

Master Power “gives back” to deserving charities

As part of its Master Power for Kids initiative, Master Power Technologies recently conducted a charity drive at the Rand Air Show where Master Power was the main event sponsor.

This is the biggest event on the South African air show calendar and Master Power customers were treated to a sponsored day attending the event where they witnessed CEO Menno Parsons “in action” performing daring aerobatic manoeuvres.

Amongst other initiatives on the day, “Mustang Sally” a Mustang P51 was on display and children of all ages were encouraged to have their pictures taken on the wings of the plane alongside beautiful models.

Raffle tickets were sold to enthralled visitors to raise funds for various charities. The winner received a “once in a lifetime” flip in “Mustang Sally” with Menno Parsons in the cockpit.

In addition, corporates and businesses were encouraged to donate to the initiative.

The day raised in excess of R128k through various pledges with Master Power supplementing this with a donation of R200k.

Three children’s charities, Mangwanya Day Care Centre, Jacaranda Children’s Home and Loerie Youth Centre with which Master Power have a longstanding relationship, benefitted from the funds raised.

Mangwanya Day Care Centre is surrounded by four schools in Winterveldt Tshwane Metro Municipality. The Day Care Centre caters for approximately 187 under privileged children, most of whom are vulnerable orphans. Their primary focus is to uplift this community – children and parents alike.

Winterveldt has a huge number of children who are not accessing formal early childhood development (ECD) services due to factors including inadequate family income, difficulty in accessing child care (distance) and inadequate information and education regarding the importance of child development

Founder and owner Doris Molefe says “With the much needed funds we got from the Master Power Rand Air Show charity initiative we were able to renew our vegetable tunnel and planted more vegetables for sustainability. We also managed to undertake an overall service on our microbus which is used daily to transport the children. In addition, we painted the walls of the classrooms and completed our new building. We are so grateful for this very generous donation”.

Jacaranda Children’s Home which looks after the welfare of abused children, also benefitted from the funds raised. 24 of their children together with their house parents, were treated to a fun day out at the Rand Air Show.

Children at the home have been (removed from their parents and) placed into the home’s care by the South African Children’s Court due to: abandonment, neglect, emotional and physical abuse.

Their primary purpose is to provide the children with clothing, housing, schooling, food, security and stability. In addition, they aim to provide the children with the necessary therapy, life skills and emotional support that they need in order to become responsible adults and curb the cycle of abuse.

The Home is currently looking after 250 children between the ages of 18 months and 18 years. The children are divided into groups of 13, each group living in separate houses under the supervision of house parents.

“Master Power Technologies has been a long standing patron of our Children’s Home and this latest donation will be used for essential basics like food, clothing and schooling” says Director, Tinus Erwee. “Any additional funds will be utilised for our various sports initiatives.”

The other well deserving charity who received funds is the Loerie Youth Centre in Bronkhorstspuit, which is a children’s home providing a safe home and good upbringing to children coming from difficult situations. They believe in youth empowerment and assisting their children in becoming independent adults who are ready to face the world.

Loerie Youth Centre not only provides a safe home for the children, but also offers the scholars a good education. All children attend local schools and do their homework in their dedicated homework centre.

Apart from the 41 children currently staying at Loerie, they also support 3 students who grew up at Loerie Youth Centre. They currently attend the North West University as an extension of their youth development, assisting them in reaching their goals.

“We will use the donation to assist in facilitating the upliftment of the premises in which the Youth Centre is housed. This includes, repainting and tiling” says Tannie Betzy, housemother and carer at the Children’s Home

“More importantly, the funds will facilitate educational benefits to the 3 students studying at NWU (Pukke) by making them free of financial worries. This will enable them to concentrate on their studies during their school and university careers, giving them opportunities they would otherwise not have had. Without the love, help and support from people like Menno Parsons and his personnel, we at the Loerie Youth Centre would never be able to provide the facilities or assist our students in their daily needs!”

“It has always been my philosophy to give back to those less fortunate than myself” says Menno Parsons, CEO of Master Power Technologies. “Opportunities presented themselves to me over the years and I have been lucky enough to be able to capitalise on them. With the Master Power Kids initiative we are in a position to nurture and educate children, and create opportunities which they can embrace. Under normal circumstances, the children may not have been in a position to have access to these opportunities

Parsons concludes “I am in the very fortunate position of being able to dovetail these efforts with my passion for flying and bring a ray of light into the lives of these children who are our future.”