

Blanket campaign warms KZN

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The Winter Warmth campaign has come to an end and we are proud to announce that 40 000 blankets were distributed over 11 weeks!

Corporates and individuals were most creative in their methods of raising funds and collecting blankets this year - the Winter Warmth Team continues to be inspired and amazed by their generosity! Challenges went out on air and were met almost immediately every day; the steel industry in KZN made a huge impact in this way, as did many other organisations like SAB, Telkom, Derivco, Automold, Quattro, Round Table, Transnat, Grinaker, Vodacom and our friends in the publishing industry, to mention just the tip of the iceberg.

Staff and management of companies all over the province motivated their colleagues to support the campaign and came up with generous personal and company donations, confirming that East Coasters have hearts of gold.

Schools were also very active this year, collecting blankets and raising money for Winter Warmth - even the schools who are themselves quite needy. New West Secondary raised R20 000 for the campaign! These are just a few examples of the thousands of donors who made this campaign such a success this year.

Hats off to iTalk Cellular, the main sponsor, for putting their money and their hearts into the campaign once again.

Our partner, Gift of the Givers, and our facilitators, Durban Deliveries, Red Cross Air Mercy Service and Rotary worked extremely hard throughout the campaign - we couldn't have achieved these results without you!

Thank you to every single person who contributed to Winter Warmth in any way. The campaign has made a difference in our community - and that's what it's all about.

Best regards,
Dawn Spencer
Winter Warmth Team Leader

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