

POPUP turns broken lives into pleasures and pearls

MACHELENE JOUBERT

A morning filled with the pleasures of womanhood. A celebration of life! Where the change of a life starts with me.

This is what the invitation to Pleasure and Pearls Vintage Morning Tea promised. The event was hosted by Doxa Deo's Women's Ministry, Cherish, and took place at Casa Social da Madeira on 18 August on behalf of the People Upliftment Programme, better known as POPUP.

According to Marlene Freislich, Chief Executive Officer, POPUP is more than just a skills training and development center. The center also provides social services like medical care, food, clothing and counseling for those who are less fortunate.

"Lives are transformed through the compulsory personal restoration and life skills programme resulting in changed morals and values. Learners leave the organisation with the knowledge that their lives have purpose and meaning." The complete journey of a combination of programmes usually lasts between three

to six months.

Marlene compared this to a pearl: an object of great beauty, worth and value that was created from a single grain of sand. Yet, the pearl making process is

not an easy one – it is a painful experience that takes time. This process can take up to seven to eight years to complete.

"Layer by layer POPUP also restores the lives of individuals who are unemployed; those who are in pain or have lost their self-worth. Sometimes it is not an easy road, but the end-result is well worth it."

Pastor Alan Platt, Visionary Leader of Doxa Deo, agrees. He said: "POPUP brings hope and changes lives; we are city changers: impacting on the lives of broken people. We as an organisation don't ask for money, we ask people to invest

in other people's lives."

In September POPUP will launch their third center in Soshanguve for technical skills training. For more information about POPUP e-mail Nerésa Vogel, POPUP's Strategic Communication Manager, at neresa@popup.co.za.



Singer, songwriter Nianell was the guest performer at the Pleasure and Pearls Vintage Morning Tea. She hit all the right notes – literally and figuratively.

PHOTO: JULIAN VAN ECK