

Supporting Cupcakes of Hope on Mandela Day

Sometimes joy comes in the form of frosting, sprinkles, and a whole lot of heart.

Mandela Day always sparks the love for giving back, and we chose to turn our 67 minutes into a celebration of compassion, creativity, and community by supporting the incredible work of **Cupcakes of Hope** - a South African non-profit organisation dedicated to helping children and families affected by childhood cancer. Their mission is simple yet powerful: “Helping kids with cancer, one cupcake at a time.”

To honour both Mandela Day and this heartwarming cause, we suited up in bright pink aprons and headed to the kitchen. Together with our facilitators and learners, we baked and hand-decorated 67 cupcakes - one for every year Nelson Mandela devoted to making the world a better place.

We turned the decorating into a full-blown competition, complete with friendly rivalries, loads of laughter, and a panel of judges ready to crown the “Best Decorated Cupcake.” The energy was high, the creativity unmatched, and the spirit of togetherness unmistakable.

Delivering Joy - One Cupcake at a Time

Once our cupcakes were complete, they were hand-delivered to clients across the Johannesburg area, spreading not just sweet treats and smiles, but also the story and spirit behind Cupcakes of Hope. Each delivery became an opportunity to connect, uplift, and share in something deeply meaningful.

This particular initiative holds a special place in our hearts, especially that of our CEO and Founder, Michelina, whose personal connection to the cause made the day even more significant. Supporting Cupcakes of Hope reminded us that small gestures can carry great weight, and that even a cupcake can bring comfort.

Cupcakes of Hope is proof that kindness doesn’t have to be grand. It just has to be genuine. Through frosting and flour, they are funding real-world solutions, raising awareness, and bringing light into some of life’s darkest moments.

We are proud to have stood alongside them - and we invite everyone to learn more, donate, or host a bake-for-good event of their own.

Hope is something we can all help bake.