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MEDIA STATEMENT TO: ALL MEDIA / NEWS EDITORS

1MillionSchoolShoes Campaign Celebrates 10 Years of Restoring Dignity and Inspiring Hope

Johannesburg, South Africa - 21 October 2025

The 1MillionSchoolShoes Campaign, a national non-profit organisation committed to restoring dignity and inspiring hope among South Africa's most vulnerable school-going learners, will celebrate its 10th anniversary with a Fundraising Gala Dinner on Thursday, 23 October 2025, at The Capital on the Park in Sandton.

Founded in 2015, the campaign was born out of deep concern for the crippling realities of poverty, inequality, and underdevelopment that deny many children the basic dignity of attending school with proper shoes. Guided by the conviction that no African child should go to school barefoot, the campaign has since become a powerful movement of solidarity and compassion, collecting and distributing hundreds of thousands of pairs of quality school shoes to learners in need across the country. With an estimated five million children in Quintile One and Two schools still unable to afford school shoes, the campaign continues to play a crucial role in promoting a culture of learning, self-confidence, and belonging among young learners.

Under the theme "*A Decade of Restoring Dignity and Inspiring Hope*," the upcoming gala dinner will mark a significant milestone in the organisation's journey. Speaking ahead of the event, Chairperson Onicca Kwakwa, said "We will use the occasion of this dinner to reflect on the past decade, while looking forward to the road ahead, as we champion this noble cause that we have set for ourselves, including the target of raising one million school shoes in our lifetime". Thus far, the organisation has done 15% of this target.

Guests will also be treated to live entertainment by celebrated Afro-soul musician Sol Shibambu and his band, while the event's most moving moment will come from learners from Orange Farm, who will share their personal stories of transformation and renewed confidence after receiving school shoes through the campaign.

The dinner will also be used to pay tribute the late Mr. Joe Maila, one of the founding members of the Campaign, whose vision and commitment continues to inspire its mission. His family will join the celebration to honour his enduring legacy.

The Gala Dinner aims to raise funds to sustain and expand the campaign's reach, ensuring that more children step confidently into classrooms and into the future they deserve. The campaign calls upon corporate partners, philanthropists, and individual donors to join this meaningful initiative and help realise the dream of one million pairs of shoes for one million children.

Event Details

1MillionSchoolShoes Campaign 10th Anniversary Gala Dinner Theme:

“A Decade of Restoring Dignity and Inspiring Hope”

Date: Thursday, 23 October 2025 Time: 19:00

Venue: The Capital on the Park, 101 Katherine Street, Sandton

Members of the media are invited to cover this landmark event.

RSVP via WhatsApp: Mr. Max Mpuzana – 073 149 7657.

Enquiries:

Mr. Brian Dube

Secretary-General

082 418 3389

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