

# Peninsula School Feeding Association



## COMMITTEE

**Chairman:**  
Y Kader

**Vice Chairman:**  
B M Benatar

**Hon. Treasurer:**  
T A Weber

**Hon. Sec:**  
D R Galland

### Representatives:

Ms P Pakoe  
(Archbishop Njongonkulu Ndungane)

## MEMBERS

I A Dichmont

A D Goodman

A B Jackson

K Maart

M C Mdingi

G Starke

B-Z Surdut

A D Tucker

## STAFF

A I Du Plessis  
(Director)

D R Galland  
(Alternate Director)

C J Oxford  
(Accountant)

Mrs R A Kahn  
(Fund Raising)

Mrs S D le Mesurier  
(Secretary/PR)

Mrs J M Schröner  
(School Supplies Co-Ordinator)

Mrs D M Adams  
(Bookkeeper)

Ms B D Adams  
(Creditors Clerk/School supplies)

D D Phillips  
(General Assistant)

Mrs A Beukes  
(Operations Administrator)

## FIELDWORKERS

Mrs C Johannes

Mrs R N Mngqolo

Miss M Prins

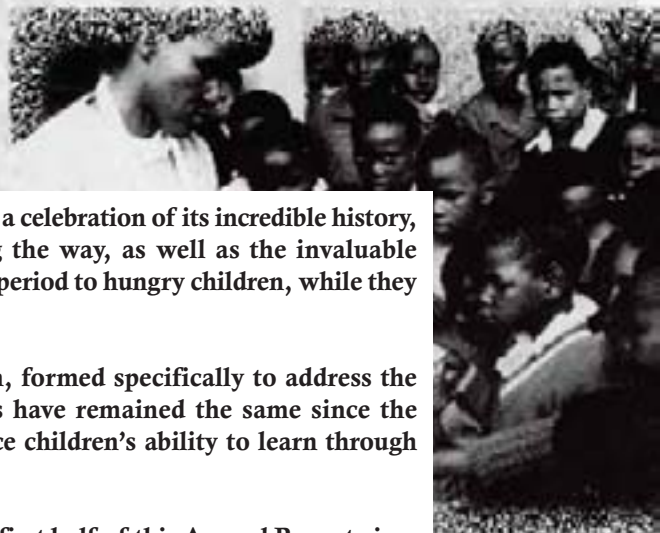
Mrs M Swanepoel

Miss M van der Heever

Ms N Yokwe



# Introduction



Peninsula School Feeding Association's 50<sup>th</sup> Anniversary Annual Report is a celebration of its incredible history, the special friendships formed, and partnerships that developed along the way, as well as the invaluable contribution to education in providing more than 5 billion meals over this period to hungry children, while they are at school.

As far as we know, PSFA is the only registered non profit organisation, formed specifically to address the growing problem of hunger amongst school-going children. Our aims have remained the same since the Association's inception in 1958; to reduce short-term hunger; to enhance children's ability to learn through school feeding, and to increase learner attendance at school.

We have condensed the information, due to the volume of literature. The first half of this Annual Report gives some insight into the early years, while the second half details the current situation, including reports from the various office bearers.

We invite you to take a journey with us as we review the past 50 years, take a look at the extent of the existing problem of hunger, so as to prepare ourselves for the challenges ahead, in order to ensure that malnutrition at school is addressed.



50th  
YEAR



# Foreword

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Verwysing  
Reference  
ISalathiso



Ministerie van Onderwys

Ministry of Education

I-Ofisi yoMphathiswa wezeMfundo

## FOREWORD

The Western Cape greatly appreciates the exceptional service rendered by Peninsula School Feeding Association [PSFA] in respect of hungry learners at schools in this province. In doing so this organisation contributed positively in terms of enhanced learning capacity and learner attendance.

Over the past 50 years PSFA, a registered non-profit organisation, provided more than five billion meals to hungry learners in educational institutions throughout the Western Cape over the past 50 years.

PSFA currently provides meals to 160,000 learners at 600 targeted primary, special and secondary schools across the Western Cape. In addition to serving as a service provider for the Western Cape Education Department (WCED), this organisation raises additional funds to contribute towards the shortfall in the number of learners that the Western Cape Education Department is still working towards targeting.

'Blisters for Bread' is a very popular local charity fun walk, which is organized annually by PSFA, together with corporate and individual sponsorships comprise the source through which this organisation is able to fund additional meals. These funds are used to provide additional learners with three cooked and one uncooked menu options per week. PSFA also recently donated 35 marine containers, which serve as kitchenettes at targeted schools.

PSFA's motto 'You can't teach a hungry child' will be given a further boost as they now intend to embark on the introduction of a nutritious pre-cooked cereal to serve as a breakfast prior to the main meal.

PSFA is congratulated on their 50<sup>th</sup> anniversary and it is hoped that the organisation will continue to make a positive impact in alleviating and eventually eradicating hunger in schools in the Western Cape.

**Cameron Dugmore, MPL  
MEC for Education  
Western Cape**

23/4/2018

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## PSFA – THE HUMAN TAPESTRY

It is impossible, in limited space and time, to present the full pattern of the fabulous fabric that is PSFA. The Great Weaver has entwined many threads, creating the pattern in which His children may be fed and grown. As each thread makes its contribution to the whole, He has blessed His work, and invites you into the tapestry. After fifty years on the loom, we can expose a few of the gold and silver threads that, interwoven, are the weft and warp, and we can only contemplate the intricate pattern definition, as the tapestry continues to be woven. The threads are multiple, the colours rich and varied, but the design incomplete without each thread.

Cape Town's concerned citizens have long been involved in addressing the plight of our underprivileged communities. Following on the Cape Provincial Administration's decision to dispense with the school feeding scheme due to "wastage", based on ineffective administrative control and accountability, the first meeting of about 60 members of the public, took place on 10th March 1958, in the Reception Hall of the Cape Town City Hall, under the Chairmanship of George H. Young, President of the Paarden Eiland Rotary Club.

Successive speakers, representing various service organisations, presented conditions experienced in the Province in which over 75,000 children within the Cape School Board area were currently being fed, and that at least one third of these were "below the breadline". The problem was one of great magnitude. Councillor G E Ferry considered that the Provincial Administration had been misled as to the real situation. He traced the history of the school feeding scheme over the previous 16 years, and said it was essentially a health matter. He considered that the cost of the scheme should, if necessary, be met from increased taxation. Dr Broom told of how the school feeding scheme had derived from a more general feeding scheme to promote the health of all children. Dr Robertson described the activities of the National Council of Child Welfare Societies. Only the Cape Province, she said, had stopped school feeding. Steps should therefore be taken to combat the Cape Provincial Administration's decision. Dr Oscar Wollheim reported that there were 6,830 children in fifteen schools within easy reach of CAFDA, and that 4,000 came from indigent homes and required basic feeding. CAFDA was prepared to put its services at the disposal of any organisation set up to meet the needs. Mr I Goldberg, a journalist, and representing Round Table, considered that the urgency was great enough to justify independent action to tackle the plan forthwith, irrespective of waiting for the result of the deputation to the Administrator, or of combating the decision of the Administration.

Jim Simpson, an accountant, advocated first that a deputation should be sent to the Administrator, and secondly, the formation of a committee forthwith to tackle the problem independently, so far as possible.

After further discussion, the following committee was chosen: Mr I Goldberg (Round Table); Mr J A Simpson; Mr J Lam; Mrs M G Roberts (National Council of Women and National Council of Child Welfare); Mrs I Blumberg (Rotary Annes);

two representatives of Rotary Paarden Eiland; Mrs K B Matthews (Institute of Race Relations); Mrs P Policansky; Mrs H Mirvish (Union of Jewish Women) and Mr A B Mathews (SHAWCO).

On the 13<sup>th</sup> March 1958, the Association held a Committee meeting in the City Hall. Mr George Young was elected Chairman; Mrs P Policansky appointed secretary and Mr J Simpson Treasurer. It was decided to register the Association as **PENINSULA SCHOOL FEEDING ASSOCIATION**. Prompted by Dr Bertie Horwitz, two sub-committees were formed, one for publicity and fund raising, and the other for organisation. Mrs I Blumberg was elected Convenor of Fund Raising and Publicity, and Dr Horwitz, Convenor of Organisation. Dr Impey was to draft a Constitution for the Association.

At a meeting on 20<sup>th</sup> March 1958, Dr Oscar Wollheim, representing CAFDA, was appointed to the Committee. A press release informing the public about the Association was issued:

*"An organisation has been formed known as the Peninsula School Feeding Association. The Chairman is Mr George Young, a businessman, Mrs L. Policansky is Secretary, and Mr J. A. Simpson, the Treasurer. A committee has been appointed, and divided into Organisation and School Feeding, and Finance Committees. This Organisation is in the process of being registered, when the Constitution has been decided upon. After that we will start raising money. We will look after under-nourished European and Non-European children. At the present, we estimate having to feed approximately 30,000 children, which represents £15,000 per quarter. Ten shillings a term will feed one child. A circular has been sent out to the schools of the Cape School Board, to find out the number of children in each school; what facilities there are for cooking, and what equipment is available for cooking and distribution, etc; what arrangements have been contemplated to meet the situation and whether, in the case of better placed schools, the school would be willing to help or adopt a less fortunate institution."*

Dr Bertie Horwitz, convenor of the organisation sub-committee, reported that they had decided that there should be winter and summer feeding; the winter meal to consist of hot soup and a slice of enriched bread, the summer menu would be decided upon later. This decision was based on work done by the Paarden Eiland Rotary Club in conjunction with SHAWCO. This meal would cost approximately two pence per child. Where possible, the children would be asked to pay one penny for this meal, but no child would be penalized if unable to pay.

And so, our founders unknowingly, and unintentionally, wrote the first chapter of history, to be repeated time and again for the next fifty years. It was their intention that the Association should operate while the Administration was being lobbied to take back the responsibility of feeding the children. It was to be thirty three years before Government would again provide funds for school feeding, and not until 1994 that the Primary School Nutrition Programme would be declared by President Nelson Mandela as a Presidential Lead Project at his inauguration.

# History continued

By exposing some of the weft and warp, after threads have been woven to their extremities, we deplete nothing of the magic of each additional thread contributing to the overall magnificence of the tapestry:

**Dr Bertie Horwitz**, member of the founding committee and Chairman of the Association from 27 November 1958 till his death on 1 April 1982, is remembered with gratitude, admiration and affection, for his tireless dedication to feeding the children. Seeking good nutrition, lobbying government to take back its responsibility for providing for the poor, challenging apathy in poor performing schools, and the public to open their hearts to the cause, as well as giving direction in the implementation of the feeding programme, must have seemed like a full time occupation, in addition to the daily pursuit of his own professional career. He is truly honoured.

**Arnold Mathews, O.B.E.**, previously Governor of the Falkland Islands, member of the founding committee, and Warden of SHAWCO from 1958 till 1968, is remembered for his support, direction and expertise in delivery of service to schools and the community. SHAWCO at first produced 33 gallons of soup for the schools daily, raised to 60 gallons by 1959, and 90 in 1963. From our 21 Year Anniversary Report, the Warden, commenting on the soup, reported: "A brew of the most gratifying body, bouquet, and character, is produced, which leaves upon the palate a haunting charm, and upon the inner tissues, the feeling that 'life cannot hurt me, I have dined today'"! His contribution to the growth and development of PSFA is appreciated and respected.

**Dr Oscar Wollheim**, founder member, and Warden of CAFDA, helped create and maintain the network base on which PSFA established and continued to deliver to our children, mainly in the Cape Flats region. CAFDA prepared a nourishing soup for 9 schools in the south-east of the Cape Flats railway line, on both sides of Prince George Drive. CAFDA had two 50 gallon army field kitchens, coal fired, in a corrugated iron shed in its courtyard. As soon as the first 100 gallons had been sent off to the mobile kitchen, the next 100 gallons were prepared, then another 50 gallons, in a third relay. These were sent out in a van to provide one nourishing meal for over 3000 children in the poorest areas. We are indeed indebted to the contribution of a caring humanitarian.

**James Ashton Simpson, C.A.**, member of the founding committee, Honorary Treasurer, Vice-Chairman, sometimes Chairman, and all time dedicated to supporting PSFA in its service to the children. Jim, accountant by profession, family man, pianist and appreciator of the arts and cricket, combined all these activities, with dedication to PSFA, in managing the finances, initiating fund raising drives and publicity for the Association. With the support of his wife, Mary, Jim continued throughout his career into retirement, a devoted member of the Committee, until they were both tragically killed in a motor accident. We salute their memory with gratitude and affection.

**Patricia Policansky**, "Paddy," founder member, quaintly termed "housewife", elected as Honorary Secretary at the first meeting, continued meticulous delivery of minutes, "thank you" letters, and introductions through a network of influential friends and acquaintances. A feisty lady, known for her compassion, sense of the proper, international traveler, remembered with affection for her colourful character, and staunchly dedicated passion for the PSFA cause.

**Esther Wides, B.Com.**, first woman to graduate in commerce from UCT, served PSFA, in various capacities, from 1960 until her passing in 2000. As Honorary Secretary, Honorary Treasurer, & Vice Chairman, she played many roles in both our Association and also those of the Institute of Race Relations, and as Chairman of the Bursaries Committee. Affectionately known as "Essie", she provided sound advice and control of our finances, after Jim Simpson retired as Honorary Treasurer. Appreciator of the arts, she was dedicated to the provision of education to the underprivileged, and particularly in the eradication of hunger, in pursuit of these aims. She is remembered with affection for her role as personal mentor.

**Norman Freeman**, Organiser from 5 March 1963 till retirement in October 1987, known in township schools as "Mr School Feeding", lived and breathed PSFA, in service to the children. Man of faith, initiator, innovator and humanitarian, Norman left no stone unturned to ensure that children were fed, that the public was made aware of their needs, and of PSFA's willingness to serve, given the necessary financial support, to carry on the work. His legacy of care for our children, and the meeting of challenges to ensure efficient delivery, lives on in PSFA's ongoing determination to meet the needs of our children, wherever they arise in the Western Province.



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# History continued



**Victor Herridge**, was responsible for Fund Raising/Public Relations, from 1979 to 1988. He took over Diary sales and advertising, together with compilation of the PSFA Diary. Vic, supported by his devoted wife, Alice, promoted "Blisters for Bread" among other projects, and provided a daily delivery service of receipted donations to Paddy Policansky, who turned out those meticulous "thank you" letters to donors, and this prior to the age of modern technology in communication!

**Mrs Zenobia Johnston**, employed part-time from 1970 till retirement in her late "eighties" in 1995. Mrs "J" faithfully distributed, and collected, our PSFA collecting tins from shops, restaurants and schools, sometimes in "risky" sections of the townships. This was done with the assistance of an immaculately kept Morris Minor. (And her Christmas mince pies were legendary). She is remembered with gratitude and much affection.

**Arthur Bernstein**, lifelong campaigner in service to the community, scout master and member of the Lions movement, provided support for PSFA's "Blisters for Bread" family fun walk over decades. He was for many years, and his family are, like the starch needed to maintain our fabric at its presentation best.

Some threads, long on the loom, continue to be woven as the tapestry grows, and as the Great Weaver, continues to create new patterns and designs:

**Ian Dichmont, M.A.** (Cantab), member from 1958, for many years Vice Chairman, PSFA Trustee, and now Life Member, continues as a champion of the underprivileged, with an overwhelming sense of fairness. Family man, supported by his wife, Joan, appreciative of fine music, and with a defined sense of the practical, he has provided PSFA with legal assistance, and, with the benefit of a critical eye, given sound advice over the years.

**Andrew Bremner Jackson**, representing the ongoing commitment of the Rotary Club of Table Bay in the support and direction of PSFA, joined the organisation in 1982 and was elected Vice Chairman in 1983. Following the death of Dr Bertie Horwitz, Jim Simpson served as Chairman in 1984, and Brem was elected Chairman in 1985, the position he held for subsequent years till retirement in 2003. Brem, father of four

children, Rotarian, entrepreneur, philanthropist, committed to the assistance of our children, brought insight and expertise to PSFA, as new developments in the pattern emerged. His willing guidance over twenty five years has been much valued, and his continued input as a Life Member is much appreciated.

**Beryl Pinshaw**, registered social worker with the Department of Social Services, joined the Association as Fund Raiser and Public Relations Officer in 1988, following the retirement of Vic Herridge. With the benefit of sound practical experience, Beryl brought many skills to PSFA, which she employed to initiate new projects, and to introduce the network of field workers needed, in monitoring the much expanded service to 800 schools, as PSFA became the principal service provider to Government in the Western Province, following the introduction of the Primary School Nutrition Programme. Her contribution and support over this ground breaking period in PSFA's history is much valued. We enjoy her continued support, albeit in retirement with her family in Australia.

**Yusuf Kader**, Chairman of PSFA following Brem Jackson's retirement in 2003, has since 1990 been a committee member and was Vice Chairman from 1993. Various roles in education as teacher, school principal, inspector, circuit-manager etcetera have honed his insight into the dynamics of our educational system and have been invaluable to the Association, complementing his devotion to the education of our children and concern for their general wellbeing. Leading the Committee of dedicated volunteers in the cause who selflessly give of their time and skills unrewarded, except for the knowledge of children fed, receives our admiration and affection for his generosity of spirit.

From its inception, PSFA has been blessed with dedicated people, who have brought enrichment through a multiplicity of skills, and devoted their time and expertise in furthering its outreach to the children of our economically challenged communities. Championing the cause comes in many forms, like searching for the best possible nutrition at the best possible prices, with best possible delivery facilities, and getting the best possible sponsorship from the most possible number of donors, to cover costs and ensure that our children are fed. In every sphere, any donor or contributor to the cause is a thread in the pattern. Brief illumination of a few threads does injustice to all others woven in love and care, and so forgiveness is begged for unintentional omissions. All of this constitutes the PSFA human tapestry of fifty years, which is laid before us, as the Great Weaver continues to bless His work, and invites you to be

a thread. Our Vice-Chairman,

Brian Benatar, alerts us to the challenges of the next fifty years. Take up the challenges, every thread enhances the overall magnificence of the tapestry, and leaves it incomplete without its full complement on the loom. Be a thread and be blessed - "You can't teach a hungry child".

**DAVID GALLAND**



# Relationships with PSFA

## BERYL PINSHAW



Beryl Pinshaw, Fieldworker Co-ordinator, retired after 10 years at PSFA. In the Annual Report of 1998, much praise and appreciation of Beryl was reflected in reports by Brem Jackson (Chairman), David Galland (then the Organiser) and Esther Wides (Hon. Treasurer), on her pending retirement. In fact, Beryl herself wrote at some length, and with great enthusiasm, giving an overall picture and some highlights of her ten years of dedicated service to PSFA.

She writes to us now, from her “new” home in Australia, where she settled almost 10 years ago, to be near her children and grandchildren.

*“How fortunate I was to have had the opportunity of earning a living while doing something meaningful. The decade I spent at PSFA was filled with stimulating projects: co-operating with gardening enthusiasts in setting up school vegetable gardens, gaining valuable advice from dieticians and doctors with whom we had research projects, visiting schools and meeting hard-working principals and teachers, who were always helpful when presented with innovative ideas that often meant extra work, and throughout this time, dedicated volunteers, who assisted in all spheres, were welcomed. The staff always worked as a homogenous whole, from the Director to the messenger, as all our attention was focused on the children, as we tried to give them the healthiest meals within our limited budget. The fact that School Feeding is still functioning after 50 years is a tribute to the vision of the people who established it, and whom we remember with affection. My warmest good wishes go the Committee and the staff for their continuing excellence.”*

## MRS JOAN VAN DER ENDE



committee member and street collection volunteer for many years, turns 94 this year. Although she had four children of her own to take care of, she managed to find time to serve on our committee, as the National Council of Women representative, and is still a donor to date.

## ANITA KENNET



I have supported PSFA for many years, almost since its inception. Bertie Horwitz, Esther Wides, Paddy Polikansky, and later Beryl Pinshaw, made me an “honorary” family member, and we certainly worked together with others as a happy family. We received no Government grant, and all moneys were earned either

by canvassing for “Give-a-Loaf” subscriptions, or from cake sales, or rummage sales. We had a lot of fun sorting oddments of clothing - some clean, some not so clean! We often held street collections in Pinelands, but it wasn't easy getting collectors. In the days when my children were at school, I used to run a second-hand book stall and we sold books for 10c, 20c and the princely sum of 50c per copy! In the years hence I have assisted with booksales and have helped PSFA where I can.

## BARBARA HEY



has been a generous donor for many years. In December 1998, PSFA received a most unexpected donation from her and Mr Camp, the Chairman of the Ottery-Wetton Ratepayers' Association. The R41 604 was part of the proceeds from the sale of a piece of land purchased by the Association many years

previously, with the proviso that if the undeveloped land was ever sold, the proceeds should benefit the community. It was agreed that this money would be put towards our School Vegetable Garden Project, started by Beryl Pinshaw and expanded by Andy Du Plessis, with the help and guidance of Pat Featherstone, who was with the Food Gardens Foundation at the time.



Lions Club volunteers lend a hand

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# Partnerships with PSFA

**SHAWCO**, established in the 1940's to provide assistance to disadvantaged communities surrounding Cape Town, acted for many years as an agent for Peninsula School Feeding Association, at the primary school level, and was a founding member of PSFA. In the early 1990's they continued to supply over 4,000 litres of soup and bread to 30 primary schools in the Peninsula. This valuable support was just part of their daily services offered to those in need, which included transporting senior citizens, handicapped and pre-school children, and delivering meals-on-wheels, health care, and the donation of basic foods to the needy. Also in the 1990's, their dedicated staff assisted PSFA with its annual street collection, organizing their own roster, and filling between 18 and 20 tins. In return, they were always invited to attend the end of year Volunteers Party, held in the PSFA board room. Delicious eats were usually donated, and a good time had by all.

78 Weekend Argus, July 21 1990

**SHAWCO funds new community centre**

A new community centre in Khayelitsha funded by SHAWCO opened in March. The construction of the R300 000 building was made possible by UCT Rugby sponsoring efforts and the generous support of SHAWCO's benefactors.

The opening of the centre was the culmination of over five years of research, planning and extensive community consultation by SHAWCO students, staff and others.

Although originally conceived solely as an Education Centre, it developed into a multi-purpose centre incorporating business, health, social and other services. The needs expressed by the Khayelitsha community.

A wide range of health, educational and community development projects will operate from the centre.

• The UME (Union of Women and Men) Education Project which began addressing its first children in early March was the first project to commence in the newly completed building.

• The TB Rehabilitation Centre run jointly by SHAWCO and UCT's Child Health Unit provides for the medical, nutritional and educational needs of children suffering from tuberculosis.

• The project and working centre become modern projects aimed at addressing the unemployment problem and skills deficit in Khayelitsha by providing the skilled training such as sewing classes. It also provides a site for other organisations to conduct their projects, including ALP (Anti-Aids Project) and UME (Using Men and Women Empowerment) projects.

The centre also plans to make various services available to the community including educational material such as textbooks and reference books, study facilities such as a photocopy and overhead projector and resources for health, pre-school education and legal issues.

**WHY A COMMUNITY CENTRE?**

The decision to initiate plans for a community centre in Khayelitsha arose out of requests received from the community for various services. Studies indicated that the traditional mode of welfare work was no longer acceptable as a means of addressing the real needs of the population to which SHAWCO works traditional "hand out" welfare systems.

It became clear that community members should be involved in the planning, evaluation and management of the centre and its projects and its structure with community based organisations were initiated from the outset. The centre is also run by a management committee composed of local community members and others involved in the fields of health, education and social work.

In March of UCT's Education Department and a member of the centre's management committee said in his opening day address that such community centres could play a crucial role in helping people through counselling, health and educational services.

It is also psychologically important that business centres be opened up for them for so long.

The centre's crucial role in community development is emphasized in some facilities. Community Centre or "we are building a centre", which was chosen from hundreds of entries in a competition recently among Khayelitsha school children.

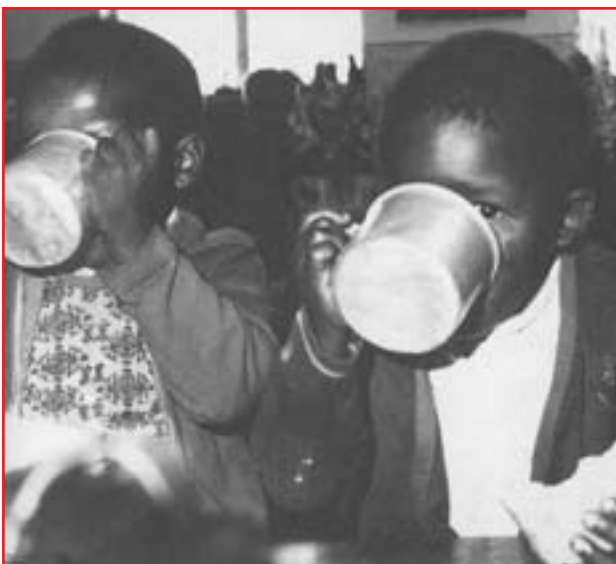
**AKHISE** Newly-opened Khayelitsha community centre in Khayelitsha, funded by SHAWCO. UPT. Play structure built by SHAWCO students.

## CAFDA

The Cape Flats Distress Association was established about 64 years ago to provide much needed food and shelter to the poorest of the poor on the Cape Flats. A steady rise in unemployment and a constant lack of sufficient housing, has created the ongoing need for the services of this organisation, to this day. During the 1980's, as an added service, the CAFDA soup kitchens prepared soup, on behalf of PSFA, five days a week. They supplied 22 schools, i.e. approximately 11 500 children every school day. In 1987, they reported that, with the never-ending rise in parent's unemployment, this cup of soup, in some cases, constituted the child's only warm meal for the day. Despite the tremendous rise in the cost of ingredients, they nevertheless were still able to provide a nourishing and hearty thick soup for hungry children at primary schools.



*Mr Sampson and Mr Lentoo loading milk cans, containing the soup, on to their bakkie for distribution to schools, on behalf of PSFA.*



## THE PENINSULA GOLF DRIVING RANGE

It was reported in the Cape Times of Wednesday July 4<sup>th</sup> 1990, that the Peninsula Golf Driving Range in Mowbray might be the only one in the world to give its entire profits to charity. The board members were Rotarians, and all the profits were given to PSFA. This was a major boost to their funds at the time. Mr Ken Elkin, a member of the Table Bay Rotary Club, initiated the driving range, and was chairman of the board administering the range for many years.

# Acknowledgements

MINISTRY OF HEALTH AND SOCIAL SERVICES

TELEPHONE: 483 3158  
FACSIMILE: 483 3887

16 September 1994

The Chairperson  
Peninsula School Feeding Association  
57 Trill Road  
OBSERVATORY  
7925

Attention: Mr A B Jackson

Dear Mr Jackson

re: ENDORSEMENT FOR THE PENINSULA SCHOOL FEEDING ASSOCIATION

Thank you for your letter. With all the daunting tasks our new administration is facing, it has been a pleasant surprise to find that in our Region there is an organisation such as yours that has for so many years voluntarily addressed the pressing needs of underprivileged school children.

My officials have been impressed by your carefully researched programme, and the cost effectiveness of the services you render. We are also pleased that we can have confidence in your financial controls and your businesslike approach. It is a great credit to the many dedicated volunteers over so many years who have shown their concern for the needy in our midst.

With the Peninsula School Feeding Association, and many other similarly dedicated people, we have been able to lead the country in getting the Nutrition Scheme under way, and it is my wish that the partnership we are developing will continue in the future.

Your track record, and the esteem in which you are held by all sections of the community, certainly indicates that there is an important place for you in the future.

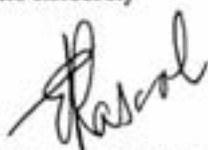
While the State can bear the major burden of funding the feeding scheme in the short term, our resources are limited. We all hope that our developing new democracy will reduce the need for schemes such as yours but unfortunately, this will not happen overnight.

I particularly like the feature in your operation of encouraging self development within the schools you serve. The success you have achieved in getting a significant measure of funding from the communities themselves is a pointer for how we would all wish the future to unfold.

To sum up, therefore: Go forward with confidence and assure the public that, far from your Association becoming irrelevant, it still has a very important role to fulfil and we will rely on you for the foreseeable future to be one of the major channels for the citizens and the State to work together in your most necessary field.

I wish you every success.

Yours sincerely



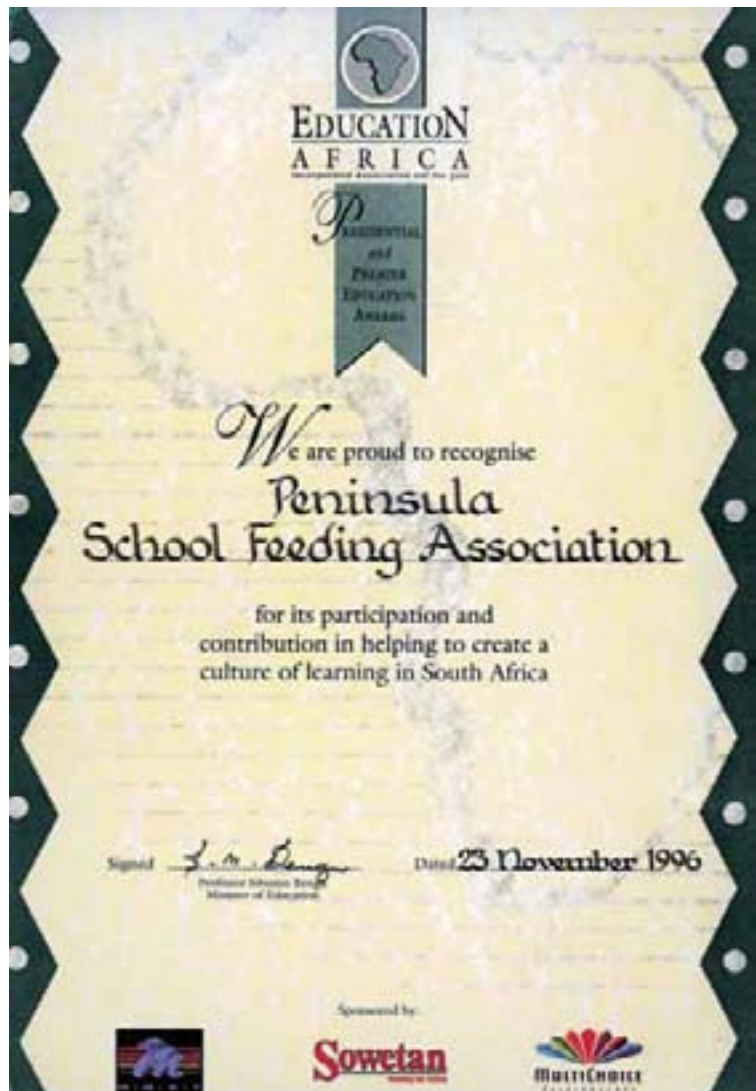
EBRAHIM RASOOL  
MEC: HEALTH AND SOCIAL SERVICES

# Acknowledgements



## WESTERN CAPE PREMIER AWARD

At a banquet and ceremony held at the Presidential Guest House in Pretoria on Saturday 23 November 1996, PSFA Chairman, Brem Jackson, and Deputy Chairman, Yusuf Kader, were presented with an Education Africa Presidential & Premier Award for the Association's work in the community, and especially for feeding thousands of hungry children over many years. The award and certificate were presented by the Minister for Education, Mr. Sibasiso Bengu and Mrs. Martha Olkers.



# Acknowledgements



## ROTARY CLUB OF TABLE BAY

## ROTARIËRKLUB VAN TAFFELBAAI

PRESIDENT: Doug Wares  
SECRETARY: Michael Baumann

P.O.Box 197  
Maitland 7405

8 May 2008

### LETTER OF ENDORSEMENT FOR PENINSULA SCHOOL FEEDING ASSOCIATION

To whom it may concern

On behalf of the Rotary Club of Table Bay we would like to acknowledge the work done by the Association over a period of 50 years. They have made an enormous contribution to the feeding of school going children which has enhanced their learning.

Our Club has been involved with the Association from its inception and we have had at least one member on the committee rendering their expertise and advice to the PSFA Management. Brem Jackson as chairman until 2006 and is still a committee member. Ton Weber as Honorary Treasurer and Kurt Maart as a committee member.

Our Club is committed to the PSFA and its future work with school going children.

Yours in Rotary

DOUG WARES  
(President of the Table Bay Rotary Club)



# Acknowledgements



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Ministerie van Onderwys

Ministry of Education

I-Ofisi yoMphathiswa wezeMfundo

## Letter of Endorsement for Peninsula School Feeding Association

To Whom It May Concern

**On behalf of the Western Cape Education Department (WCED) I want to acknowledge the enormous contribution that the Peninsula School Feeding Association (PSFA) has made to education in this province.**

The PSFA is a credible and accountable non-profit organisation, built over 50 years, where good financial controls have assured the continuance of school feeding.

**Since its inception, the PSFA has provided over 5 billion meals to learners. Without their exceptional service, I am sure many of our children would never be able to cope in their schoolwork.**

The PSFA has been the major service provider to the Department of Education's National School Nutrition Programme (NSNP) since its inception in 1994. The PSFA provides school feeding to 10,000 learners in 70 schools outside of the NSNP, where the need arises, at a cost of more than R2m.

We are acutely aware that if school feeding were absent, many children would not come to school, therefore, school feeding encourages children to come to school. There is scientific proof that school feeding enhances children's ability to learn.

Because the department does not have the funds to feed all children, we are very appreciative of the PSFA's supplementary efforts by feeding an additional 15,000 children each year, at a cost of more than R3 million each year.

The Department would encourage all companies and individuals in the Western Cape to support the cause of PSFA because, as its motto states: "You can't teach a hungry child".

  
**Cameron Dugmore, MPL  
MEC for Education  
Western Cape**

23/4/2008

MELD ASSEBLIEF VERWYSINGSNOMMERS IN ALLE KORRESPONDENSIE / PLEASE QUOTE REFERENCE NUMBERS IN ALL CORRESPONDENCE /  
NCEBA UBHALE HINOMBOLO ZESALATHISO KU'YO YONKE IMBALELWAND

GOUË AKKER, ADDERLEYSTRAAT, PRIVAATSAK X9161, KAAPSTAD 8000  
GOLDEN ACRE, ADDERLEY STREET, PRIVATE BAG X9161, CAPE TOWN 8000

WEB: <http://wced.wcape.gov.za>

INBELSENTRUM / CALL CENTRE

INDIENSNEMING- EN SALARISNAVRAE/EMPLOYMENT AND SALARY QUERIES ☎0861 92 33 22

VEILIGE SKOLESAFE SCHOOLS ☎ 0800 45 46 47

# Acknowledgements



CITY OF CAPE TOWN | ISIXEKO SASEKHA | STAD KAAPSTAD



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**Helen Zille:** EXECUTIVE MAYOR

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16 April 2008

## PENINSULA SCHOOL FEEDING ASSOCIATION

I extend the congratulations and best wishes of the councillors, staff and residents of the City Of Cape Town to the Peninsula School Feeding Association on your 50<sup>th</sup> Anniversary.

Yours is a very necessary service and the fact that you currently feed almost 160 000 children from 600 schools across the Cape Town Metro and as far afield as George is a remarkable achievement.

Child nutrition is essential in assisting children to learn at a critical time in their schooling and the efforts of the Association and its volunteers and sponsors must be commended.

May your organisation continue to grow and nourish young minds.

Kind regards

**HELEN ZILLE**  
EXECUTIVE MAYOR

THIS CITY WORKS FOR YOU | ESI SIXEKO SISEBENZELA WENA | HIERDIE STAD WERK VIR JOU

# Acknowledgements



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Wes-Kaap Onderwysdepartement

Western Cape Education Department

ISEBE IeMfundo IeNtshona Koloni

**TO: THE CHAIRMAN  
PENINSULA SCHOOL FEEDING ASSOCIATION**

Dear Mr Yusuf Kader

## **50 YEARS OF SUSTAINED SERVICE - PSFA**

The provincial National School Nutrition Programme [NSNP] team together with the Western Cape Education Department [WCED] congratulates Peninsula School Feeding Association on their 50<sup>th</sup> Anniversary.

We express our profound appreciation for PSFA's sustained and sterling efforts over the many years since 1958 in feeding hungry learners at Western Cape schools.

Thank you for rallying the support of the community and the business sector to participate in this noble cause, which resulted in the alleviation of hunger and the enhancement of the learning capacities of a very large number of learners.

We are grateful that when the Education Department introduced the then Primary School Nutrition Programme in 1994/5, the Western Cape could rely on, among others, the services of a well established and credible service provider such as PSFA.

We acknowledge and appreciate the fact that you continued to provide a considerable number of additional learners with nutritious cooked and uncooked meals beyond that which the WCED was able to do.

Thank you also for donating several mobile units to needy schools to serve as food preparation areas and for your ongoing concern for the wellbeing of learners.

We trust that PSFA will grow from strength to strength and that the quality of life of many more young South Africans will continue to improve as a result of your efforts over many more years.

Paul Swart

**PROGRAM MANAGER**

**NATIONAL SCHOOL NUTRITION PROGRAMME: WESTERN CAPE**

**DATE: Monday, 14 July 2008**

MELD ASSEBLIEF VERWYSINGSNUMMERS IN ALLE KORRESPONDENSIE / PLEASE QUOTE REFERENCE NUMBERS IN ALL CORRESPONDENCE /  
NCEDA UBHALA INOMBOLO ZESALATHISO KUYO YONKE IMBALELWANO

GRAND CENTRAL TOWERS, LAER-PARLEMENTSTRAAT, PRIVAATSAK X9114, KAAPSTAD 8000  
GRAND CENTRAL TOWERS, LOWER PARLIAMENT STREET, PRIVATE BAG X9114, CAPE TOWN 8000

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# Blisters for Bread

## HOW 'BLISTERS' BEGAN IN CAPE TOWN

*Taken from a document produced by Lions Clubs International in January 1997.*

Staff & pupils at the Savio College, Lansdowne, initiated a project in 1968 to raise much-needed funds for the Peninsula School Feeding Association. Having been successful with their first effort, and later with other pilot efforts, it was decided to hold a really BIG walk, in which all schools and their pupils in the Peninsula were invited to take part. The target would be R100,000. Planning started early in 1972, and a strong committee was formed under the chairmanship of Dr. Bertie Horwitz (then Chairman of the Peninsula School Feeding Association), consisting of representatives from Lions Clubs, Rotary Clubs, commerce and industry. The Mayor of Cape Town at the time, Councillor. Richard Friedlander (himself a Lion), agreed to be the Patron, and further help was sought from the SA Red Cross Society and the Automobile Association. The Argus agreed to sponsor the "Blisters for Bread Big Walk", as it became known, as one of their projects. Regular meetings of the Committee were held during the organisational phase, and it soon became evident that the enthusiastic support from the Clubs would ensure that the effort was successful. The Leo Clubs willingly took over most of the hard work. Thirteen thousand school children from all walks of life took part in the walk, which covered 17 different routes throughout the Peninsula. Two hundred marshals, comprising mainly Lions and Leos, controlled the walk, and all the clubs in the Peninsula participated in the project.



*Arthur Bernstein, Sea Point Lions Club,  
Blisters for Bread, August 2001*



*Pupils handing in their sponsor cards for the Blisters for Bread Walk in September 1972.*



# Blisters for Bread



Press coverage, including many editorials, stimulated much interest amongst pupils, and the general public, and in his address to a regional meeting held in Cape Town, Dr. Horwitz said: "The Association owes a great debt of gratitude, not only to those who walked or sponsored, but to all the members of the Lions, Leos and Rotary Clubs, without whose help this project could never have taken place. The enthusiasm and drive shown by you in giving this service has been something to see. Through your efforts you have helped Peninsula School Feeding Association swell by R45, 000, with still more to come in. This will ensure that School Feeding will be able to plan its operations well into 1973."



*This page is sponsored by* **KINETIC ELECTRONIC DESIGNS CC**



# Fundraising

B Athlone News, April 18 1990

**● A LARGE** group of school children surround lead dancers, Ann Wixley and Johan Jooste, in CAPAB's ballet, *Romeo and Juliet*, to be staged at the Nica Malan Theatre on Wednesday June 6. Proceeds from the ballet will be donated to the Peninsula School Feeding Association.



## FEEDING SCHEME TIN



## MILK CAN PROJECT



## ART AT THE BAXTER

A combined Child Art Exhibition & School Concert was held at the Baxter Theatre Complex. The aim of the event and workshops was to create awareness of the right of every child to receive nourishing food, and to reach out to all children through the medium of art and music, in a gesture of friendship.

18 Date Times, Saturday, June 4, 1988

### PENINSULA SCHOOL FEEDING SCHEME

WHAT started out as a "temporary" arrangement 48 years ago to solve a real and present problem in the Cape Peninsula today has become a permanent scheme to be proud of. The scheme is the result of the efforts of many people who have worked hard to make it what it is today. The scheme is the result of the efforts of many people who have worked hard to make it what it is today.

# Raising the cash to feed 150 000 hungry children

The scheme has been set up to provide for the needs of the children in the Cape Peninsula. It is a permanent scheme that has been set up to provide for the needs of the children in the Cape Peninsula. It is a permanent scheme that has been set up to provide for the needs of the children in the Cape Peninsula.

### Advertising Feature

## R10 will feed a child for a year

It is estimated that the scheme will feed 150,000 children in the Cape Peninsula. The scheme is a permanent one that has been set up to provide for the needs of the children in the Cape Peninsula.

## Fun activities help foot the food bill

Fun activities help foot the food bill. The scheme is a permanent one that has been set up to provide for the needs of the children in the Cape Peninsula. It is a permanent scheme that has been set up to provide for the needs of the children in the Cape Peninsula.

Fun activities help foot the food bill. The scheme is a permanent one that has been set up to provide for the needs of the children in the Cape Peninsula. It is a permanent scheme that has been set up to provide for the needs of the children in the Cape Peninsula.



# Community Projects



PSFA's involvement in community projects started way back in the 1990's, when Beryl Pinshaw, PSFA's Co-ordinator at the time, visited Pat Featherstone at the Food Gardens Foundation (FGF), to find out more about how they grow vegetables, train members of the community to grow their own vegetables at home, make compost and farm organically. It was Beryl's dream that PSFA would assist disadvantaged communities in setting up income-generating projects and provide the necessary training so that unemployed people could develop the necessary skills.

When Andy took over from Beryl in 1998, she introduced him to Pat, and impressed upon him the importance of PSFA helping communities in setting up income-generating projects. Andy, in turn, started doing some research about vegetable gardening, and other income-generating projects, and also



*The opening of St Clement's Primary School's kitchen in Lotus River.*

attended training courses in this regard. In 1999, with assistance from Pat and the Food Gardens Foundation Team, Acacia Primary School in Parkwood Estate was selected as the pilot site to implement a community garden, using the trench gardening method.

PSFA met with representatives from the community, visiting local structures in the area, including the community health centre, as well as the councillor for the area and school representatives. A committee was formed to oversee the funding and the implementation, with more than 30 unemployed people from the area helping to dig the trenches. We set out initially to establish 10 beds and observe their development. But, enthusiasm from the community to establish a model garden was the aim! In the end, more than 120 beds were dug. PSFA paid for the initial costs, while various proposals for funding were submitted to companies that favoured supporting community projects as their CSI criteria.



*Well known sports personality, Robyn Jackman, at Acacia Primary School's community garden.*



*Acacia Primary School in Parkwood Estate celebrates the opening of their mobile kitchen.*

With this funding, 10 members from the community were carefully selected to receive training from FGF to take the project forward. The idea was to target unemployed parents whose children were on the school feeding programme.

In 2002, PSFA assisted the community of Lotus River in setting up a garden, using the Die Duine Primary School as the site, as well as the Mitchell's Plain community in setting up their garden at Eastville Primary School. In 2004, we did the same for the community of Guguletu, using Vukukhanye Primary School as their site.

PSFA established a relationship, back in 1999, with the Department of Poverty Alleviation and Human Rights, now called the Department of Social Services and Poverty Alleviation, with the objective of setting up community kitchens on some of the sites where we have established



*Paulina is one of the gardeners at the De Duine Primary School's Community Garden in Lotus River.*

gardens. We experimented with the idea of putting together a model where the garden would supply the kitchen with fresh vegetables, at a low cost, and then the kitchen would sell soup and nutritious meals, cheaply, to supplement the school feeding programme. We approached the WARMTH Project (War against Malnutrition, Tuberculosis and Hunger), who agreed to help us set up the kitchens and manage the operation on our behalf. Schools selected to receive kitchens were: Acacia Primary; Die Duine Primary; Eastville Primary; Zeekoevlei Primary, in Lotus River, and St. Clements Primary in Grassy Park. 4 of the 5 kitchens are still fully operational. The 4 gardens are presently co-ordinated by Mr. Harris, a keen gardener himself, who operates semi-independently from PSFA, providing an income to 9 people from the community, selling organic vegetables in the area and to various shops and restaurants.

*This page is sponsored by KINETIC ELECTRONIC DESIGNS CC*

# Chairman's Report

Another year has gone by and with satisfaction knowing that 140,000 learners have been fed in more than 500 of our schools, and the notion that we may have played a part in their scholarly success this year, should bring joy to our donors and the Department of Education's National School Nutrition Programme (NSNP). PSFA is celebrating its fiftieth anniversary this year. We invite all our donors, suppliers, staff and learners to join us in this celebration by participating in our "Blisters for Bread Charity Fun Walk" on Sunday, 31<sup>st</sup> of August, at the Green Point Track.

Looking back, it is hard to believe all that has happened in the life of the Association, growing from a small organisation, born out of the dedication and concern of a few people asking "How can a hungry child learn?" This prompted them to action, and PSFA was formed, feeding a few children every day on money donated by caring friends.



However, current living conditions, with spiralling inflation, rising oil prices and the escalating cost of food, are becoming more difficult. The self help community garden projects, launched by the Association, have been successful, and many parents have benefited from working in the gardens and learning new skills, and, at the same time, earning an income for their families, in order to sustain themselves. PSFA has also supplied mobile kitchens, gas stoves and cooking equipment to schools, so that food can be prepared efficiently, and in hygienic conditions. In this depressed economic climate, we need to remind ourselves of what it must be like for those thousands of learners in the classrooms, who do not even have a slice of bread in the morning before coming to school.

Today, PSFA has grown into a well structured organisation, feeding thousands of learners daily, in hundreds of schools throughout the Western Cape. This would not have been possible had we not have the calibre of people presently running the organisation. Peninsula School Feeding Association has found the perfect combination of hardworking staff, dedicated office bearers, generous donors and co-operative suppliers.

Andy, our Director, and his able assistant David, have again shown that their hearts are in the right place by so diligently ensuring that our learners are fed daily, and on time. The Government wants every learner to be fed every day of the school year, so we have to ensure that all schools have sufficient stock in order to do that. We congratulate Andy and David for

their efforts and dedication in carrying this out. To the fieldworkers, who visit our schools daily to ensure that the learners get their food on time, our heartfelt thanks for your commitment. Without you, it would have been impossible to provide the quality of service to our children that we presently do.



To our administrative staff, we thank you for keeping the wheels of the organisation turning. We attribute the success of PSFA largely to your hard work and support.

We thank the Department of Education for entrusting PSFA with a large portion of the tender, to ensure that our children are well cared for. As you may well know, the Department of Education does not have the necessary funds to feed *all* the learners who require school feeding – that is why it is so important for the people of Cape Town to support PSFA, their local charity, so that the learners, who are not fed by the NSNP, can be fed by this organisation. This private funding allows PSFA to feed approximately 20 000 additional learners daily. A big thank-you to all our donors, sponsors, and the community, who contribute so generously to the organisation, for making this possible.

Finally, my sincere appreciation to the committee members for their loyal support and invaluable advice over many years. May the next half-century be even better than the last!

**YUSUF KADER**



*This page is sponsored by* **MACSTEEL TRADING (CT)**

# Message from the Vice-Chairman



## THE NEXT 50 YEARS ...

Marking the 50<sup>th</sup> anniversary of the Peninsula School Feeding Association (PSFA) requires us to take a retrospective, introspective and prospective look at our non-profit institution. Reflecting on our history, the PSFA arose out of a severe deficiency in the governance of our country. It survived a discriminatory and hostile political era, and has emerged as a focused non-profit organisation, working in partnership with government, to address hunger in schools throughout our province.

Hunger is likely to remain a social problem well into the future, and children will continue to be the worst affected. This unfortunate reality validates the PSFA's role as a crucial aid organisation, providing school feeding to the many hungry children faced with the daily challenge of making the most of their educational opportunities.

The non-profit sector is becoming increasingly competitive. New non-profit organisations continually arise, making it more complicated for donors, volunteers and government agencies to decide how best to allocate their time and resources.

To equip our organisation with the insight to improve and evolve, and to maintain its relevance, we need to reflect on the criteria by which the effectiveness of the PSFA is rigorously evaluated by its stakeholders:

- Importance** – the relative priority of the cause the PSFA serves;
- Efficiency** – the ratio of our organisation's overhead to the funds it expends on the delivery of its services;
- Fund-raising performance** – the fund-raising income we generate from the money we spend on fund-raising projects;
- Financial sustainability** – the state of our organisation's balance sheet, that may equip us to weather a downturn in the economy;

**Growth in fund-raising income** – the extent to which our fund-raising revenue is increasing;

**Expansion of services** – the degree to which our organisation's services are being expanded over time;

**Governance** – the principles, policies and systems in place to ensure that our organisation is duly accountable and transparent and preserves the public's trust;

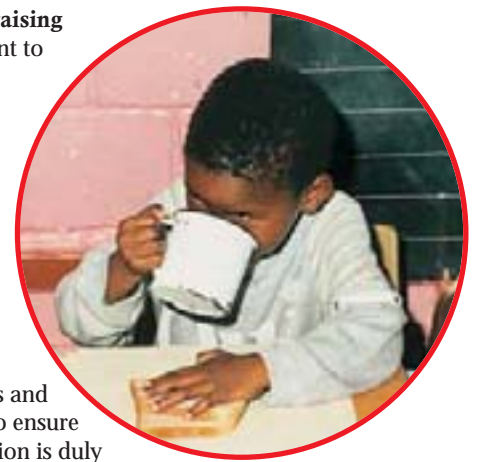
**Differentiation** – the extent to which our organisation provides a service that is distinct, unique and discernable from others;

**Reputation** – the integrity and public image of our organisation as a function of its governing board and its employees, and the way in which they engage with donors, suppliers, government, governing bodies and community organisations.

Evaluating our organisation against these metrics equips us to reflect on whether we are meeting the expectations of our constituencies, and affects our being able to uphold our organisation's proposition.

The next 50 years will present very different challenges from those faced in our first 50 years. Over and above our needing to be sensitive to the changes in our society, in the communities we serve, and in the technologies we use, we need to prepare ourselves for increased economic pressure on our beneficiaries, and the intensification of demand for our services

BRIAN BENATAR



# Treasurer's Report

I am pleased to report on the financial aspects relating to the Association over the past year. Due to logistical and technical interruptions, allocations for the tender cycle, which was initially to start from April 2007 and end in March 2009, could not be completed in time. To ensure that an uninterrupted school feeding service was provided over this period, the Department of Education's (DoE) National School Nutrition Programme (NSNP) extended the 2005-2007 tender cycle until March 2008, to existing service providers, with price adjustments. As a result, the total numbers of learners fed by PSFA remained relatively constant over this time, and were increased slightly from January 2008. Throughout the reporting period, the average number of learners fed was 141,445, made up as follows:

Department of Education Allocation to PSFA:	120,655 learners
PSFA's Supplementary Feeding in the DoE Schools:	12,431 learners
PSFA schools outside the NSNP:	8,359 learners

This represents a 2.2% increase, compared to the previous year's average. However, the cost per child, allocated over the review period, was based on the old menu, consisting of a peanut butter and jam sandwich, served with a high energy drink, every day, whilst cooked meals were only introduced halfway during this period. The average price for the cooked meals was significantly lower than the daily sandwich menu. As a result, there was an approximate R3,850,000 additional expenditure, more than would have been paid if the initial tender was implemented from April 2007. Assuming that the other service providers had an equal average cost 'saving' due to the implemented menu changes, the DoE could have saved somewhere between R6.5 million and R7.5 million.



Our school feeding service was temporarily interrupted due to a truck drivers' strike at all the major bakeries early in the financial year. Fortunately, our own transport network was able to step in and assist so that our school feeding programme was not halted, but the protracted national teachers' strike in May 2007 resulted in our school feeding services being severely hampered. Schools were closed, and learners were not only deprived of education, but their cooked meal as well. Approximately 16 feeding days were lost during this period. In spite of there being no service delivery during this time, the DoE decided that the service providers would be compensated. We estimated that the total sum for the Province could amount

to 7.5% - 8% of the total allocation. My colleagues will report further regarding the operational consequences of these interruptions.



## Indicators for the next financial year are:

The DoE's allocation awarded to PSFA for the period 2008 to 2009 is 137,250 learners in 542 schools. We feed 9,613 learners as part of our supplementary feeding programme in the NSNP schools, where the DoE subsidy is insufficient. PSFA continues to service 8,530 learners in 60 schools falling outside of the NSNP net. This is a total of 155,393, which is  $\pm 10\%$  greater than last year's average. In addition, the NSNP has increased the number of feeding days, from 170 to 198 in the primary and special-needs schools, and from 156 to 184 days in the secondary schools.

The allocations granted were as per our tender submitted a year earlier. Food and transport costs have increased dramatically since then, and are much higher than earlier expectations. Requests for a review of the awarded prices have been submitted to the DoE by all successful bidders. At the time of writing this report, this review has not yet been finalised.

An exciting development is that, since the beginning of the year, we have gradually introduced cooked meals into the 60 schools, funded directly by PSFA, which fall outside of the NSNP. At the time of writing this report, 70% of our schools are now on the cooked menu programme, along with 99% of the NSNP schools. Where necessary, equipment and mobile kitchens are provided by PSFA. We also cover the costs of paying an honorarium to volunteers from the community, who prepare the food for the learners.

As we have a two-year tender allocation from the NSNP, we will work closely with the Department of Education to implement ways to enhance the school feeding programme, so that the children benefit. We have the resources to initiate and implement various suitable alternatives, and, if they work well, we are able to allocate the necessary resources to ensure sustainability.

## Income:

Income from interest, legacies and trusts increased by 14.8%, compared to the previous year, to R3,031,229. The main contributor for this increase was investment income of R1,903,173 up by R860,802 (up 82.6% from last year).

*This page is sponsored by MINERALE DIENSTE BELEGGINGS*

# Treasurer's Report

Fundraising activities, involving the general public and the corporate sector, continue to be extremely rewarding. The net income from donations and fundraising activities for our school feeding programme increased by 53.5% from the previous year, to R2,568,545. Our "Adopt-a-School" and "Adopt-a-Child" programmes account for 50% of that total. PSFA's "Blisters for Bread" Charity Family Fun Walk, with the support of our main sponsor, GrandWest Corporate Social Investment, combined with the various schools holding their own "Blisters for Bread" events, netted R700,000. A range of other fundraising and awareness activities, including our monthly book sales and donations from the general public, contributed to the balance of R584,000. This excellent result was only possible thanks to the many hard working and dedicated volunteers and friends of PSFA, and their on-going support of our cause.

In addition, R513,000 was raised for specific community development projects, i.e. R408,000 for food gardens and R105,000 for our Mobile Kitchens roll out.

Income from the Department of Education, inclusive of the DoE's allocation for the gratuities for the volunteers preparing the food at the schools, amounted to R26,809,839 – 15.6% more than last year.

Total income for the 2007/2008 school feeding programme, and the relevant development projects, amounted to R33,162,864 and exceeded the relevant actual expenses by R7,530,959 which is included in the non-allocated retained income. This exceptional result is mainly due to:

R3,850,000 from the prices awarded over and above our initial tender price;

R2,173,500 from claims awarded during the strike period, at the respective cost per child allocation;

R1,240,746 from PSFA's investment and fundraising income, less the actual costs of PSFA's additional feeding of 20,790 learners.

## Expenditure:

Total food and preparation costs amounted to R22,036,166 a decrease of R1,541,103 compared with the previous year. This is mainly due to the 'lost' feeding days as a result of the strike actions, which is estimated to have reduced our total costs by R2,025,319.

This year's expenses on food garden community projects amounted to R173,638, funded from the food garden reserve, which, at the end of this financial year, was increased to R453,856 for future disbursements, including the implementation of more food garden projects. A further R1,085,721 was spent on mobile container kitchens and equipment in the NSNP schools, well in excess of the balance of R555,654 received last year from the DoE for this purpose.

General administration expenses amounted to R2,432,879 an increase of 10.93%. General administration costs, as a percentage of total costs, were 9.5%, slightly up from 8.4% last year.

Total feeding costs (excluding VAT) per child per annum for a full year, i.e. assuming no loss in feeding days as a result of strikes, would have been R187, only slightly higher than last year. Food cost inflation and increased honoraria disbursements to the volunteer preparers were offset by the lower average costs, resulting from the menu changes introduced in the previous year. (Due to the strike, the actual cost per child per annum was R173, 7.5% less).

Total actual costs of PSFA's additional feeding programme amounted to R3,596,670 for 20,790 learners, over and above the NSNP allocation.

## Fund Raising:

In 2008, PSFA celebrates 50 years of feeding hungry children in Western Cape schools. The government's National Nutrition Programme mainly addresses the needs of primary school learners in the poorest schools. In the last few years, funds allocated to the National School Nutrition Programme have increased, and although considerable enhancements have been implemented, there is still much room for improvement.

From humble beginnings, PSFA is now a significant player in the various school feeding programmes across the Western Cape. Cooked meals are enthusiastically accepted by all our learners, which adds value to the programme, but, there is a great need to address the preparation facilities at the schools, which were built without proper kitchens and are therefore inadequate for preparing food on a large scale. The short-term solution of providing mobile kitchens is not ideal, and will need to be replaced by more acceptable and permanent facilities.

It is imperative that all role players, including government, schools, and, in particular, non profit organisations involved in school feeding, will need to co-operate to meet the many challenges facing our country.

We extend our heartfelt thanks to our donors for their ongoing and unwavering support to our cause, which, in turn, will enable this incredible association to meet the various challenges ahead. Staff and committee members have done a sterling job. We will endeavour to bring about enhancements and improvements, not only to the quality of food we supply, but also the kitchen facilities in all our schools. To this end, additional focussed fundraising efforts are required to bring it to the desired and sustainable conclusion, because "You can't teach a hungry child."

**T A WEBER**



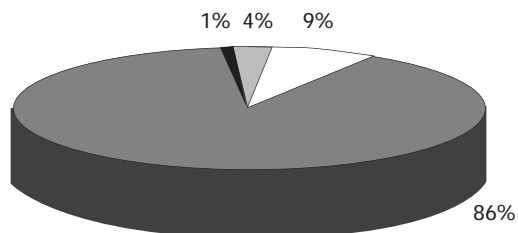
# Summary of Accounts

## COMPARATIVE FIGURES

INCOME :	2007/2008	%	2006/2007	%	Increase	Inc./
	R		R		(Decrease)	(Decr %)
1. Interests, Trusts, Legacies	3,031,229	9,14%	2,639,757	9,47%	391,472	14,83%
2. Donations	776,720	2,34%	786,275	2,82%	(9,555)	-1,22%
3. Fundraising - School Feeding	2,032,075	6,13%	1,122,652	4,03%	893,423	79,58%
4. Fundraising - Development	513,000	1,55%	128,772	0,46%	384,228	298,38%
5.1 NSNP Grant - Per tender	26,809,839	80,84%	23,191,979	83,22%	3,617,860	15,60%
<b>TOTAL</b>	<b>33,162,864</b>	<b>100%</b>	<b>27,869,435</b>	<b>100%</b>	<b>5,293,429</b>	<b>18,99%</b>

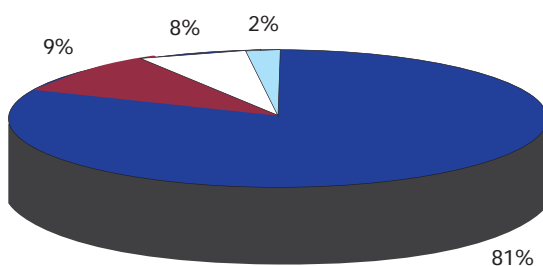
EXPENDITURE :						
6. Food	22,036,166	85,97%	23,577,269	89,93%	-1 541,103	-6,54%
7. Fundraising	240,250	0,94%	235,661	0,90%	4,589	1,95%
8. Gen Administration	2,432,879	9,49%	2,193,201	8,37%	239,678	10,93%
9. Developmental Projects	922,609	3,60%	212,435	0,81%	710,174	334,30%
<b>TOTAL</b>	<b>25,631,904</b>	<b>100%</b>	<b>26,218,566</b>	<b>100%</b>	<b>-586,662</b>	<b>-2,24%</b>

### EXPENDITURE THIS YEAR



- Administrative costs 9%
- Food Costs 86%
- Fundraising 4%
- Developmental Projects 1%

### INCOME THIS YEAR

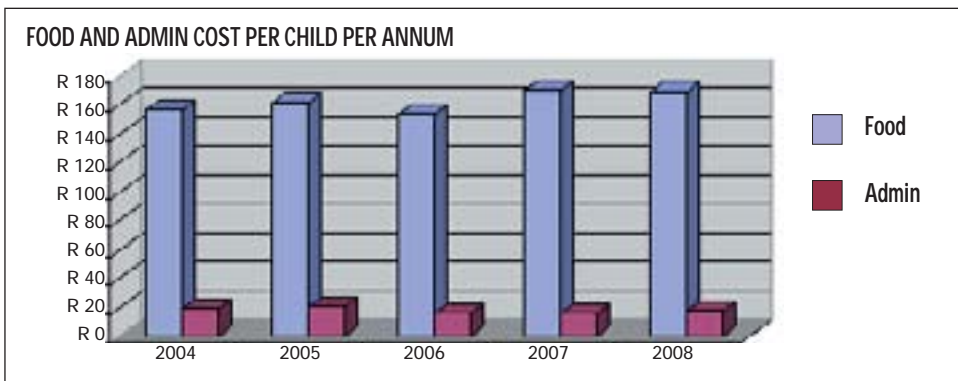
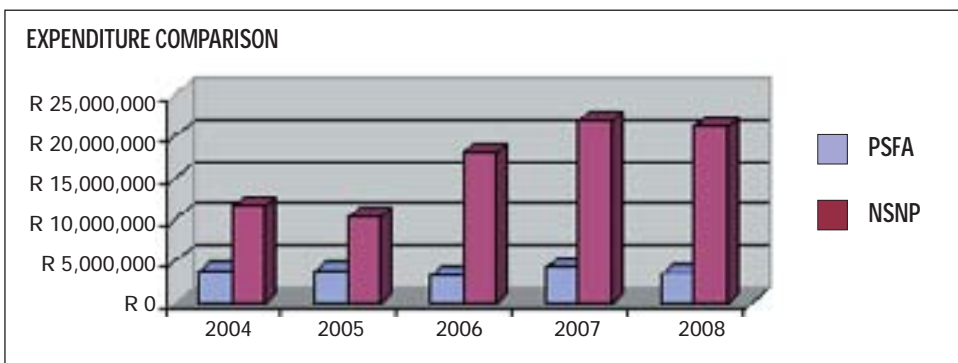
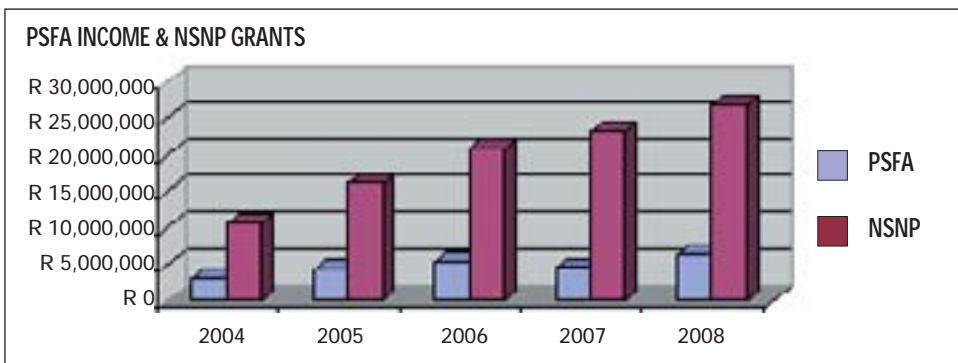
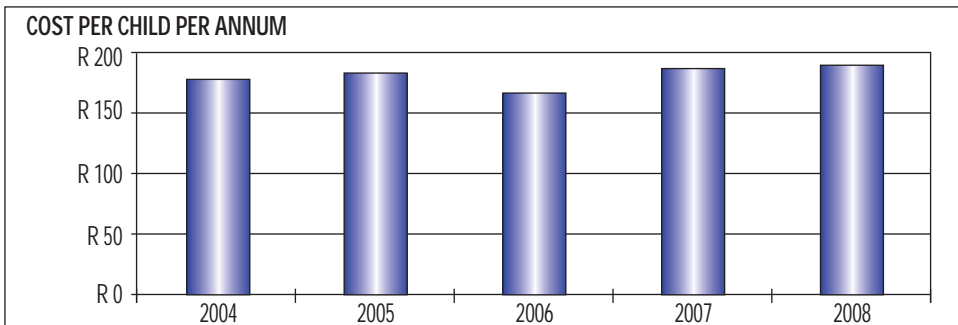
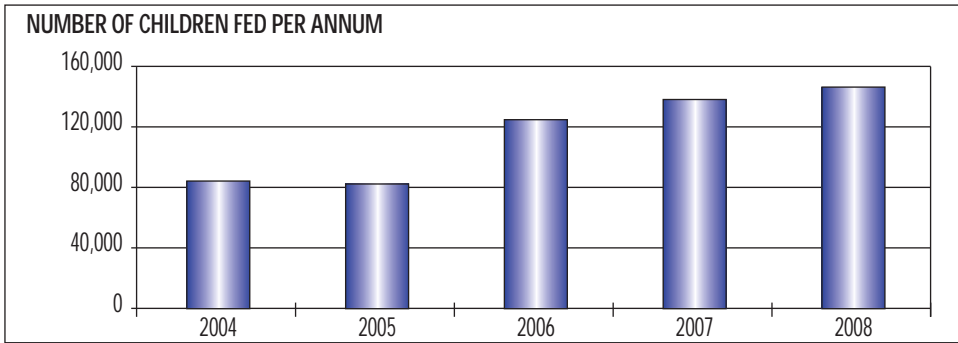


- Western Cape Education Dept. 81%
- Fundraising & Donations 8%
- Interest & Trust 9%
- Fundraising for Dev. Projects 2%

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# Summary of Accounts



*This page is sponsored by* **NEW CLICKS SOUTH AFRICA (PTY) LTD**



# SPRIGG ABBOTT INCORPORATED

CHARTERED ACCOUNTANTS (SA)  
REGISTERED AUDITORS

## REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF PENINSULA SCHOOL FEEDING ASSOCIATION

We have audited the accompanying annual financial statements of Peninsula School Feeding Association as set out on pages 4 to 12, which comprise the balance sheet as at 31 March 2008, the income statement, the statement of changes in equity and cash flow statement for the year then ended, a summary of significant accounting policies and other explanatory notes.

### Managements' Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these annual financial statements in accordance with South African Statements of Generally Accepted Accounting Practice, and in the manner required by the Non Profit Organisations Act 71 of 1997. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of annual financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### Auditor's Responsibility

Our responsibility is to express an opinion on these annual financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the annual financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the annual financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the annual financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the annual financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the annual financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Qualification

In common with similar organisations, it is not feasible for the association to institute accounting controls over cash collections from donations prior to initial entry of the collections in the accounting records. Accordingly, it was impracticable for us to extend our examination beyond the receipts actually recorded.

### Qualified audit opinion

In our opinion, except for the effect of the matter referred to in the preceding paragraph, the annual financial statements fairly present, in all material respects, the financial position of the association at 31 March 2008 and the results of its operations and cash flows for the year then ended in accordance with South African Statements of Generally Accepted Accounting Practice, appropriate to the organisation, and in terms of the Non Profit Organisations Act No 71 of 1997.

### Supplementary information

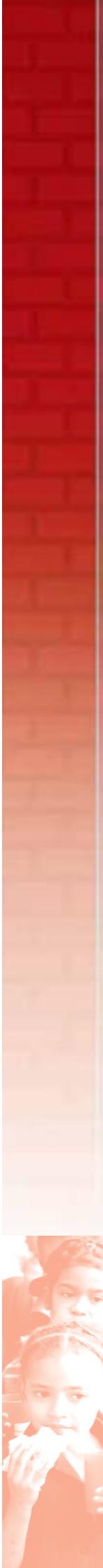
The supplementary schedule set out on page 13 does not form part of the annual financial statements and is presented as additional information. We have not audited this schedule and accordingly we do not express an opinion on it.

*Sprigg Abbott Incorporated*  
Chartered Accountants (SA)  
Registered Auditors

Milnerton  
31 July 2008

Sprigg Abbott House, Centurion Business Park, Bosmansdam Road, Milnerton 7441 South Africa  
Private Bag X22, Milnerton 7435 South Africa  
Tel: +27 (0)21 552 5599 Fax: +27 (0)21 552 5544 email: [auditors@sprigg.co.za](mailto:auditors@sprigg.co.za) Web: [www.sprigg.co.za](http://www.sprigg.co.za)

Directors: PJ Chong B Compt(Hons), ACPA, CA(SA); DM Barnes CA(SA); M Mulder B Acc, B Compt(Hons), CA(SA)  
Consultants: LE Norman B Com, CA(SA); LC Botha B Compt, CTA, CA(SA)  
Assisted By: RE Norman B Com, CTA, CPA; JJ Smith B Econ Registration Number: 2003/023087/21



# Financial Statements



## BALANCE SHEET at 31 March 2008

	Notes	2008 R	2007 R
<b>Assets</b>			
<b>Non-current assets</b>			
Plant and equipment	2	244,824	274,511
Investments	3	29,035,585	19,444,287
<b>Current assets</b>			
Inventories	4	861,755	954,514
Trade and other receivables		1,740,673	3,191,925
Cash and cash equivalents		64,430	693,795
<b>Total assets</b>		<u>31,947,267</u>	<u>24,559,032</u>
<b>Equity and liabilities</b>			
<b>Capital and reserves</b>			
Accumulated Funds		30,907,586	23,784,627
Reserves	8	783,376	549,014
<b>Current liabilities</b>			
Trade and other payables		256,305	225,391
<b>Total equity and liabilities</b>		<u>31,947,267</u>	<u>24,559,032</u>

## INCOME STATEMENT for year ended 31 March 2008

	Notes	2008 R	2007 R
Gross revenue	5	31,019,440	27,253,946
Food expenditure		<u>22,958,775</u>	<u>23,892,930</u>
Gross surplus		8,060,665	3,361,016
Other income		-	18,000
Operating costs		<u>2,432,879</u>	<u>2,193,201</u>
Operating surplus		5,627,786	1,185,815
Investment income	6	<u>1,903,173</u>	<u>1,042,371</u>
Net surplus		<u>7,530,959</u>	<u>2,228,186</u>



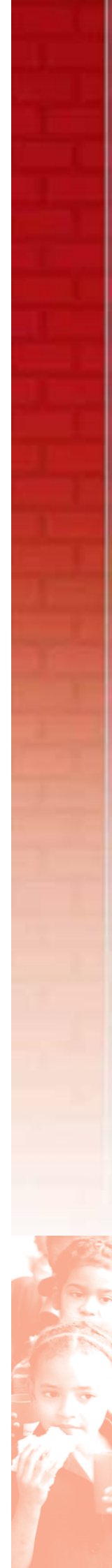
# Financial Statements

## STATEMENT OF CHANGES IN EQUITY for year ended 31 March 2008

	Reserves R	Accumulated Funds R	Total R
Balance at 01 April 2006	552,677	21,556,441	22,109,118
Net surplus for the year		2,228,186	2,228,186
Net movement for the year	(3,663)		(3,663)
Balance at 01 April 2007	549,014	23,784,627	24,333,641
Net surplus for the year		7,530,959	7,530,959
Transfer from accumulated funds to the food garden reserve	408,000	(408,000)	-
Net movement for the year	(173,638)		(173,638)
Balance at 31 March 2008	783,376	30,907,586	31,690,962

## CASH FLOW STATEMENT for year ended 31 March 2008

	Notes	2008 R	2007 R
<b>Cash flows from operating activities</b>		9,192,271	(236,542)
Cash generated by/(utilised in) operating activities	10.1	7,289,098	(1,278,913)
Interest received		1,903,173	1,016,750
Dividends received		-	25,621
<b>Cash flows from investing activities</b>		(9,647,998)	116,137
<i>Expenditure to maintain operating capacity</i>			
Plant and equipment acquired		(56,700)	(122,576)
Proceeds of disposals of plant and equipment		-	18,000
(Increase)/decrease in investments		(9,591,298)	220,713
<b>Cash flows from financing activities</b>			
Increase/(decrease) in reserves		(173,638)	(3,662)
Decrease in cash and cash equivalents		(629,365)	(124,067)
Cash and cash equivalents at beginning of the year	10.2	693,795	817,862
Cash and cash equivalents at end of the year	10.2	64,430	693,795



# Financial Statements



## NOTES TO THE ANNUAL FINANCIAL STATEMENTS at 31 March 2008

### 1 Basis of preparation

The annual financial statements are prepared in accordance with South African Statements of Generally Accepted Accounting Practice. The annual financial statements are prepared under the historical cost convention as modified by the revaluation of certain property, plant and equipment, marketable securities and investment properties where appropriate.

Unless otherwise specifically stated, this basis is consistent with that of the previous year.

#### 1.1 Revenue recognition

Subscriptions, collections and other fund raising donations are brought into account when received. Investment income and the NSNP grant are accrued.

Interest is recognised on a time proportion basis which takes into account the effective yield on the asset over the period it is expected to be held.

#### 1.2 Investments

Marketable securities are carried at market value. Other investments are shown at cost, and adjustments are made only where, in the opinion of the committee, the investment is impaired. Where an investment has been impaired, it is recognised as an expense in the period in which the impairment is identified.

#### 1.3 Plant and equipment

All plant and equipment are initially recorded at cost less any impairment in value.

Depreciation is calculated on the straight-line method to write off the cost of each asset, or the revalued amounts, to their residual values over their estimated useful lives. The depreciation rates applicable to each category of plant and equipment are as follows:

- Motor vehicles	25 %
- Furniture and fittings	16.67 %
- Office equipment	25 %
- Computer equipment	33.3 %
- Computer software	50 %
- Cooking equipment	100 %

#### 1.4 Inventories

Inventories are stated at the lower of cost and net realisable value. Cost is determined on a first in, first out basis and includes transport and handling costs. Where necessary, provision is made for obsolete, slow moving and defective inventories.

#### 1.5 Government grants

Government grants are recognised at their fair value where there is reasonable assurance that the grant will be received and all attaching conditions will be complied with. When the grant relates to an expense item, it is recognised as income over the periods necessary to match the grant on a systematic basis to the costs that it is intended to compensate. Where the grant relates to an asset, the fair value is credited to a deferred income account and is released to the income statement over the expected useful life of the relevant asset by equal annual instalments.



# Financial Statements

## NOTES TO THE ANNUAL FINANCIAL STATEMENTS at 31 March 2008 (cont.)

### Plant and equipment

	2008			2007		
	Cost / valuation R	Accumulated depreciation R	Carrying value R	Cost / valuation R	Accumulated depreciation R	Carrying value R
<i>Owned assets</i>						
Motor vehicles	279,294	102,758	176,536	389,294	160,266	229,028
Furniture and fittings	28,072	3,397	24,675	-	-	-
Cooking equipment	108,477	108,470	7	105,743	105,742	1
Office equipment	93,985	71,191	22,794	81,538	62,246	19,292
Computer equipment	257,364	240,087	17,277	246,577	224,532	22,045
Computer software	63,850	60,315	3,535	61,191	57,046	4,145
	<u>831,042</u>	<u>586,218</u>	<u>244,824</u>	<u>884,343</u>	<u>609,832</u>	<u>274,511</u>

The carrying amounts of plant and equipment can be reconciled as follows:

2008	Carrying value at beginning of year R	Additions R	Revaluations R	Disposals R	Depreciation R	Carrying value at end of year R
<i>Owned assets</i>						
Motor vehicles	229,028	-	-	(17,925)	(34,567)	176,536
Furniture and fittings	-	28,072	-	-	(3,397)	24,675
Cooking equipment	1	2,734	-	-	(2,728)	7
Office equipment	19,292	12,448	-	-	(8,946)	22,794
Computer equipment	22,045	10,787	-	-	(15,555)	17,277
Computer software	4,145	2,659	-	-	(3,269)	3,535
	<u>274,511</u>	<u>56,700</u>	<u>-</u>	<u>(17,925)</u>	<u>(68,462)</u>	<u>244,824</u>



# Financial Statements



## NOTES TO THE ANNUAL FINANCIAL STATEMENTS at 31 March 2008 (cont.)

	2008 R	2007 R
<b>3. Investments</b>		
The association held the following investments:		
Dorhur (Pty) Ltd	420,000	420,000
Funds on deposit	18,973,095	14,568,472
Mortgage Bond Participations	30,000	30,000
Metlife Money Market Fund	27,298	24,874
Mining rights	1	1
Alan Gray	9,585,191	4,400,940
	<u>29,035,585</u>	<u>19,444,287</u>
The market value of the Alan Gray investment at year end was R 11 086 777.79 (2007: R 5 486 267)		
An amount of R385 000 which was an investment in the Supreme Holdings Ltd Group, was written off in 1993. R96 250 of this amount was recovered by the Peninsula School Feeding Association in 2004, and the remainder R288 750 was received in 2008.		
<b>4. Inventories</b>		
The amounts attributable to the different categories are as follows:		
Food and cooking utensils to be distributed to schools.	<u>861,755</u>	<u>954,514</u>
<b>5. Gross revenue</b>		
Major classes of revenue comprise:		
Collections	2,792,795	1,865,727
Legacies	260,260	956,268
Trusts	867,796	641,118
NSNP Grant	26,809,839	23,191,979
NSNP Equipment Capitalisation	-	555,654
Community Chest	-	43,200
Recovery of the Supreme Holdings Investment	288,750	-
	<u>31,019,440</u>	<u>27,253,946</u>
<b>6. Investment income</b>		
Interest income		
- Interest received	1,903,173	1,016,750
Dividend income		
- Dividends received	-	25,621
	<u>1,903,173</u>	<u>1,042,371</u>



# Financial Statements

## NOTES TO THE ANNUAL FINANCIAL STATEMENTS at 31 March 2008 (cont.)

	2008 R	2007 R
<b>7. Collections</b>		
Subscriptions and donations	460,722	470,507
Collections in schools	314,969	314,912
Collections in factories and offices	1,029	856
Fundraising (Including "Blisters for bread" campaign)	2,016,075	1,079,452
	<u>2,792,795</u>	<u>1,865,727</u>
<b>8. Reserves</b>		
Special reserve	329,519	329,519
Food garden	453,857	219,495
	<u>783,376</u>	<u>549,014</u>

The sale of the association's land and buildings during 1993 resulted in the surplus of R329 519. These funds were used to help finance the purchase of 100% of the shares in Dorhur (Pty) Ltd, the company which owns the premises from which the association now operates.

The organisation funds 4 food gardens which have been set up on the properties of 4 different schools. The schools are as follows: Eastville - Mitchell's Plain, Accacia - Parkwood Estate, Vukukhanye - Gugulethu and de Duine - Mitchell's Plain. The food reserve was created to fund these food gardens.

### 9. Government Grant

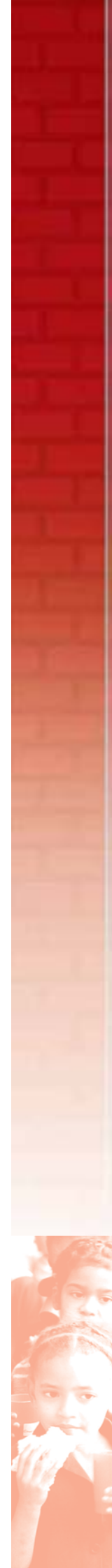
The association's major source of revenue is the NSNP grant. This grant is in terms of a contract between the Government and PSFA. A new contract has been entered into with the Western Cape Education Department for the period 1 April 2008 to 31 March 2010.

### 10. Notes to the cash flow statement

#### 10.1 Cash generated by/(utilised in) operating activities

Net profit	7,530,959	2,228,186
Adjustments for:		
Depreciation	68,462	72,756
Investment income	(1,903,173)	(1,042,371)
Loss/(profit) on disposals of plant and equipment	17,925	(18,000)
	<u>5,714,173</u>	<u>1,240,571</u>
Movements in working capital		
Decrease in inventories	92,759	552,530
Decrease/(increase) in accounts receivable	1,451,252	(3,001,457)
Increase/(decrease) in accounts payable	30,914	(70,557)
	<u>7,289,098</u>	<u>(1,278,913)</u>

*These two pages are sponsored by BEN & SHIRLEY RABINOWITZ*



# Financial Statements



## NOTES TO THE ANNUAL FINANCIAL STATEMENTS at 31 March 2008 (cont.)

	2008 R	2007 R
<b>10.2 Cash and cash equivalents</b>		
Cash and cash equivalents consists of cash on hand and balances with banks. Cash and cash equivalents included in the cash flow statement comprise the following balance sheet amounts:		
Cash and cash equivalents	<u>64,430</u>	<u>693,795</u>

## DETAILED INCOME STATEMENT for the year ended 31 March 2008

	2008 R	2007 R
<b>Gross revenue</b>	31,019,440	27,253,946
<b>Food expenditure</b>		
Purchases	<u>22,958,775</u>	<u>23,892,930</u>
<b>Gross surplus</b>	8,060,665	3,361,016
<b>Other income</b>	1,903,173	1,060,371
Dividends received	-	25,621
Interest received	1,903,173	1,016,750
Profit on disposal of plant and equipment	-	18,000
<b>Total income</b>	9,963,838	4,421,387
<b>Expenditure</b>	2,432,879	2,193,201
AGM expenses	2,756	2,862
Advertising	35,509	36,528
Auditor's remuneration - current year	45,000	39,300
Auditor's remuneration - prior year adjustment	2,000	-
Auditor's remuneration - other services	1,327	3,103
Bank charges	33,841	28,199
Cleaning	690	371
Computer expenses	29,903	33,347
Depreciation	68,462	72,756
Electricity and water	12,908	10,779
Entertainment	3,925	1,408
Insurance	28,393	23,894
Legal expenses	430	3,774
Loss on disposal of plant and equipment	17,925	-
Motor vehicle expenses	13,411	6,302
Petrol and oil	42,782	45,238
Postage	33,286	25,286
Printing and stationery	58,244	57,771
Repairs and maintenance	23,446	32,849
Salaries	1,923,781	1,705,061
Security	2,635	2,319
Staff Recruitment	500	3,000
Staff welfare	9,991	6,981
Subscriptions	300	(264)
Telephone and fax	40,554	47,257
Training	880	5,080
<b>Net Surplus</b>	<u>7,530,959</u>	<u>2,228,186</u>

# Director's Report

There is an old African proverb that says "It takes a village to raise a child." They do not need to be our own biological children for us to grasp the understanding that we all have a shared responsibility to care for, nurture, encourage, support, and gently guide them. We should all assume some measure of responsibility in ensuring that our children develop and that their future is safeguarded. Education is a powerful weapon in making sure that a hopeful future is laid as a foundation. Thousands of children across the Western Cape come to school hungry, knowing that they will receive a meal when they get there. School feeding encourages children to come to school, and promotes active learning capacity, thereby providing a strong foundation.

This year we celebrate PSFA's 50<sup>th</sup> anniversary. What an incredible milestone! The focus of this Special Edition Annual Report is not only a glance at the year gone by, but also a reflective review of the past 50 years, acknowledging some of the many incredible women and men who had the foresight and tenacity, and cared enough, to form an organisation to specifically address the problem of hunger in children, while they are at school. Because of this formation, PSFA has been able to provide more than 5 billion meals over the 50 years. We celebrate them and the thousands of children who, thanks to school feeding, are bank managers, ministers in parliament, educators, doctors, lawyers, and a plethora of other professions, impacting the Western Cape, the continent and the world.

I am pleased to report on some of the developments at PSFA, which have been very exciting over the past year. Early in March 2008, we received notification from the Department of Education that PSFA had once again been awarded more than 60% of the schools on their National School Nutrition Programme (NSNP), which spans a 2-year cycle, commencing April 2008 until March 2010. We were also delighted to have schools from the George District in the Southern Cape included in the 10 districts awarded, as we had been excluded from this region for a few years. We look forward to being of service to the children in this region, and we welcome the opportunity of forging a stronger working relationship with the Department of Education.

We will now provide school feeding to 155 500 children daily, in more than 600 primary schools, secondary schools and special-needs schools, across the Province.

The total is made up as follows:-

Department of Education Allocation:	137 500 children in 540 schools
PSFA's Supplementary Feeding in the DoE schools:	9 100 children
PSFA's feeding schools outside the NSNP:	8 900 children in 62 schools

The Department of Education has indicated that, from the new financial year, they will increase the number of feeding days from 170 to 198 per annum. Although this puts pressure on our operations, we are pleased that our children will receive school feeding every school day.

We have successfully introduced cooked meals into the 540 schools for the Department of Education's National School Nutrition Programme (NSNP). Logistically, this was not an easy process but worthwhile as our children thoroughly enjoy the new menus. We are presently making preparations to do the same in the 62 PSFA schools. Food price increases, interest

rate hikes, and the rising petrol price are cause for concern.

If ordinary working South Africans are worried, what about those living in abject poverty? They have very little or no resources. We anticipate that the number of children requiring school feeding will escalate sharply, because there is no food at home. We have therefore stepped up our fundraising efforts so that no child is refused a meal when he or she gets to school.



As a result of the successful partnership in 2007 with the Department of Education regarding the roll out of 32 mobile kitchens to schools that had inadequate preparation facilities, PSFA's Management Committee has decided to set aside R750 000 for the new financial year, to provide more mobile kitchens to needy schools, who have to prepare food in a staff room, a store room or a school library, because of the lack of a suitable area for this purpose. Preparing food in conditions that compromise hygiene and safety will adversely affect our children. Our field workers have already short listed more than 30 schools that are in urgent need and we envisage having to approach companies for financial assistance.

Fundraising activities over the past year have produced favourable results. Our "Adopt-a-School" programme has received encouraging support from a number of companies. This programme gives companies an opportunity to cover the costs of feeding one or more of PSFA's 62 schools not receiving the NSNP subsidy. So far, 17 companies have adopted 29 schools for the year ahead. We are most grateful for this caring support.

The "Adopt-a-Child" programme is growing steadily. We are appreciative of the many individual donors who have made a commitment to cover the costs of feeding a child/children for a year.

Blisters for Bread, our flagship fundraising event of the year, was once again an overwhelming success. Nearly 9 000 walkers came out in support of PSFA, helping us to raise more than R350 000, which will feed an additional 1 500 children every day for a year! We thank our sponsor, GrandWest Corporate Social Investment, for their support over the past 2 years. The partnership has enabled the event to grow in size, and create awareness for the cause of hunger in school-going children.

To the many schools, whose staff have organised their own Blisters for Bread walks for their learners, thank you for your support, and the time and energy you devoted to help raise funds for PSFA. We appreciate your efforts and contribution.

*This page is sponsored by SIGMA HEALTH FUND MANAGERS (PTY) LTD*

# Director's Report



Thanks to ALL our donors, new and old, for your wonderful support over the past year, in particular. Thank you for partnering with us in addressing the scourge of hunger – you have made a real difference to the lives of needy children. We see the difference that your donations make, as you enable us to provide sustenance while they are at school.

Despite challenging economic conditions, we have managed to contain general administration costs, as a percentage of total costs, to well under 10%. Furthermore, we continue to ensure that 100% of donations received are used to fund the direct costs related to school feeding, and not for administrative expenses.

In our endeavours to provide the most advantageous nutrition to our children at an affordable price, PSFA will be consulting with relevant people and organisations, to explore options of improving the current menus as well as the possibility of introducing breakfast programmes where they are needed. We will keep you informed of further developments in our quarterly newsletters.

We are gratified that the 4 community garden projects initiated by PSFA a few years ago, in consultation with members from the respective communities, have become a stable source of income generation. Eleven people are earning an income from growing vegetables and selling them to restaurants and co-operatives. We have appointed Mr. Harris, a previously unemployed person, who is a keen gardener and also passionate about the upliftment of people, to take over the responsibility of the gardens. We intend to provide training for the gardeners on the making of preserves to sell and supplement their income as well.



I would like to take this opportunity to thank a number of people and organisations, in no particular order, who have kindly donated their time, resources and expertise, in order for PSFA to contain costs:-

Cybersmart: our internet and e-mail administrators, who have provided an excellent service, at no cost, as their donation to PSFA;

DRAFTFCB and Redline: an international ad-agency, who have generated clever advertising concepts to create awareness and assist in highlighting the plight of hungry school-going children from disadvantaged communities;

André and Rozita Ferreira, and their staff at Ferreira Trading, our transport and warehousing company, who go above & beyond the call of duty, to ensure that the schools on our programme receive their supplies timeously;

Various suppliers who have given us keen pricing, so that the feeding of our children is not compromised, as well as financial support of our fundraising projects;

Our bakeries, who, despite serious inflationary and operational pressures, have continued to provide quality baked bread;

Libra Vision Production Company for producing our DVD  
Various companies and individuals, who have given donations in kind.

My sincere thanks as well to our voluntary Management Committee, the custodians of PSFA, for their input, wisdom, guidance, expertise and support, which has contributed to the shaping of PSFA and making sure that we remain relevant and provide the very best service to our children. We welcome Dr. Kurt Maart to the Committee, and look forward to learning from his particular area of expertise. Thanks to Mr. Yusuf Kader, our Chairman; Mr. Ton Weber, our Treasurer; and Mr. Brian Benatar, our Vice Chairman, who form the Executive Committee, and who have to deliberate often on a range of matters affecting PSFA. Thanks for giving of your time and expertise, and for the effort in so doing. Special thanks to Ton, who comes in twice a week to monitor that donor funds are appropriately administered, and to scrutinize accounts and general expenses.

In conclusion, I would like to extend my grateful thanks to the incredible staff at PSFA, whose dedication and commitment reflects their love for children, and their desire for social change. Thanks for your meaningful contribution towards our mission. I would like particularly to acknowledge certain staff members who celebrate long service at PSFA:

David Phillips, our General Assistant – 28 years ;

David Galland, PSFA's Director from 1987 to 2006 – 21 years;

Joan Schrönen, our Schools Assistant and Receptionist – 18 years;

Steph le Mesurier, our Secretary – 16 years; and

Rosemary Kahn, our Fundraiser – 14 years of service.

We acknowledge and thank you for the role each of you has played in the stability of the Association.

To all who have contributed to the growth and development of PSFA since its inception, no matter how large or small, and in whatever capacity, join us in celebrating our 50<sup>th</sup> Anniversary as we strive to continue to be of service to our children.

*Remember, "you can't teach a hungry child".*

**ANDY DU PLESSIS**

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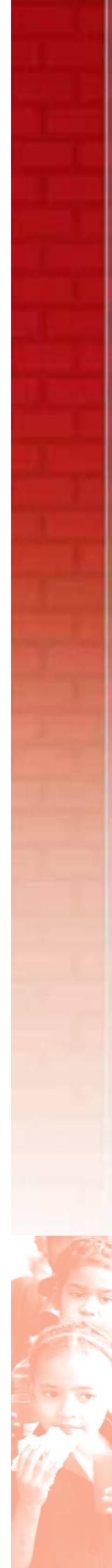
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