santa Shoebox project to bring Christmas cheer to needy children during the festive season. Each child will receive a present specially packed for them - containing toiletries, a toy, an outfit of clothing and some sweets. For many it will be the only present they receive.

In order to put smiles on little faces Ford has decided to put its commercial vehicles to good use by assisting the Santa Shoebox project in delivering over 100 000 gifts to children in need in Cape Town and Gauteng.

Last year the two Ford Transits enlisted to this good cause covered 7 911km, helping to deliver more than 110 000 boxes and this year the job is expected to be even bigger.



"Ford is privileged to again partner and assist the Santa Shoebox project by spreading festive joy to children in need. This is a demonstration of Ford's willingness to Go Further by supporting and giving to a good cause," said Alisea Chetty, Corporate Communications Manager, FMCSA.

The Transit Van and Transit Custom, both powered by Ford's proven 2.2-litre turbodiesel engine, have a combined load volume of 15m³, providing enough room to accommodate more than 1 400 shoeboxes at a time to be transported to those in

need.

The success of the Santa Shoebox project is attributed to the personal nature of the giving. Each donated present is addressed to a particular child - their first name, age and gender made known to the giver.

Each gift contains a toothbrush, toothpaste, a facecloth, soap, an outfit of clothing, education supplies, a toy and some sweets. The goods are packed into a shoebox, which is then wrapped and labelled for the recipient. Delivery of the colourful loads is then co-ordinated by the organisers and carried out by Ford.

"Our focus this year is really about 'giving for good'. We want to do good by giving (good) top quality gift boxes to (good) deserving children - some of whom have never received a gift at Christmas time before, to create an overwhelmingly good experience that benefits them - for good. We are grateful to Ford for their continued support in making difference in the lives of children, especially those living in desolate rural communities. That is really what the Santa Shoebox Project is all about," said Santa Shoebox National Project Co-ordinator, Irené Pieters.

The Santa Shoebox Project originated in Cape Town and has grown in leaps and bounds, with the number of Santa Shoeboxes growing from a humble 180 boxes in 2006 to an astounding 109 930 in 2014. The boxes are distributed to more than 1000 recipient facilities, through more than 60 satellites around South Africa and Namibia. A Virtual Shoebox option was introduced in 2014 allowing out-of-town and international donors to support the project and the SSB Legacy, a skills development training programme introduced for caregivers at the more than 1 000 Santa Shoebox recipient centres.

Ford fans and fans of the Santa Shoebox initiative can follow the festivities by using the hashtag #PresentsinTransit. For more information on the initiative or to get involved visit www.santashoebox.co.za

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