

BERAKAH EDUCATIONAL FOUNDATION

THANK YOU FOR YOUR SUPPORT

21st July 2008

Dear AD Spitz / Greater Good South Africa

RE: Donation of shoes

On behalf of the Berakah Foundation and the staff and members of the community of Mamelodi East, I would like to take this opportunity to thank you for your donation of the most beautiful shoes that our recipients have ever seen. This was the first time that we have received such a donation of shoes for our adult staff and community members.

Our policy when distributing donated items is that Mrs Sophie Mashego, who is our Operations Manager, is in charge of all donations and she co-ordinates the hand out procedure. Sophie, who has worked with the Berakah Foundation for ten years, is exceptional when it comes to handling donations to community members as this can be a very sensitive time in such poor communities. The full time and volunteer staff was given first option in choosing their shoes and from there on we worked on people who had assisted us with short term programmes and other projects that we may have run for a specific period. All beneficiaries if not full time staff have been involved with us in some way and as we work with the poorest of the poor it seemed good that they should benefit.

The impact for the beneficiaries was that for some of the ladies it was the first time that they had received a brand new pair of shoes and it did their self esteem the world of good. I love to watch these ladies when they receive something so beautiful, they just stand taller and are somehow more confident about themselves. They also are very aware that there are people out there who do not only think of the poor, but actually carry out great deeds of kindness.

The impact for us as an organization is that we have had some wonderful exposure to another corporate and this can only help to build our brand as people become aware of who we are, what we are doing and where we are doing it.

So once again, it is wonderful to know that there are people “out there” who are not only concerned, but who are willing to put this concern into deeds of kindness. So once again thank you very much.



The ladies with their "gift"

Yours sincerely

Avril Elkington
Chairperson: Berakah Foundation