



Manley Communications

PERCEPTION MANAGEMENT CONSULTANTS



HUGE DONATIONS FOR CAPE KIDS CHARITIES

South Africa, Stellenbosch, Friday, 19 March 2010; disadvantaged kids of the Cape received a welcome financial boost when four long-term charities of Our Kids of the Cape Fund received substantial donations. Hosted at the d'Ouwe Werf Hotel in Stellenbosch, a total of R32 000 – an amount over and above the four charities' regular monthly allocations donated by guests staying at the Vineyard Hotel & Spa, d'Ouwe Werf Hotel and the Townhouse Hotel & Conference Centre was formerly handed over. Also, an impressive R35 000 bursary fund was awarded for study at TSiBA University.

Group Development Manager for the Vineyard Hotel & Spa, Townhouse Hotel & Conference Centre, and d' Ouwe Werf Hotel, Tana Breytenbach, commented; 'It was such a special occasion as the recipients were under the impression that the occasion was to honour our relationship with them. The charities had no idea that extra cheques of R8000.00 per organisation would be handed over by members of the Petousis Family, the owners of the three hotels.'

The four projects are Baphumelele Children's Home in Khayelitsha, the JL Zwane Centre in Guguletu, Woodside Special Care Centre in Rondebosch East, and the Stellenbosch Hospice.

Baphumelele Children's Home is a place of safety that cares for approximately 165 children, who have been abandoned, abused, neglected or orphaned. Most are infected with or affected by HIV/Aids. Woodside Special Care Centre is home to 90 intellectually and physically disabled children and young adults, and provides a wide range of services to promote the development of each child. More than 130 children from different schools attend the JL Zwane After-School Programme and receive homework support and a balanced meal. The Stellenbosch Hospice provides holistic, palliative and chronic health care to the communities of Stellenbosch and surrounds. Trained care-givers also provide home-based care to over 400 patients daily, as well as counselling to patients and families facing challenges.

The non-profit organisation, Our Kids of the Cape, was established by the renowned hospitality group in 2007, with the aim of assisting local children's community programmes. "The group's sustainability vision is a cornerstone of the business and a priority for the owners," says Breytenbach. "Our Kids of the Cape is the social section under the sustainability umbrella."

When guests stay at any of the three establishments in the group, they are invited to pay a small levy per night. The levy amount is then matched by the

group, and selected staff members choose the charities to be supported. Around 75% of monies collected go to these four chosen projects.

The remainder of funds are allocated to additional projects on an ad hoc basis, following application and assessment. In 2009, R240 000 was collected and donated to worthy causes in the Western Cape. This year it's hoped even more can be given to those who need it most.

The Vineyard Hotel & Spa, Townhouse Hotel & Conference Centre, and d' Ouwe Werf Hotel are privately owned and family operated. These world-class deluxe hotels are situated in Cape Town and Stellenbosch and offer guests the very best in both luxury accommodation, fine cuisine and exceptional location in the Western Cape.

For comment, call Tana Breytenbach on (27) (21) 657 4500 or email tana@vineyard.co.za.

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EDITOR'S NOTES:

Attached photograph refers:

(Front L to R): Tana Breytenbach (Kids of the Cape Fund), Geraldine Nicole (Stellenbosch Hospice), Kitty Petousis, Rosie Mashale (Baphumelele Children's Home) and Hilary Halladey (Woodside Special Care Centre)

(Back L to R): Edwin Louw (JL Zwane), Lex Petousis, George Petousis and Bukhosi Mpalweni (Baphumelele Children's Home)