

DRAFT PRESS RELEASE FOR REVIEW

To be issued: 8 July 2020

The Recipe for Real Impact on Mandela Day

The non-profit organisation [ChangeMakersHub](#) announced their Mandela Day initiative today. It's a call to action for active citizens, businesses and social entrepreneurs to come together to make real impact.

ChangeMakersHub makes everyday a Mandela Day by taking action against poverty and showing others that actions speak louder than words. Driven by the lockdown hunger pandemic across the country, the ChangeMakersHub has, in the last 14 weeks, provided more than 100,000 meals, 17 tons of clothing, 1, 600 litres of sanitiser, over 1,000 masks and other much needed relief, equating to at least R1 million worth of goods.

It's been a massive endeavour but every action added up to see the very tangible difference that has been made. The sheer number of citizens, brands and companies that came forward to help has been unprecedented."

ChangeMakersHub tech-based *connectors* platform's team, believes that by standing together and inviting more participants to come on board, what was achieved in the last 14 weeks can be done in one week; to feed 100 000 meals during the week of Mandela day, 18 July 2020.

"It's cold and children are going hungry", Says Korevaar: "When we know better, we need to do better. The need is so great that we have to urgently respond. it's our duty to do what we can to help. Madiba said "it's always seems impossible until it is done". When has there been a better opportunity to believe in his inspiration?

Business owners are invited to donate R5,000-00 towards the ChangeMakersHub donation pot so that over 15 tons of fresh, nutritious ingredients can be purchased, packed by volunteers and distributed to the phenomenal Social Entrepreneurs across the Western

Cape, who have been the real heroes on the ground. It's a *Recipe for Real Impact*, a week of unity that creates measurable results in support for the caretakers of our people left the most vulnerable due to Covid19.

Over 100 beneficiaries feeding communities in the Western Cape from Atlantis to Dunoon to Joe Slovo to Phoenix to Brooklyn, Bonteheuwel, Mitchel's Plein, Lavender Hill, Khayelitsha will all be gifted with soup packs to cook up for their vulnerable communities

"The recipe for the soup with details of where to source product and suppliers ,their beneficiaries and their wish lists - will be loaded onto our site www.changemakershub.org today.

'We ask you to adopt into the **recipe for impact** and use this tried and tested formula by challenging your business networks to match your donation or make the soup packets up for a cause you care about, or adopt one of their wish list items and make it come true. Every small action adds up to create the wave for change, this is when real impact happens," says Michelle Korevaar, founder of ChangeMakersHub.

If you would like to volunteer, contact xxx.

If you would like to donate, initiative is a registered Non Profit Company and you can donate via: xxxx or visit <https://www.changemakershub.org/how-you-can-help/> for the banking details.

ENDS

EDITORS NOTES

Launched in July 2018 by [Michelle Korevaar](#), the digitally-based ChangeMakersHub matches active citizens and companies with projects where their skills, finances, networks and innovation can do the most good. Connecting people who want to make a difference to those who need the help

ChangeMakersHub provides an online platform that markets the work that charities undertake to enhance their online visibility.

The Hub also encourages active citizenry to register and match their skills to the wish-lists of the charities or projects. A new technology platform is currently being piloted with a launch planned for 1 September. This will provide a more “matching” mechanism between *changemaker* and charity.

Follow them on: [Facebook](#), [YouTube](#) or [Instagram](#).

Companies that have sponsored goods, premises and logistics in the last 14 weeks include: Some Thyme Fresh produce, Noodles Company, Trilink Dynamics for vehicle, fuel and insurance, face shields and weekly donations, Tokkaman Peanut Butter, Blue Ribbon, Rotary, German Consul general, Ocean Square and Woolworths.