

## **Charities invited to apply for festive fundraising opportunity at Shoprite & Checkers**

The tradition of charities wrapping gifts in exchange for customer donations has become synonymous with Christmas at Shoprite and Checkers stores, and the retailer is again calling on registered charities to apply for this annual festive season fundraiser.

Hundreds of qualifying charities man the in-store gift wrapping stations at some 577 Shoprite, Checkers and Checkers Hyper stores across South Africa, where customers can have their gifts wrapped in exchange for a small donation.

“We encourage all customers to take advantage of this in-store service. All proceeds are donated to the local charity manning the station,” explains Lunga Schoeman, CSI spokesperson for Shoprite and Checkers.

New Beginnings, an NPO that feeds 25 000 people per week, has been a beneficiary for more than five years: “This is a great fundraising initiative! People in our business know that December is the most difficult time of the year but the funds we raise carry us through this rough time. We are always grateful,” explains marketing manager Bernice Myers.

Applying to become a beneficiary organisation is easy:

1. Complete the [online application](#) form **before 2 November 2018**.
2. Attach a copy of your **South African ID** or passport and **NPO certificate**.
3. Read the **terms and conditions**.
4. Wait for **e-mail confirmation** regarding the status of your application.

Gadija Israel, regional fundraiser at CHOC Childhood Cancer Foundation’s, adds: “To other charities I’d say grab this opportunity with both hands. It’s a huge help! Last year we were able to buy a new fridge and special treats for the children living in our CHOC Homes. It goes a long way in easing financial burdens.”

**END**

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