



# Joy in a box

Want to know more? Visit <https://santashoebox.org.za>

Each year, the Santa Shoebox Project collects and distributes personalised gifts of essential items and treats for underprivileged children across South Africa and Namibia.

The project originated in Cape Town in 2006 with a humble 180 shoeboxes. In December 2021 the project donated over 1 million, reaching its momentous #beyondthemillion goal! The project is supported by an extensive network of volunteers across South Africa and Namibia, kind-hearted people who give freely of their time, energy and expertise.

The SG Mobility team is part of this network, harnessing the goodwill of their remarkable staff, their families and friends. In 2016, the business donated 5 boxes. In 2021, it handed over an amazing 112 shoeboxes. Each participating staff member gets an individual child they will support, knowing their name, age, gender and needs, meaning that an immediate bond of sorts is formed between the giver and the recipient. It also means the child receives exactly what they need and more. A truly wonderful way to spread a little joy at Christmas!

