



The Winter HOPE campaign touched the hearts of many people in 2019.

### Thank you

for your contribution, in making winter, more bearable for the less fortunate.

A national campaign is launched every year to invite the public to make a tangible difference in the lives of people and their communities unable to afford the basics needed to survive harsh winter conditions. The campaign starts on 1 June every year and South-Africans are encouraged to collect winter essentials such as jackets, scarves, non-perishable food products and other items that may be used to minimise the adverse effects of winter. The public can then drop these items off at any of the collection points nationally.



1st June  
Every Year

### The partners in 2019



MES (Mould Empower Serve)



PEN (Participate Empower Navigate)



Towers of Hope



Denis Hurley

### The cities involved

150 collection points nationwide including some smaller towns in South Africa



Durban  
Port Elizabeth  
Cape Town  
Pretoria  
Bloemfontein

### In 2019 we collected



2500  
Blankets



2800  
shopping bags,  
filled with clothes



700  
shopping bags, stocked  
with groceries



1500  
beanies

All goods collected were distributed to those in need within the areas where the goods were collected.



Shelter was provided to  
8000  
people



The campaign received  
R220 000  
in donation money

Funds raised during the campaign was distributed among the 4 main partners, to support the services they render to the communities they serve.

### Media Coverage in 2019



The project included an extensive media campaign.



Partners included:



### This included:



40  
newspaper  
articles



14  
online articles



17  
broadcasting programs  
or interviews

Furthermore, the team was very active on social media

Please follow us on :



### Thank you

To The Wikid Agency for graphic design support



The campaign certainly affected many people's hearts and as a team we really could make a difference, with every outreach and donation to those who needed it. However, this would not have been possible without God's active involvement and blessings and we praise Him for His mercy and love.



For more information, please call: 011 725 0001 or email: winterhoop@mes.org.za