

PTV Map&Market Supports “Christmas in a Shoe Box”

Giving hope to children in need

For many children it was their first Christmas present ever: In 2006, 432,961 gift-filled shoe boxes were sent to children in need in several European countries and Armenia, Lebanon and South Africa. Geschenke der Hoffnung is the charity organisation which is responsible for the “Christmas in a Shoe Box” project. It uses geomanagement software donated by PTV to visualise collection points and to find business partners and logistics companies which support the organisation’s humanitarian relief efforts.

Client: Geschenke der Hoffnung e.V., a Christian humanitarian organisation serving the world’s poor and displaced without regard to people’s belief, gender, or ethnic background. “Christmas in a Shoe Box” is the world’s largest Christmas present program for children in need.

Challenge: Visualising collection points in order to find project partners. In 2006 the organisation had 3,226 collection centres divided into 811 collection points, 1,205 smaller drop-off points and 605 free drop-off points (often companies or stores)

Solution: PTV Map&Market, the software for sales, marketing and service plans and optimises locations, territories and sales organisations.

Everyone can join the „Christmas in a Shoe Box“ project. Children are always happy about a collection of small, familiar items, like some sweets or soft and cuddly toys. Once people have packed the shoe box, they can take it to the next drop-off point where the boxes are collected and sent to the registered collection centres. Their staff will carefully check the boxes to ensure that there is no item in the shoe box which does not comply with the import regulations of the country of destination. Geschenke der Hoffnung is responsible for transport and distribution. The boxes are sent to the Berlin-based headquarters and international forwarding agents deliver the shoe boxes to their final destination.

All drop-off points at a glance

“Since early 2003 we have been using the PTV Map&Market software for our “Christmas in a Shoe Box” project. The nationwide display of drop-off points on digital maps is extremely useful for our work. The collection points are divided into different

groups. First, each group is visualised separately and then, results are combined in a Microsoft PowerPoint presentation,” says project manager Diana Molnar. From the end of January until the middle of April and from the middle of August until the middle of October there are 80 events in each time period. Donors, volunteers and representatives of the selected groups, who attend, these meetings are always surprised when we present the maps.”



Happy children in Dimitrovgrad, Bulgaria

Diana Molnar is very happy about the software donation: “We print the maps for our archive and offices. So, visitors can easily see where we are located throughout the country. The maps also support our cooperation partners, such as our carrier Schulze International, by immediately identifying the areas with the highest number of collected shoe boxes. The same applies to the network of drop-off points created by the pharmaceutical supplier Noweda. 605 of Noweda’s 6,000 drugstores participated in this project in 2006. And we can instantly see where their and our drop-off points meet each other.”

Software donation saves time and money

Diana Molnar appreciates the benefits of using PTV’s software solutions: “It helps us save a lot of time and money because there are numerous ways to use the geographic displays. And, of course, because PTV has donated the software. We couldn’t live without PTV Map&Market.”