

In Touch ... In Tune

NEWSLETTER

Edition 01/Jan 2018

MaxProf
Maximum Profit Recovery
(Pty) Ltd



P.06

School Shoes for 100 Silo JSS learners



P.04 MaxProf Builds a home



P.08 Tablets for High School Students



Foreword from MaxProf's CEO

Mr Jakes Xulu

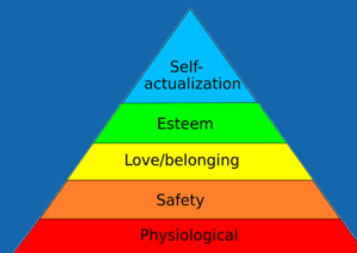
Dear Reader,

We are absolutely delighted that you are reading this edition of our MaxProf In Touch In Tune, as this means you are on-board with MaxProf or you will be soon! Not only do we pride ourselves in our quarterly newsletters, but the projects leading up to the newsletters create humbleness towards those who are less fortunate than us. The experience gained during our projects, opens our eyes to the things we take for granted on a daily basis.

As you read this newsletter, we hope that you will also feel that there is hope out there; hope for our youth, hope for our country, hope for our future. As we embark on these magical and amazing projects, we can say: "MaxProf made a difference in someone's life!" We believe that, that is what social responsibility is all about!

In this issue you will read and see photos of different projects from feeding those without food and dressing scholars that could not afford uniforms. School uniforms are a critical part of schooling, as it makes you feel like you belong; seeing children in torn tight skirts, or shoes with holes is heartbreaking, but creates comfort that we as MaxProf, even if in a small way, did something about it!

I think most of us have heard of Maslow's hierarchy of needs, which comprises of a five-tier model of human needs, often represented as hierarchical levels within a pyramid:



"Maslow (1943, 1954) stated that people are motivated to achieve certain needs and that some needs take precedence over others. Our most basic need is for physical survival, and this will be the first thing that motivates our behaviour. Once that level is fulfilled, the next level up is what motivates us, and so on." For us at MaxProf, this is encompassing, as you will see that we try to ensure that our communities, children and youth are fed, have home. We visit these communities for clean-up days to show them love, sponsor uniforms to boost their esteem and with education they will reach self-actualization.

... it's the MaxProf way!

Jakes Xulu
CEO
MaxProf



Greater Giyani Mayor and MaxProf helps over 100 learners with a school uniform

On 7 and 8 February 2018, the MaxProf team took time out of the office to travel to Limpopo to join Greater Giyani's Mayor, Sasavona Mathebula in distributing school uniforms to over 100 learners from 8 schools around the Greater Giyani Local Municipality.



Working with the Mayor's office, MaxProf received a list from the following schools in need of assistance:



MaxProf's Ndivho handing over uniform package to Hatlani Muyexe learner



1. Nwakhanda High School,
2. Nghonyama High School,
3. Sikhunyani Secondary School,
4. Hivuyeriwile Commercial Secondary School,
5. Vutlhari Secondary School,
6. Famandha Secondary School,
7. Hatlani Muyexe Secondary School and
8. Tlakulani High School.

These schools are based in the villages around the Greater Giyani Local Municipality jurisdiction area. Each of the 116 learners' packages contained two school shirts, a pair of shoes and a pair of trousers or a skirt. During the handover, Mayor Sasavona Mathebula encouraged the learners to work very hard during the year. She promised something to the top learners at each of the schools. She would not say what it was, but guaranteed the learners that she would be back to keep to her promise.

During the talks, MaxProf's Pamela Pege, amongst other things, spoke to the learners about time (planning, time keeping, not rushing into things, adulthood, etc.), respect for their teachers, parents and co-learners. She spoke about opportunities available to the learners e.g. education, free uniforms, motivational talks by the Mayor, etc. She encouraged the learners to find a purpose for their lives. Pamela also spoke about the importance of order and discipline.



Learners were left with homework, they must read and research some of the topics discussed in the hope that it would allow the learners to contemplate the importance of time and the effect thereof on their future.

EACH OF THE STUDENTS RECEIVED PACKAGES WHICH CONTAINED TWO SHIRTS, A PAIR OF SHOES AND A SKIRT/TROUSERS





MaxProf Builds a Home **for the child-headed Mkhathswa-family**

The 8th of December 2017 is a beautiful Summer's day for the people of Giyani in Limpopo. Everyone is going about their own business as usual, including the Executive Mayor of the Mopani District Municipality, Cllr. Nkakareng Rakgoale and her team. This office was given a mandate to adopt a family, or a child as part of the AIDS Council of Polokwane. The Mayor adopted three siblings of the Mkhathswa-family, this being a child-headed family with Amokelani (the eldest daughter and head of the family), Elijah and Vutshila (brothers). Both parents passed away due to AIDS related complications.

As part of the adoption process, the Mayor bought and 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.

On 8 December, the Mayor, some Government Officials, MaxProf and members of the community gathered at a new, bigger site, a stone-throw away from the current Mkhathswa-family site (donated by the traditional leader). This site is where their new home will be built. There is jubilation in the air and the Mayor's wish is that by Easter, the Mkhathswa-family can move into their new home.

You must be wondering where this all started? MaxProf approached Cllr. Nkakareng Rakgoale on 31 October 2017, enquiring regarding an opportunity to be involved in one of the Mayor's projects, as part of MaxProf's social responsibility initiatives. MaxProf had a specific budget for this project, but after consultation with the Mayor, hearing this sad but true story of the Mkhathswa-family and seeing their home, MaxProf could not turn a blind-eye to the family and agreed to assist with this project. Just over a month later, we as MaxProf could not be happier to see the project becoming a reality.



Together - Yes We Can!



Truck offloading building material



MaxProf's Danica Soru, Elijah Mkhathshwa and Amokelani Mkhathshwa



Executive Mayor showing the community that she can do this too



The Mayor of the Mopani District Municipality and her officials ready to get their hands dirty

Section 28 of the Constitution of South Africa is devoted to children and outlines the rights that they are entitled to. Section 28(1)(c) says: "children have a right to basic nutrition, shelter, basic health care services and social services;"

We all know that life has a way of dealing surprise cards, which lead to the following question: "When you think about your childhood, what do you remember?" My colleague, Ms. Danica Soru who also attended the event, says: "I remember a loving home with both of my parents, a sibling, a roof over my head, food on the table, attending school in a decent uniform and having access to medical care." Unfortunately, this is not the reality for the Mkhathshwa-family. This child-headed family has been beaten and broken in more ways than one.

MaxProf is truly humbled and honoured to be 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.

The construction of the house was scheduled to commence on 11 December 2017, but to everyone's surprise, the contractor already started with the work by Friday, 8 December. The Mayor appreciated the effort of the project team and everyone involved.

Cllr. Nkakareng Rakgoale, the Executive Mayor of Mopani District Municipality, Mr. Jakes Xulu and Mr. Bernard Saayman (CEO and

COO of MaxProf), the Department of Health and Safety, SAPS Limpopo, the Social Services Department, the Correctional Services and the Premier's Office do not have any regrets for jumping at this amazing opportunity, putting all the arrangements and resources in place.

Why does MaxProf take part in these projects? We at MaxProf believe in social responsibility and as a sustainable organization, we believe that we must give something back to the communities that we live and work in. We try to put ourselves in others' shoes, this helps us to relate to their reality, we laugh and cry with them...we call it the MaxProf way...



MaxProf's Pamela Pege, Elijah Mkhathshwa and Amokelani Mkhathshwa



School Shoes for 100 Silo JSS learners

A child in full uniform going to school, is a delight to watch.

The first thing you see as the learners of Silo JSS peep around doors and through the broken windows of their classes, is that they are in great need. They come from broken, poor homes; you could see from a distance that they are excited at the prospect of receiving a new pair of school shoes. When they were finally allowed to come out of their classes,

lined-up by grades, you could see that the challenges faced by the community are extensive, these children



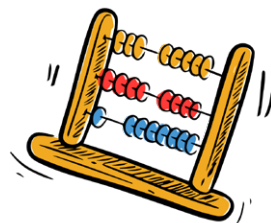
are subjected to many socio-economic difficulties. Starving pupils dressed in worn-out clothes and shabby shoes, sounds terribly melodramatic, however, this is the reality of life at Silo JSS.

Though shoes alone do not solve all problems faced by learners, MaxProf is grateful that we made a difference to these 100 learners of Silo JSS, from the Engcobo Municipality in the Eastern Cape. MaxProf delivered the school shoes to the community on 18 January 2018 during a Mayoral Project Handover. It is with high hopes that the 100 pairs of school shoes donated to this school will help build the learners' self-esteem and give them hope. We reach out to communities for many reasons, but where children's rights are concerned, we sit up straight and take serious note. After receiving the Mayor's wish-list and asking ourselves why we would want to sponsor this project, the

following three reasons came to mind:

- Shoes will ensure that a child's feet are protected from possible injuries and infections.
- Children will feel happier coming to school wearing shoes, stay fit and be motivated.
- It will reduce the financial burden of parents unable to buy school shoes for their kids.

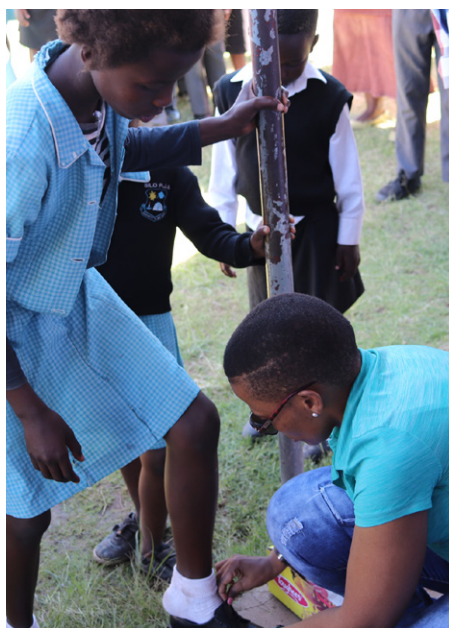
To most this would not seem like a significant gift, but to these children it makes an immense difference, as the children we met at Silo JSS do not come from rich, but from underprivileged families. Things were about to change as the Mayor, Cllr. Phindile Faxi, the ward councillors, the school principal and MaxProf's representative gave motivational talks and



"Education is the most powerful weapon which you can use to change the world"

~ Nelson Mandela

By uplifting young people in the Early Childhood Development sector, MaxProf strives to promote and enable effective learning and emotional development!



MaxProf's Pamela Pege helping Abongile fit her new shoes

related personal accounts to the learners to motivate them and tell them that they are not alone, they are not the first ones to grow up in these circumstances and encouraged them never to give up, followed by the exciting moment the learners had been waiting for, which was fitting the shoes, change to the new pair and run around in celebration.

During her speech, the honourable Mayor Phindile Faxi, told everyone present that the reason she chose Silo JSS as one of the first schools in her region to benefit from MaxProf's Social Responsibility Programme, was because she also attended her Grade R to Grade 2 at this school. She was one of 8 siblings and as she was one of the younger ones, she would not get a new school uniform before her sisters received theirs, explaining that she too at times had to go to school barefoot. Mayor Faxi said that she knows how hard it is,

she knows how it feels, especially when it is raining with mud creeping through your toes or when it is extremely hot and it feels like your feet are on fire. She continued to say, she does not want to see this happening to any other child for as long as she lived, or for as long as she could do something about it. She urged the learners to fall in love with education and stay away from alcohol and drugs, as she knows and has seen relatives that could not withstand such challenges and dropped out of school. She painted a picture of a life when a learner has persevered, completed school and tertiary education, secured a job, has a family, a car and everything beautiful you can imagine and to not end up "emakhishini" (domestic work).



Mayor introducing MaxProf's team to the Principal



Proper school uniform is a necessity



Thank You!



Mayor Faxi thanked MaxProf for being true to their word when they said, "give us the school and its needs, we will do as you ask". Mayor Faxi asked the learners to listen to their teachers

and parents, show respect when due and told them that this was the key to a bright future.

MaxProf experienced gratitude from both the municipal officials and those of the school personnel - we believe it also makes them proud to see the learners from their school/wards dressed well.





Executive Mayor Phindile Faxi presenting the tablet to one of the top achievers



A learner's mother thanks Executive Mayor Phindile Faxi for the gift

Zulu Liyazongoma High School takes giant steps



Zulu Liyazongoma High School increases from a 24% to 68.9% pass rate in 2017!!!!

In November 2017 MaxProf met with the Executive Mayor of Engcobo Municipality, Cllr. Phindile Faxi. During our meeting she seemed anxious and explained about a promise she made to Zulu Liyazongoma High School. Mayor Faxi told us that the previous year the matriculants at this school only achieved a pass rate of 24% and that this did not sit well with her, as she believes in excellence. Mayor Faxi wanted a way to motivate the learners of the matric class of 2017. With technology being so important these days, especially during the tertiary phase of education, i.e. you need to do research, download study material, familiarise yourself with the new environment (campus), who to contact and how – she thought that promising the top achievers tablets, may just do the trick.

Fast forward to 2018! MaxProf went to Engcobo on 18 January. A hot, sunny morning started with a briefing attended by the Executive Mayor's political team, officials and MaxProf. We had two events to cover on this day but managed to finish only one (Silo JSS School Shoes Handover).

The Zulu Liyazongoma top achievers

were not available for us on this day, as our celebrants were all over South Africa searching for and applying to colleges, universities and other tertiary institutions where they could further their studies. Executive Mayor Phindile Faxi had good news for everyone present, she was beaming with excitement, telling us that the school did not only improve their pass rate, but achieved a pass rate of 68.9%!

Listening to the Executive Mayor, we feel that we have been challenged, we need to have a Career Exhibition for matriculants in the rural areas so that they can plan their tertiary education timeously. Knowing that you have applied to and that you have been accepted by an institution, will encourage you as a learner to push yourself and ensure that you pass matric and rightly fill the spot that has been secured for you.

In 2018, the Mayor is tempted to up the number of achievers to be awarded and will also speak to organizations, including MaxProf to present a Career Expo to the learners of Engcobo!

As you can see from the photos taken at the awards function, some of the learners could unfortunately not attend the event, but their parents attended and received the gifts on their behalf.



Learner beaming as she receives the promised gift from Executive Mayor Phindile Faxi.



MaxProf's Thotyelwa Piyose and Sicelo Mbengashe with the top achievers.



Learner receiving his gift with confidence from Executive Mayor Phindile Faxi.



City of Tshwane Executive Mayor Solly Msimanga works hand-in-hand with Santa Claus

Executive Mayor Solly Msimanga's Annual Christmas carol event was held at the very apt, Freedom Park. For those who have never been, it is highly recommended. When you are on Salvokop Hill, a freedom park, you can't help but feel the presence of the honoured freedom fighters!

Mayor Msimanga invited 700 orphans from around the city, representing each ward, race and creed, these young men and ladies are our future!

Mayor Msimanga addressed the children and assured them of his service to them and emphasized how special they are to him. He encouraged the children to be hungry for education, education which is provided to them. The Mayor again emphasized that they are the future leaders of this country.

Through its Corporate Social Responsibility, MaxProf once again had the opportunity to be involved in this fantastic project,



A special guest receiving a gift from Mayor Solly Msimanga



Executive Mayor Solly Msimanga giving a talk before festivities

working together with the Executive Mayor's office. MaxProf sponsored Christmas gifts to each of the 700 children present at the Christmas party. To keep to the theme, the gifts were presented by Santa and Mayor Msimanga. The children were further treated to a lunch accompanied with entertainment, including jumping castles and music.

Take time to read the piece below from the Freedom Park Website, it is so befitting to the lives of these orphans. It is the inner fight that these orphans face. They are heroes and heroines and despite their circumstances, they still bare the brightest of smiles and will come out on top with the guidance of the proper role models.



Christmas Party fit for Kings and Queens



MaxProf's Kate van Heerden and Choice Mahlangu packing the orphans' hampers

"HONOURING OUR HEROES AND HEROINES - Freedom Park is not a place of grief and mourning, but one of celebration. Its garden is a tribute to African and human dignity and a place for the renewal of the human spirit."



***Executive Mayor, Cllr.
Lindiwe Ntshalintshali,
hosts a Christmas Party
for Disadvantaged Children of
the Emalahleni Community***

With its Social Responsibility Programme, MaxProf was in the fortunate position to join hands with Executive Mayor, Cllr. Lindiwe Ntshalintshali, for her Christmas project. MaxProf sponsored the whole event, as per the Mayor's wishes. During one of our initial planning meetings with the Mayor, it was clear that her heart cries for those less fortunate and nothing will stand in her way to do whatever she can to ease their hardships.



Community helping MaxProf get ready for the distribution of Christmas Hampers

At our very first briefing regarding this project, the Mayor was adamant that the honoured guests of this event would be the children from the poorest of the poor families of her district. Her vision for this event was that these children would experience a proper Christmas lunch. This meant that they would be treated to a sit-down lunch with all the trimmings associated with an authentic Christmas lunch, an event that most of us take for granted. Mayor Ntshalintshali was also very clear in her request that the children must receive an educational gift which will stimulate their minds. For those of you who have ever been in the fortunate position to have met the dynamic, passionate, humanitarian, Cllr. Lindiwe Ntshalintshali, will know that whatever

she sets her mind to becomes a reality! With this said, we at MaxProf went back with this brief and together with the Mayoral Office-team we put together a Christmas party that will forever be a fond memory to all who were present.

The Christmas party was held on 8 December 2017 at the beautiful Witbank Dam. The venue set the tone, the tables were set with décor fit for a king, waiters waiting on all guests. This event was a Mayoral function...with 200 very special guests...Emalahleni Children! Some of these children had never even seen a Christmas tree; we wish you could see



**ALL THE CHILDREN PRESENT RECEIVED A CHRISTMAS GIFT TOGETHER
WITH A CHRISTMAS HAMPER TO TAKE HOME TO EACH OF THEIR FAMILIES**



All the children received a gift bag and a Christmas Hamper for Home



MaxProf's Vidette Essafrau handing the children their gifts



Children with their gifts and hampers for Home

the sparkle in their eyes, let alone the excitement of being served by a waiter! The idea was not to create the impression of opulence, but rather to have these children understand and believe how special they are to the Executive Mayor, her team and MaxProf as a whole!

If you are one of the lucky ones, you will remember that for your Matric dance, you were taken to and from the venue, this was also the case with these 200 guests of honour. Busses were arranged to transport them from their homes to the Witbank Dam and back home after the party.

The Executive Mayor welcomed the children, she assured them that they are the future leaders of our country and stressed the fact that their futures lay in their own hands, they had to seize all opportunities that they are presented with. The Mayor assured them that not one child will go to school without a school uniform and school shoes, as she is already busy with this project. She also told every girl-child that they will never miss another day of school again, "because it is that time of the month", she is working on a sanitary project and girls' needs will soon be taken care of.



Thinking of the opportunities lying ahead, the children seemed grateful and excited. After the formalities had been finalised, the children sat down to enjoy the tastiest cooked lunch, cold drinks and pudding!



What is an event for children without a jumping castle? There were jumping castles booked for the day and they most definitely did not go to waste.

All the children present, received a Christmas gift together with a Christmas hamper to take home to each of their families, to also enjoy a Christmas with the family on Christmas day.

As we at MaxProf continue working on these projects, we realize that it not only makes you comprehend how fortunate we are, but makes us understand that being the giver is much more rewarding than being the receiver and that we should appreciate our blessings as the children of Emalahleni did... grab all the little blessings that come your way and embrace it to the fullest!



Witbank Dam



Executive Mayor, Cllr. Lindiwe Ntshalintshali



What to look forward to in our April 2018 edition

- **MKHATSHWA FAMILY MOVES INTO THEIR NEWLY BUILT HOME**
- **SCHOOL SHOES AND BACKPACKS FOR AMATHOLE DISTRICT MAYORAL PROJECT**
- **MAXPROF X LEKWA MUNICIPALITY = 4 PRIMARY SCHOOLS RECEIVING SCHOOL SHOES**



IN TOUCH ... IN TUNE

CONTACT AND INFO

Board Walk 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