

In Touch ... In Tune

NEWSLETTER

Edition 02/May 2018



LEKWA LOCAL MUNICIPALITY



P.03

MaxProf Visited Lekwa Local Municipality



P.04 Mkhathshwa Family moves into their new home



P.07 School Shoes & Backpacks for Amathole District Municipality



Foreword from MaxProf's CEO

Mr. Jakes Xulu

Dear Reader,

After celebrating Human Rights Day, we have seen the month of April getting busier by the day. The 1st day of April was Easter Sunday, 2 April brought profound sadness when we learned of the passing of our mother, Mama Winnie Madikizela-Mandela, 6 April Solomon Mahlangu is remembered, 10 April Chris Hani, a legendary figure in the fight against apartheid is remembered and on 11 April, Zola Skweyiya, ANC veteran and constitutional expert, passes on. As we go to bed every night, we wonder what the next day has in store for us.

I started by saying that we celebrated Human Rights Day, you perhaps ask yourself why I say we celebrated Human Rights Day instead of mourning? 58 years ago (21 March 1960) lives were lost and truly speaking, we should be mourning this day. However, I decided that we should rather acknowledge the events of that day by looking back and thinking of the good that followed the immense wrongdoing and sadness.

Can you find enough words to describe the terrible events of 21 March 1960? Amongst other, the MaxProf team and I identified freedom, humanity, people, human rights, justice, discrimination, universal poverty. Did you know that according to Stats SA, one in two South Africans is poor and they go on to state that growing up in poverty is one of the greatest threats to healthy childhood development? This is a socio-economic plight that we need to fight, it needs to be stopped. This tends to continue from generation to generation, if not tended to. Our leaders like Chief Albert Luthuli and Robert Sobukwe fought a battle and we must also fight these socio-economic battles so that the next generations can fight new ones.

As you may be aware by now, MaxProf cares about the communities we work in and we show this by giving back a percentage of the municipality's spend to that specific municipality, by approving projects, donations and sponsorships to local schools and community organisations around such municipality thereby benefiting its community. By the next issue, it will be 1 year since the beginning of this beautiful journey and I am happy to say that we have touched lives of over 800 learners, various school-shoe campaigns, back-to-school (uniform) campaigns, awarding best achievers, we celebrated Mandela Day with the needy, sponsored a Paralympic athlete and swimming star's Mexican dream, built a house for a child-headed family and continue to touch and change lives every day!

The above tells me that time is core and that we should but only mourn a moment when sadness passes our way and that we should celebrate the good that comes from it. The MaxProf team continues with its work and makes a difference, one day at a time, one project at a time.

In Touch In Tune

Jakes Xulu
CEO

One day... four schools Lekwa Local Municipality



Nyandeni learners showing off their shoes!



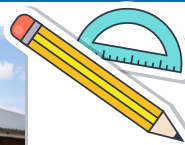
Hlobisa Learners waiting for their colleagues before the handover



Lesedi Primary Learners with their uniforms and shoes



Igugu Labasha Learners



MaxProf and Lekwa Local Municipality joined hands in Sakhile on the 16th of April 2018, as they handed over approximately 100 pairs of school shoes to disadvantaged learners of Lekwa Local Municipality Primary Schools. At this stage, the team decided to tend to only four schools on this day with more schools to be visited at a later stage.

The event was graced by, Cllr. Shabangu: Ward 06, Cllr. Nhlapo: Ward 05, Cllr. Sepele: Ward 02, Mr. Howard Vilakazi Manager office of the Executive Mayor, Miss. Noluthando Nkosi: Lekwa Local Municipality Communications, Mrs. Pamela Pege: MaxProf Marketing, Mr. SB Nhlapo: Office of the Executive Mayor, Principal Zimi: Igugulabasha Primary School, Ms. Mary Jane Hlatshwayo: Nyandeni Primary School, Ms. Moleka: Leseli Primary School and Mrs. Zimi: Hlobisa Primary school. The teachers took turns to welcome us and help in distributing the shoes, as the Principals could unfortunately not be present and had already left to attend a Principals' meeting in Ermelo. Learners received their new

school shoes with excitement and the learners from the school that requested uniforms, were smiling from ear-to-ear as they received their full attire. Giving to the needy children does not only empower them to learn, it also helps to develop their self-esteem and awaken their untapped potential.



The attending school principals stated that they are grateful that their schools were chosen as beneficiaries and would be happy if we came back again to assist more children or in other areas like sports fields, sports activities, etc...

Through our Social Responsibility (Mayoral Initiative Project's), MaxProf joins forces with municipalities with the aim of eradicating poverty in rural areas and promoting a learning culture to learners in the communities that we work with. With these projects, MaxProf wishes to impart a positive impact on the importance of education, thus making a difference in communities. We trust that in being agents of positive change, we will have a bigger impact in our disadvantaged communities.



"Giving to the needy children does not only empower them to learn, it also helps to develop their self-esteem and awaken their untapped potential."



Mkhatshwa Child-Headed Family Moves into their new home.

The Executive Mayor of Mopani District Municipality, Cllr. Nkakareng Rakgoale, Greater Giyani Local Municipality's Mayor, Cllr. Sasavona Mathebula, MaxProf's CEO, Mr. Jakes Xulu, delegates from the Department of Health and Safety, SAPS Limpopo, delegates from the Social Services Department, delegates from the Correctional Services Department, delegates from the Premier's Office, the SABC, members of the Royal Family and the community came together on 23 March 2018 to celebrate with the Mkhatshwa Family, as they moved into their newly built and furnished home.

and Vutshila (12 years). At the beginning, Mayor Nkakareng Rakgoale told us that they (as Mayors) are given a mandate to adopt a family, or a child as part of the AIDS Council of Polokwane. Both Mkhatshwa parents passed away due to AIDS related complications.

As part of the adoption process, the Mayor continues to buy food, clothes and school uniforms for the children, however, this was not enough, they needed a decent shelter, a home to stay in. When MaxProf heard about the plight faced by this family and saw the house they were living in, we decided to support the Mayor, dig deeper into MaxProf's Social Responsibility coffers and work towards providing a better shelter for this special family. Today, we are proud to say "Special" family, though this was not the case when we first met them. When it all started, because of where they were living, they were shy, you would not see a smile out of any of these beautiful souls, but things have changed. Knowing that they have a proper home to go to, the siblings' confidence has grown, ready to tackle their books and tackle the world just like their peers.

On 8 December 2017, the Mayor, some Government Officials, MaxProf and members of the community gathered at a site (now the family's new home) for the soil turning event. This was a symbol of big things to come, not that any of the participants really knew the magnitude of what was about to happen. Then 23 March arrived, things had changed, it was not just the soil, shovels and bricks anymore, but a place called home for the Mkhatshwa family.

During her opening talk, Mayor Nkakareng Rakgoale said that "today is a happy day, it is the first time these children will have a proper home". She said if you see any tears, know that it is tears of joy! She reiterated where all this started, she said "it all started in 2000 when the Premier said Mayors need to adopt a family". As part of this mandate, Mayor Rakgoale did some research and then found herself with this serious case.

The weather did not deter anyone as the officials and the community came in their numbers.

It is done! But where did it all start? MaxProf donated R 115,000.00 towards the building of this home, which is a child-headed home with Amokelani 22 years old, currently doing her grade 11 (eldest daughter and head of the family) and her brothers Elijah (19 years)





Whilst she was still stressing about this family, wondering how she could make things even better, MaxProf requested a meeting, they came and as part of the meeting offered R 40,000.00 which could be used for procuring uniforms for schools around the municipality or any other socio-economic related case/s, but the Mkhathshwa family was the most important case to the Mayor. The Mayor was willing to do whatever it took to see those kids out of that home. After discussions with MaxProf's Pamela Pege who promised to go back to her management team, the Mayor continued praying, hoping for a miracle to make the dream of a better home for the Mkhathshwa's possible. When Pamela came back to confirm that MaxProf's management had agreed to assist further, she could not believe her ears but again would



not waste any time and started talking to Mr. Mthombeni (Correctional Services) who would assist with parolees to do the actual building of the house. The plans were ready and construction started immediately.

"I am action orientated" says the Mayor.

Mayor Rakgoale continued with her speech, thanked all involved in making this possible. She admitted that all looked simple at first, the house looked like any other house, but today she is happy with what she is seeing. She said the house is standing and it is a big house. Lives have been changed forever!



The community keeping it traditional during the celebration!



Executive Mayor Nkakareng Rakgoale standing with the Mkhathshwa siblings as she thanks MaxProf's Mr. Jakes Xulu (right). Correctional Services official looking on with a smile from the back.

She also told all present that this is not by anyone's powers but by the Grace of the Lord! She thanked Ndabezitha for donating the land and reiterated that without this piece of land there would not have been a new house!

Mayor Nkakareng continued by telling Amokelani to look after their new home, she asked her to go around the house often, if not daily, open the small gate that leads to the old lady's house and check if she is alright. In her closing words, she told the Mkhathshwa family that Government loves them and above all, Mopani loves them!

Mayor, "I lived a life of poverty, I understand it! Education changed my life, but for you, society has changed your life!"

All involved in making the project a success was acknowledged. The parolees were awarded with certificates and the community was urged to accept them back as they integrate back into society.

For once MaxProf was silent, it was not our day, but we can promise you that you will find us in any community that has sounded a call of need. We have a role to play in uplifting the community by being involved and supporting initiatives of communities. MaxProf is truly humbled and grateful to have been part of this initiative, being allowed an opportunity to be involved and assisting the family and to give them something every child deserves and has a right to, a place called home.



MaxProf CEO, Jakes Xulu, said that it was a great honour and privilege to provide the Mkhathshwa family with the funds to build a home.



Mayor Nkakareng with the community, cutting the ribbon to officially open the Mkhathshwa residence



Correctional Services showing the community that they can sing too!



Parolees waiting patiently for their turn to receive their certificates.



After showing us how it is done, smiling Amokelani is trying to run away from the cameras!



School Shoes & Backpacks for Amathole District Municipality

Through the support of the Amathole Department of Social Development, area social workers and the Local Municipality, 9 schools were identified from the jurisdiction of Amahlathi Local Municipality resulting in over 200 children benefiting from the project.

Can you believe that schools were opening for term 1 just the other day? We saw parents crying on TV, as they left their young ones for their 1st day at school. And now, the second school term of the year has just begun, what is happening to time? We mentioned the issue of time in our previous newsletter, but it seems to be popping up again, time is precious, every



second counts and we all need to respect it and use it wisely in all spheres of our lives. We are referring to planning your time

wisely, spending quality time with your families and loved ones.

Time issues had an impact on Amathole District Municipality and MaxProf when we were planning the Back to School Programme at Amahlathi Local Municipality, scheduled for 27 and 28 February 2018.

MaxProf was welcomed by the Communications and Special Project's Team on 17 November 2017, where we explained how our Corporate Social Initiative Programme with the Mayors work. At first, as always, the team was sceptical, saying there is nothing for "mahala" and wanted to know what will be expected of them, or at least we needed to tell them what we as MaxProf will be getting out of this proposed goodwill. Shortly after this meeting, MaxProf received confirmation that Amathole District Municipality's Mayor, Cllr. Nomfusi Nxawe, received with great delight the

contribution MaxProf had proposed to the Municipality.

With the Mayor's blessings taken care of,

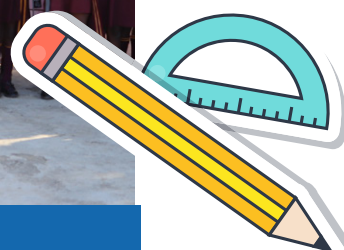
it was time to get our hands dirty and do some work for the community. Amathole District Municipality ("ADM") notified us that as part of their Back to School Campaign programme, a primary school in Amahlathi had already been identified and their Special Programmes Unit (SPU) was already conducting a needs analysis to better inform their desired intervention at the school. Through the Special Project's Unit, ADM's Communications team promised to also provide logistical support to this project and advise on the most suitable date for its implementation. As you may have noticed the date of our meeting, schools were busy with examinations and the end of the year was drawing near. School's closed on 6 December, meaning that we all had to put things on hold for the new year.

2018 came sooner than we thought, and we again started with plans to change the lives of the needy. We know that some schools attended by children from

the previously disadvantaged homes and communities, do not have everything that more fortunate schools may have, for example, a playground. Really! Can you imagine what happens to a child with no play area? A school



Thank you for the shoes!





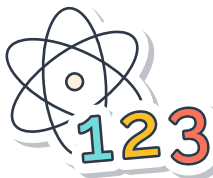
Fundani Learners celebrating with the community, MaxProf, Amathole DC and Amahlathi Municipality

at Bhongolwethu Village, ward 6 (Kwazidenge), was identified and this school needed a sports field, however, looking at the time of the year and the situation at hand, ADM suggested that we rather focus on the kids who come from destitute families. It was agreed that we as MaxProf will procure school shoes and bags for these children.

On 27 February the handover took place around the Keiskamahoe Route; we visited Fort Cox Primary School, Nokuzola Primary School and Nokuthenga Primary School. On day two, 28 February, we toured Cathcart, visiting Fundani, Daliwe and Zamukuhanya Primary Schools. From Cathcart we travelled to Stutterheim, visiting Kubusi Combined School, Kubusi Primary School and Ithembelihle Primary Schools.



These learners really needed the shoes !

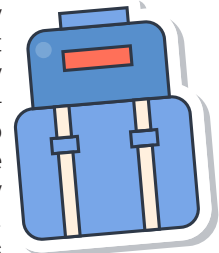


At every school we visited, the Mayor, the school Principal, MaxProf, Councilors and at some schools, community representatives had something to say to the learners. During her talk, just after she started, the Mayor told the audience that, you cannot survive alone. You can have all the money in the world, but you cannot survive on your own. She quoted Tata Mandela and Mama Sisulu who would say, "a nation is not a nation without its youth". She told the learners that before you are considered youth, you are kids and that is what you are. She urged the learners to listen to their teachers when they teach and when they talk to them (advising as parents). She asked them to listen to their parents, no matter the situation at home, they must listen so that they can learn and grow. Mama Sisulu is Albertina Sisulu, an activist and nurse, who struggled her whole life for human rights and dignity. She committed herself to the Albertina Sisulu Foundation, which strives to improve the lives of small children and old people.

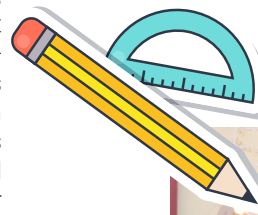
The Mayor also reminded the learners that each one of them are very important. She told them that during her childhood, there were no events or opportunities like this, where there are good Samaritans bringing

you books and back-packs. She told the learners that the hard-cover book used to be the book case, the mealie-meal bag used to be sewn / knitted into a uniform. There were no feeding schemes at school, but because of a mandate from Tata Mandela and Mama Sisulu, who amongst a lot of things fought for the development and improvement of the lives of children, today, this is possible.

She asked the learners to work very hard and always remember that they are tomorrow's leaders! She told them that playing is important, but they must remember that before playing, they must do their homework, ask an adult to assist where they are struggling and study before going to sleep. She touched on issues of hygiene asking the children to keep their uniforms clean and ironed.



The Mayor's message was not just for the learners, but she had a message for the parents too. She asked the parents to love their children. She asked the parents to learn to tell their children that they love them. "Parents, if you do not do this, remember that your children walk to school, meet people, and some of these people



Thank you for the shoes !

We participate to restore the dignity of children and to allow children an opportunity to their rights, promote education, capacitate them, to change their lives for the better.



have dirty minds, they will tell your children that they love them, and you know that this "love" comes at a prize or an exchange. If you tell them that you love them, they will not believe strangers." In closing, the mayor asked parents not to call children izidenge (stupid), or tell them that ufuze utatakho (you are like your dad /conduct). "Parents, be careful of what you say" – power of words!

The Social Development Department pleaded with the parents to not fight in front of the children at home. They indicated that most of the social worker visits to the community / homes are due to a lack of food and domestic abuse. Parents need to be aware that whatever happens at home affects the children, making it difficult for the children to concentrate at school. Sometimes the learners start bullying other children, as this is the behavior they are used to at home, making it difficult for the teacher to continue teaching as they must try and sort out these affected children.

The Department also urged parents to use the grant money which is meant for the children exactly for that. They asked that parents spend this money on the needs of the children and not trivial items. They requested that any unlawful use of this money be reported accordingly.



The Principals used different approaches, from asking the children to be thankful, to asking the Mayor to continue forging relationships with stakeholders so that more opportunities can come to schools and the communities e.g. transport for the children, water to the schools, etc.

MaxProf's Pamela Pege told the community and the children that as much as we would like to take the credit for the project, without these communities, without these children, we would not have been able to do what we are doing. Pamela found this two-day tour emotionally draining, specifically when seeing the needs of the communities. She told the learners that they need to focus on themselves, forget about the situation around them, they need to start building their lives in their heads and then work towards them, with or without shoes on your feet, it is possible she said. She told the



learners to pray and know that at the end of the day it is everyone for themselves. Stand up and be bold!



Pamela further told the learners why MaxProf believes in these projects. She urged the learners to never give up, never even think of quitting school, no matter how difficult it is. She asked the learners to play hard, study hard, know that they are important as individuals and pray all the time.

The Bill of Rights, Chapter 28 is all about children. It tells us that every child has a right to a name, nationality, family care or parental care or to appropriate alternative care when removed from the family environment, right to basic nutrition, shelter, basic health care services and social services, the right to be protected from maltreatment, neglect, abuse or degradation, the right to be protected from exploitative labour practices, etc.

Do you still wonder why MaxProf participates in these projects? We participate to restore the dignity of children and to allow children an opportunity to their rights, promote education, capacitate them, to change their lives for the better. There are many more but for today, we will stop here.

Despite the progress made to date, there is still a significant amount of work to be done to address the socio-economic challenges facing our communities. We as MaxProf can promise you our ongoing support!



Thank You !!

MaxProf sponsors Menlo Park Primary's First Netball Team



Gold medalists at Wildeklawer, Kimberley



Corporate Social Investment is very close to our hearts at MaxProf. We have a strong belief that we need to give back to the community. This time we are happy that we were involved in a community not too far from our head office, Menlo Park Primary's First Netball Team. Being one of the main sponsors of such a committed netball team can only make a company proud of its association.

Here at MaxProf we believe that through commitment and hard work, success is achieved. This is the case for life in general and in business and this team of young girls with their coach is a prime example thereof. The schools have just started their second term but for this netball team their success for 2018 already includes winning the Super 12 Primary School Tournament which was held at TUKS on 18 April 2018, and more recently won the highly prestigious Wildeklawer Invitational Tournament which was held at Kimberley over a four-day period from the 27th of April to the 30th of April 2018.

The Kimberley Tournament includes top teams from across South Africa.



Team Captains, Karli and Yamile



Proudly MaxProf!

Although the team's games were primarily won with large point margins, some of the games especially the one against Wierda Park of Pretoria, was a nail-biting affair. Menlo Park Primary's First Netball Team trailed with five goals in the first half, but eventually won the game with a final score of 28/32.

The finals were played against the Jean Louw team from Cape Town, however Menlo Park proved victorious winning the game 30/11.

MaxProf's Legal Advisor and Head of Corporate Business, Mr. Marlon Stuart attended all the games and is happy that Menlo Park Primary was the winning team. During the gala event and capping ceremony, the team and their coaches received full netball gear sponsored by MaxProf.

Yamilé Stuart, one of the Captains of the team expressed her gratitude towards MaxProf for their continued support of the team and their school.

*Here at MaxProf we believe that
through commitment and hard
work, success is achieved*



Super 12 Gold Medalists



Mayoral Projects to look forward to in our July 2018 edition

- **LEKWA LOCAL MUNICIPALITY**
- **DIPALESENG LOCAL MUNICIPALITY**
- **RUSTENBURG LOCAL MUNICIPALITY**
- **AMATHOLE DISTRICT MUNICIPALITY**
- **RAND WEST CITY LOCAL MUNICIPALITY**

MaxProf
Maximum Profit Recovery
(Pty) Ltd

IN TOUCH ... IN TUNE

CONTACT AND INFO

Boardwalk Office Park, Block N1, First Floor,
107 Haymeadow Street, - Faerie Glen 0081
PHONE 012 991 8966 FAX 086 504 4112
Email info@maxprof.co.za Website www.maxprof.co.za