



Publication: People s Post Claremont-Rondebosch
- Main

Title: Extra beds- the right direction

Publish date: 23 May 2023

Page: 3

Reach: 20000

AVE:R 47584.27

Author: Nettalie
Vitjoen

Extra beds – the right direction

Nettalie Viljoen

Memoranda of Agreements (MOAs) between four registered non-profit organisations – U-Turn, Ubuntu Circle of Courage, TASP and the Haven Night Shelter – and the City of Cape Town will collectively add 294 temporary bed spaces at facilities in various parts of the metropole.

Siwaphiwe Myataza-Mzantsi, media liaison officer: U-turn, says while U-turn hasn't signed the MOA yet, they are sure it will be sent through by the City in due course.

"The City's support will be of a tangible nature such as mattresses, toiletries, food and so on, as well as help from 12 additional EPWP (Expanded Public Works Programme) workers," says Myataza-Mzantsi.

For the past 26 years, U-turn has focused on the rehabilitation of street people using a three-phase, skills-based programme. It starts with basic needs relief, like food and clothing, available at a first-phase service centre, and then continues to drug and alcohol rehabilitation support (phase two). The model culminates in a work-based learnership that lasts on average 19 months, called the "work-readiness" programme (phase three).

Myataza-Mzantsi says U-turn's services are currently open to everyone living on the street.

"We are hoping that the MOA programme will help to bring in a group of new people who haven't experienced our services."

She says winter is a very challenging period for people experiencing homelessness.

"Besides lacking resources for survival, winter always reminds people on the streets that they don't belong. With this initiative we are further able to keep people experiencing homelessness warm and provide them with accommodation to sleep and be guaranteed safety.

This is a big win and as U-turn we are happy to assist people to take advantage of this opportunity and work towards transforming their lives."

According to Myataza-Mzantsi, it is estimated that there are over 14 000 people living on the street and less than 3 500 shelter beds.

"There is no doubt that more needs to be done by all levels of government as well as businesses and residents if we are going to turn the tide on homelessness. We applaud the City's efforts and progressive stance in making more beds available."

The City is the only metro dedicating a social development budget to helping



The U-turn Homeless Services Centre located in Claremont. PHOTO: NETTALIE VILJOEN

people off the streets. The budget for 23/24 amounts to R94.75m. As part of their Winter Readiness Programme, the City will further provide non-perishable foodstuff, cleaning materials, hygiene packs, mattresses, linen and blankets to the shelters. A total of 184 staff members will also be deployed through the Expanded Public Works Programme (EPWP) to assist NPOs with general and

administrative tasks.

Patricia van der Ross, Mayco Member for community services and health, says it is important to take a step back to see the bigger

"Over 14 000 people living on the street"

- Siwaphiwe Myataza-Mzantsi

picture, and appreciate the hard work that happens on a daily basis.

"We have very good relationships with the NGO sector, and we thank them for their tireless work and continued partnership. There is no easy, universal fix to what is a complex social challenge, and the City is doing all it can to make a meaningful difference to people's lives by helping them off the streets," says Van der Ross.

Myataza-Mzantsi says during winter, our services are often inundated with people seeking help.

"We do appeal to the public for more support in helping people off the street. We also encourage people not to give cash, which fuels addiction and rather to respond directly to homelessness with Mi-Change vouchers that provide basic needs and a pathway out of homelessness," she says.

PICK n PAY TO PAY FOR 17,000 CUSTOMERS' SHOPPING BASKETS

Pick n Pay helping to feed South African families with R10m of free groceries

16 May 2023: Pick n Pay, one of South Africa's leading retailers, has launched an exciting initiative to reward their Smart Shoppers by randomly selecting one winner from every store nationwide every day until 18 June 2023 to win their entire shopping for free.

It aims to give away up to R10 million in free groceries over six weeks.

The initiative aims to provide some relief to shoppers during a difficult period while also creating moments of true excitement. The initiative launched on 8 May 2023, has already surprised over 2,700 winners with a free shop collectively valued at R1,6 million. Two customers walked out with a free shop worth more than R10,000 each, much to their considerable delight.

To qualify to win, customers need to swipe their registered Smart Shopper card and buy any two participating products. The winners will be notified at the till point, and their groceries will be packed into a limited-edition golden reusable bag before they walk away with their entire basket or trolley of groceries, free of charge.

The Smart Shopper programme is one of the country's biggest loyalty reward programmes, dedicated to giving customers real value. Pick n Pay hopes that the initiative will provide some relief to customers who are currently under huge pressure.

Research shows that more shoppers are using loyalty programmes to save

money when shopping. But additional benefits, beyond instant savings, are important. BrandMapp's research shows that the top benefit loyalty members enjoy is a cash-back reward.

According to Andrew Mills, Group Executive: Marketing at Pick n Pay, the retailer remains committed to delivering benefits to its customers for their current and future shopping trips. "In these challenging economic times, customers are looking for more ways to save money, and our Smart Shopper programme offers just that. Customers enjoy immediate savings by swiping their card at the till points and accumulating points that can be used as cash-back on their later shopping trips." Mills notes that more customers are turning to loyalty programmes now to unlock value and savings. "We have seen a record number of customers redeeming their Smart Shopper points since we launched the programme 12 years ago."

In addition to 17,000 customers winning their groceries for free, shoppers can also stand to win R10 000 in Smart Shopper points by posing in-store with any two participating products or their Golden Bag and posting the picture on social media using #PnPGoldenBag.

If you are a Pick n Pay Smart Shopper, this initiative is worth participating in, as it not only provides some relief during a difficult period but also creates exciting moments in-store.

Pick n Pay
Inspired by you

CPOA The Retirement Specialist

Contact CPOA Head Office 021 686 7830
www.cpoa.co.za • info@cpoa.org.za

CPOA Care Centres

Trionan Care Centre
Birmingham Way, Plumstead
Care Manager: Varity Martheze
021 762 6212 • VMartheze@cpoa.org.za

Anchusa Care Centre
2 Howard Drive, Meadowridge
Care Manager: Niki Hanekom
021 712 9239 • NHanekom@cpoa.org.za

Available Rooms to view by Appointment

Contact our Care Managers today!
Weekday appointments available on request.

The Manor Care Centre
14 Glen Roy Road, Pinelands
Care Manager: Petro Nhtebeya
021 530 7244 • PetroN@cpoa.org.za

Pinelands Place Care Centre
Lonsdale Way, Pinelands
Care Manager: Mandy Price
021 531 8868 • MPrice@cpoa.org.za