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About MaxProf

Maximum Profit Recovery (MaxProf), is a highly specialized financial services player founded in 2001. The company's service offering includes reviews of Value Added Tax performed on a contingency basis. In delivering its services, the company is supported by a team of knowledgeable professionals with a combined experience in excess of 100 years. MaxProf is a leader in this niche market, taking advantage of an intelligent IT system developed and continuously enhanced in-house over a period of 18 years.

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Foreword by MaxProf's CEO

Mr. Jakes Xulu

Dear Reader,

The last couple of weeks have been a long haul for many of us.

Some of us managed to return to work with a small percentage of workers, some still have an opportunity to earn an income and sadly, others have lost the opportunity to work and earn their much needed income.

Being surrounded by COVID-19, MaxProf could not turn a blind eye to the plight of people in need, we had to shift our focus to consider all communities. Our norm is to focus on the learner, we had to expand our assistance beyond just the learner, however, with the lockdown and all the challenges brought about by the COVID-19 pandemic, we found ourselves supporting even more municipalities such as Greater Sekhukhune District Municipality, John Taolo Gaetsewe District Municipality, Mahikeng Local Municipality, Amathole District Municipality, Mamusa Local Municipality and Big 5 Hlabisa Local Municipality with food parcels, toiletries and sanitizers to help those most vulnerable communities.

Through these initiatives, we use our privilege to provide a helping hand to those in need. MaxProf aims to have a sustainable impact, improve the quality of the lives of our beneficiaries and the general well-being of our society. A whole consists of the sum of its parts and that is why we support social development initiatives, we need to take care of the communities that support us. This principle also echoes the T.E.A.M. acronym - Together Everyone Achieves More!

While things have not been easy for many of us, unfortunately some have suffered more than others. While you think of better ways to manage your businesses, relate to your families, develop self-discipline within yourselves, remember to do more for those who do not form part of your immediate circles of influence.

I would like to share a short story with you, I hope you learn something from it. While at home during the lockdown, I was working on my laptop, contemplating how I was going to solve some productivity issues and other business matters. I then heard a little bird chirping outside my window. This made me stop for a moment and reflect on the beauty and wonders that exist in this world.

As small an event as this may seem, it made me smile and I felt good. It put so many things into perspective, reminding me of the importance of having a positive outlook and appreciating the little things while we still have them. Now really is the perfect time to reflect on what we have and to think of those that are less fortunate.

Even during these very uncertain times of the COVID-19 pandemic, you must appreciate and enjoy every blessing in your life. A small task like this can inspire you to do better in other things too.

Enjoy Women's Day in August, Heritage Day in September, continue to work hard, be strong, persevere and proceed helping others in need. Things will get better!

Until next time...

Jakes Xulu

Chief Executive Officer

MAXPROF RESPONDS TO COVID-19 PANDEMIC



As South Africa continues to test her citizens for COVID-19, the number of positive cases are increasing and so are the number of deaths. The virus is out there and will still be for quite some time. This tells us that, we are not going back to “the old normal” just yet. MaxProf will continue helping those affected by the pandemic. Since our last issue, MaxProf has supported even more municipalities.

We have assisted Northern Cape’s John Taolo Gaetsewe District Municipality with medical supplies to the value of R 28,200.00 and the Greater Sekhukhune District Municipality where we spent over R 156,000.00 on food parcels for 147 families. MaxProf assisted Amathole District Municipality where more than R 60,000.00 was spent on food parcels and toiletries towards 3 centres catering for approximately 189 beneficiaries. We also visited the communities of Mahikeng Local Municipality where we spent more than R 141,000.00 on food parcels, masks and sanitizers for 3 centres benefiting over 130 beneficiaries. R19,992.70 was used to assist Big Five Hlabisa Local Municipality to buy much needed groceries for the community.

We celebrated National Youth Day with 4 schools where sanitizers, masks and non-perishable food items were handed out. July quickly arrived and we continued supporting the needy communities. This time we sponsored food parcels and Living Ball balls to a community in Cullinan. Last but not least, we celebrated our father, an international icon, Nelson Mandela, by giving out food parcels, clothing, personal protective equipment, sanitizers, dignitary packs and many more items to 6 centres based in the Tshwane Municipality region.



Mahikeng's Kgaratlho Project for the Blind



Hand Sanitizer ready to be delivered to different schools and communities



Grocery Hampers

SEKHUKHUNE DISTRICT MUNICIPALITY LAUNCHES FOOD BANK



Premier of Limpopo Mr. Stan Mathabatha addressing the community

MaxProf received a request from the office of the Mayor of Sekhukhune District Municipality, for the sponsoring of food parcels for a “Food Bank” initiative. With so many people requesting food parcels, we first had to do our homework by doing some research on the initiative and the municipality. During this process, it was interesting to learn that this municipality’s vision is, “being a leader in integrated economic development and sustainable service delivery”. This provided guidance on the culture of the municipality and made us believe that we could trust and depend on the municipality to follow through with this task and execute it diligently. It also motivated us to do our utmost to make a success of this project, as the municipality’s vision speaks to MaxProf’s vision, mission and core values.

When all the boxes had been ticked, it was time to make a positive impact, Sekhukhune District Municipality launched the district’s food bank drive on 15 May 2020. MaxProf donated 147 food parcels to the value of R 156,211.02. The launch was graced by the Premier of Limpopo, Mr. Stan Mathabatha, Executive Mayor, Mr. Stanley Ramaila, Mayor of Makhuduthamaga Local Municipality, Ms. Mynah Bahula, Member of the Mayoral Committee, MMC Mafefe and the Municipal Manager of Sekhukhune District Municipality, Mr. Mpho Mofokeng.

We are blessed to have been able to contribute towards this initiative, with the focus thereof being poverty alleviation, especially during this time of COVID-19.

MAHIKENG LOCAL MUNICIPALITY COVID 19 SUPPORT



MaxProf and Mahikeng Local Municipality teams loading items for the centres

On 10 June 2020, MaxProf arrived at Mahikeng Local Municipality, where after we proceeded to a local retail shop to collect food hampers that were requested by the Municipality for Lonely Park Signal Hill Disability Project, Oratile Semunza Disability Centre, Kgaratlho Project for the Blind and Feel at Home Disability Project. Even though it was windy and very cold, it could not deter the team, we were there to make an impact, we were there to change lives for the better.

Each centre and the individuals from the centre received hampers that included much-needed basic food items, toiletries, sanitizers and masks. These centres cater for people living with disabilities, the individuals at the centres are the vulnerable members of the Mahikeng Local Municipality community. We were excited that we could reach out to over 130 families through this initiative. It was also important for us to acknowledge that we could not do so without the assistance of the Mahikeng Local Municipality's team who identified the centres that needs our help.



Feel at Home Disability Project beneficiaries

Feel at Home Disability Project opened its doors in 2009 to people living with disabilities in and around Montshiwa Village. The founder, MeJosephine, saw that a lot of people were at home doing nothing and decided to approach their families requesting them to allow them to come to the centre and use their time wisely. The centre teaches them to sew, read, write and do artwork.



Lonely Park Signal Hill Disability Project members maintaining social distancing

Lonely Park Signal Hill Disabled Project is an NPO in Mafikeng at Lonely Park Village, catering for persons living with disabilities from Lonely Park, Signal Hill and Top Village. The centre was founded in 2001 with 50 beneficiaries, having different disabilities. These individuals were recruited by the founders Ms. Poenyane Kenalemang (Chairperson), Ms. Kgole Kgomotso (Deputy Chairperson) and Ms. Gavrilovic Cathrine (Treasurer).

Due to the many people living with disabilities in the area that are not being cared for, left home alone and not engaged in community activities, one of the founders opened their garage to these special people. The centre's area of interest includes social services, services for the handicapped, including skills development, with the hope of creating employment which will generate income to sustain both the project and the beneficiaries. The centre currently caters for 40 beneficiaries from 8am to 5pm daily, they keep busy with crafts such as sewing, screen printing and beads work. The beneficiaries are also taught empowerment rights and responsibilities, health education and basic education (reading, writing and colouring).

The main objective for this project is to assist people living with disabilities to become independent. The age groups at this centre range between 2 and 59 years of age.



Oratile Semunza Disability Centre's Mrs. Semunza thanking the team for the donation

Oratile Semunza Disability Centre is a Non-profit Organization ("NPO") that was established in 2014 as a day care centre, taking care of 8 beneficiaries. It provides care and support to individuals living with mental health challenges, ranging between 8 and 45 years of age. The founder established the centre because she has a son living with Down's Syndrome. Within a space of a year, the centre grew into a residential facility due to the plight of the parents of the beneficiaries. The beneficiaries come from as far as Makgobistad, Disaneng, Ottoshoop, Madibogo, Makouspan, Kraaipan, Itsoseng and other areas around Mahikeng.

To date, the centre caters for 30 beneficiaries residing at the centre and 10 who commute daily. The beneficiaries are taken care of by 8 volunteer staff members whose main objectives are as follows:

- 1) Take care and support people living with mental disabilities,
- 2) Skills development according to their potential/abilities,
- 3) Assist parents with children living with disabilities so they can be able to go to work, and
- 4) Empower youth with mental disabilities to acquire skills so that they can be employable.



Kgaratlho Project for the Blind beneficiaries with their essential goods

The Kgaratlho Project for the Blind is an NPO established in 2005 with the objective to reach and assist the blind and partially sighted individuals from the North West. The centre currently caters for 40 beneficiaries with ages ranging between 26 and 74 years. The Project works closely with the South African National Council for the Blind. A lot of the blind and partially sighted people from the area were not taken care of by their families, missing out on community activities.

As part of their socio-economic empowerment, the centre assists its beneficiaries to develop skills which they can use to generate and earn income, and alleviate poverty in the community. The centre has a workshop, and this allows them to contribute to the local economy with their products such as bead work, manufacturing of detergents, cane work and other paralympic games materials (goal ball). The centre also teaches Braille and specialized computer training to its members thereby allowing them to access information on current and local issues e.g. HIV / AIDS, etc.



Mahikeng Local Municipality COVID-19 Support groceries from MaxProf



All hands on deck as teams get ready for Mahikeng Local Municipality COVID-19 Support handover



Mahikeng Local Municipality community member posing next to the groceries donated by MaxProf



MaxProf's CSR Project Coordinator Mrs. Pamela Pege addressing the beneficiaries

MAXPROF BREAKS GROUND IN KZN



MaxProf finally broke ground in KZN! Our first KZN Mayoral Project in partnership with the Big 5 Hlabisa Local Municipality. MaxProf worked in conjunction with the office of the Executive Mayor, Cllr. C.T. Khumalo. We sponsored food hampers for 35 families within the community, to the value of R 20,000.00. These food hampers were distributed in different wards of the community on 6 and 8 June.

The Big 5 Hlabisa Local Municipality appreciated the gesture by MaxProf, saying they were humbled and grateful that we could assist them in supporting the less fortunate in their communities, especially during the COVID-19 pandemic. They also cited that we need to continue to build a better country for all by not only focusing on the economy, but also by assisting our communities in need.

In a letter of appreciation to MaxProf, the Executive Mayor said, "It is said in our native tongue *Izandla Ziyagezana* when translated means *hands cleanse each other*"!

"We really appreciate your efforts and the assistance that MaxProf has shown to our community during this time," said Ms. Thandi Sithole, Senior Admin Officer.



Big 5 Hlabisa Local Municipality groceries



Big 5 Hlabisa Local Municipality staff collecting grocery hampers from the retailer for distribution to the community

MaxProf and Living Ball Reached out to Life House touching lives of the Cullinan Community

On Saturday, the 11th of July, MaxProf and Living Ball partnered with SA Cares for Life and Second Edition to reach out to a small holding community in Cullinan, a small town east of Pretoria. Veggie meal parcels and Living Ball sport balls, sponsored by MaxProf, were handed out to the families attending the event.

LIVING BALL MESSAGE:



We are born as sinners and we are lost if we are in control of our lives. When the flesh commands, we cannot hear the voice of God.



Jesus gave His life on the cross so that we can have life through Him. His Blood washes away our past, cleanses us from our sins, and gives us a new life in which we will hear His voice.



Our foundation is Jesus; our old life has passed. God has a plan for you! Listen to His voice. His everlasting love will comfort you in your path with Christ Jesus. The Holy Spirit guides you in the divine life you live. Your new life is a journey with the Holy Spirit as your guide!



Every day we are faced with choices, those of the flesh and those of spirit. Even if we make mistakes, His grace will lead us home! As children of God we grow every day.



Living Ball sent "A huge thank you to the MaxProf team for making the outreach possible and for making a difference in people's lives!"

MAXPROF SUPPORTS THE COMMUNITY OF AMATHOLE DISTRICT MUNICIPALITY



Amathole District Municipality (ADM) Executive Mayor Cllr. Khanyile Maneli (brown jacket, right side of the banners) handing over food hampers at Siyakhana Child & Youth Care Centre

On 11 May 2020, the Executive Mayor of ADM, Cllr. Khanyile Maneli and his delegation handed over food supplies to the Siyakhana Child and Youth Care Centre, as well as the Cingela Centre for the Elderly in Butterworth. This came about after his #COVID-19 awareness visits to both centres where the centre managers pleaded with him to assist with food supplies. MaxProf received a request to sponsor groceries for both centres. 120 people benefitted from this initiative.

On 13 May 2020, Cllr. Khanyile Maneli continued with a follow-up visit to Nomzamo Centre for the disabled in Ngqushwa. Food supplies and sanitizers were donated for this centre. MaxProf provided food hampers to 74 beneficiaries.

MaxProf is aware that food shortages pose a serious challenge to many communities at this time and we have been doing our utmost to assist and provide for those in need at many of our municipal clients.



Nomzamo Centre for the disabled follow Covid-19 regulations as they receive their food hampers

MAXPROF ASSISTS LEARNERS WITH PPE ON NATIONAL YOUTH DAY



Mr. Du Plessis, school principal at HTS Pretoria-Tuine School accepts items donated by MaxProf from the company's Business Development Officer, Ms. Moratwe Mashao

When President Cyril Ramaphosa announced that schools were to re-open on 8 June 2020, it highlighted the importance of the COVID-19 readiness of schools in preparation for the learners' return. Although the Department of Education provided public schools with COVID-19 items such as sanitizers and masks, more can still be done to ensure that our children are safe at school.

In commemoration of the 16 June 1976 Soweto Youth Uprising, for inclusion into a standardised and unbiased education system, MaxProf wanted to contribute to schools which represented our rainbow nation. The significance of this approach was to diversify the MaxProf CSR reach and serve children of all races. To achieve this, we contacted the District Head of Education, Ms.

Martha Chisale, to provide MaxProf with a list of multi-racial schools in the Pretoria area which required a helping hand. Ms. Chisale highlighted Laerskool Booysens in the Pretoria Central area with approximately 160 pupils. We then did further research and identified HTS Pretoria Tuine (68 students) close by and Fleur Primary School in Centurion (approximately 160 students) who were also accepting donations.

While adhering to the COVID-19 regulations and procedures, the MaxProf team set out on Monday, 15 June 2020 to deliver the COVID-19 packs to the selected schools. Each school received a 25l container of sanitizer, protective three-layer face masks for pupils and stationery packs (with pencils, pens, erasers, rulers and glue).

One particularly heart-warming request came from Ms. Linda Nell, Principal at Laerskool Booyens. Ms. Nell requested a donation in lieu of the school's feeding scheme in the form of tinned fish. She explained that she only had samp left over after assisting the children's families with food during the lockdown period and that she only required a few tins to feed her pupils for the week. Heartbroken by the news, MaxProf offered to purchase a month's worth of tinned fish which Ms. Nell explained was a favourite amongst her pupils. "We have a long queue for meals when the ladies are serving fish-and-samp for lunch", she said.

The genuine gratitude expressed by Principal Nell (Laerskool Booyens), Mr. Jacobs (Fleur Primary School) and Mr. Du Plessis (HTS Pretoria-Tuine) was heart-warming and motivates MaxProf to do even more in the coming months. It is a particularly tough time for matriculants who wish to obtain good marks that will enable them to further their tertiary education.



Ms. Linda Nell, Principal at Laerskool Booyens, staff member and MaxProf's Business Development Officer, Moratwe Mashao pose for a photo with items sponsored for the school



HTS Pretoria-Tuine School Principal, staff member and MaxProf's Corporate Social Responsibility Co-ordinator Pamela Pege take a moment to celebrate National Youth Day



Mr. Jacobs, Fleur Primary School posing with his staff members and learners as they receive Youth Day PPE and Stationery from MaxProf

IN HONOUR OF MANDELA DAY 2020, MAXPROF SUPPORTS CENTRES FOR VICTIMS OF GENDER BASED VIOLENCE



Re-Bafenyi Victim Empowerment Centre's Nomthandazo Ramoshaba (Centre Manager), Eunice Dube (Social auxiliary worker), Edith Matlanyana (House mother), Mpho Moshomane (child care), Engelinah Mohlala (Social Worker) and Pamela Pege (MaxProf's Social Responsibility Project Co-ordinator)

Nelson Mandela International Day is an annual international day in honour of Nelson Mandela, celebrated each year on 18 July, former President Nelson Mandela's birthday. The day was officially declared by the United Nations ("UN") in November 2009, with the first UN Mandela Day held on 18 July 2010.

Even though the special day allocated as Mandela Day, is 18 July, South Africans, and yes, also MaxProf, embrace the chance to celebrate Nelson Mandela's life for the whole of July.

In May, the ENCA reported that since the start of the national lockdown period on 27 March 2020, more than 120 000 victims contacted the domestic abuse hotline. President Cyril Ramaphosa also announced on 17 June 2020 that R 1.6 billion would be dedicated to sourcing solutions to assist South Africa's second pandemic - the abuse and murder of women and children. Femicide in South Africa has recently been a magnified issue, and we believe that the issue needs to be attended to at every possible level.

No matter how small your action, Mandela Day is all about changing the world for the better, just as Nelson Mandela did every day. We at MaxProf did our part by acting and responded to the societal issue at hand. We contacted the Gauteng Department of Social Development which provided us with a list of relevant homes and centres that cater specifically for those who have been affected by abuse. This led us to Mercy House, Beth Shan Shelter, Mali Martin Polokegong Centre, The Potter House, Youth for Survival and the Re-Bafenyi Victim Empowerment centres which are based in Pretoria Central, Pretoria West and the Cullinan and Bronkhorstspuit areas. These establishments provide sanctuaries for women and children who have been the victims of abuse.

MaxProf donated groceries, masks, sanitizers, blankets, nappies and other baby essentials, toys and clothing to the centres for victims of gender based violence.

"It felt good to lend a helping hand!"



The Potter House



Mali Martin Polohegong Centre's social worker, house mothers and MaxProf's Business Development Officer (black and white dress)



Youth for Survival's Dudzai Nyamutinga (Social Worker), Agness Matsetlu (Social Auxiliary Worker), Alton Kwinda (MaxProf Junior Auditor) and Andiswa Matutu (MaxProf Director, Sales, Marketing & Client Relations HOD)



Some of the items donated to the centres in honour of Mandela Day 2020



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