



L I M I T E D

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REGISTRATION NO 2007/861

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## Pioneer Mall Shoe Drive: Bringing Comfort and Confidence to Underprivileged Primary School Children



In a heartening display of community solidarity and compassion, Pioneer Mall, in collaboration with the Ministry of Education and Training, has launched an innovative initiative aimed at providing footwear to underprivileged primary school children across Lesotho. Led by the

**DIRECTORS:** S Selepe (Chairman), AJ Bothma (Managing), JR Bothma, SM Seeiso, I Nkama, LN Letele, RAM Yeats, S. Montsi, MD Maqutu, N Maphathe, M. Vumbukani

esteemed Hon. Professor Ntoi Rapapa, the Pioneer Mall Shoe Drive has garnered widespread support and culminated in a highly successful closure event on the 9th of February 2024.

The primary objective of this initiative was to address a critical need among underprivileged primary school children who often lack access to proper footwear, hindering their educational experience and overall well-being. With the generous contributions from Pioneer Mall shoppers, numerous companies, and individuals, the initiative has exceeded expectations, raising funds to procure an impressive 2000 pairs of shoes specifically tailored for primary school children.



Notably, the success of the Pioneer Mall Shoe Drive was greatly bolstered by the support of sponsors PEP and Airwave. PEP, a leading retail chain, provided affordable discounts on footwear, enabling the initiative to stretch its funds further and maximize the impact of each contribution. Airwave, a PPE retailer also stepped up by providing financial support to ensure the success of the shoe drive.

During the closure event, Professor Ntoi Rapapa expressed heartfelt gratitude to the community and sponsors for their overwhelming support and highlighted the significance of ensuring that every child, regardless of their socio-economic background, has access to essential items like shoes. He emphasized that proper footwear not only enhances children's comfort but also boosts their confidence and enables them to fully engage in their education.

The shoes acquired through this initiative will be distributed to primary schools serving underprivileged communities across Lesotho, ensuring that children have the necessary footwear to attend school with dignity and comfort. Pioneer Mall has pledged to work closely





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with the Ministry of Education and Training to ensure that the distribution process is efficient and reaches those most in need.

"We are deeply committed to making a positive impact in the lives of underprivileged primary school children," stated Mme Manaleli Mashoai, General Manager of Pioneer Mall. "By providing them with quality footwear, we hope to alleviate some of the challenges they face and empower them to pursue their education with enthusiasm and confidence."

The success of the Pioneer Mall Shoe Drive underscores the power of collective action in addressing societal inequalities and uplifting the most vulnerable members of our community. It serves as a poignant reminder that small acts of kindness, when combined, can create profound and lasting change.



As the shoes make their way to primary schools across the country, they carry with them the promise of a brighter future for countless underprivileged children, instilling in them a sense of hope and possibility. The spirit of generosity and compassion that has fuelled this initiative continues to inspire us all to work together towards building a more inclusive and equitable society for generations to come.