

Donation boosts local NGO's efforts to help

PRETORIA NEWS

THURSDAY MARCH 7 2013

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THE PEOPLE Upliftment Programme (Popup) has received a donation of equipment worth R200 000 from Samsung.

Since 2000, Popup has been looking after the city's destitute, and the donation from Samsung will be used to give life skills to the needy.

The electronics company donated 150 pieces of equipment that include washing machines, dish washers, fridges, DVD players, televisions and laptops to Popup.

"We were given a list with Popup's needs and we were able to meet almost all of them," said Michelle Potgieter, head of corporate marketing and communications at Samsung Electronics South Africa.

The donated equipment will be divided among the three Popup campuses in Salvokop, Ga-Rankuwa and Soshanguve.

Popup offers skill development programmes at all three campuses.

"Through our training programmes, trainees can provide for



Michelle Potgieter, head of marketing and corporate communications at Samsung South Africa, hands over the donated goods to the chief executive of Popup, Marlene Freislich.

PICTURE: PHILL MAGAKOE

their families with their acquired skills," said Popup's Marlene Freislich. Courses available at Popup include home-based care, computer

and office administration, hospitality and sewing. Before skills training, a two-week life skills programme is offered as part of a personal restora-

tion process. A bridging course, called Adult Education Training (AET), is offered for those who do not meet entry requirements for the courses.

"The AET course is offered to prepare trainees for skill development and to make them work-ready," said AET facilitator Wilma Lindecke.

The courses range from hospitality to home-based care, and they are accredited by the Services Sector Education and Training Authority (Seta).

"We aim to provide new life to those without hope," Freislich said.

She said last year 68 percent of trainees at Popup managed to get jobs. Popup had trained more than 4 000 people in the past seven years.

Popup was a shelter for the homeless before, but "we realised we needed teach them how to fish". The organisation also feeds about 600 people a day, and clothes and gives emotional support to those who may need it.

"Popup has a lasting effect on people's lives," said Freislich.

For more information visit www.popup.co.za or call 012 328 6107.