

A magical day at Ubunye Educare Centre for World Food Day!

On Tuesday 16 October, in celebration of World Food Day, Global Volunteer Network (GVN) members and Refinitiv staff volunteers spent a beautiful morning engaging with the smiling faces that make up Ubunye Educare Centre. Spreading laughter, love, magic – and food – was the order of the day!



The Global Volunteer Network (GVN) members and Refinitiv staff volunteers pose for a picture with all the learners at the Ubunye Educare Centre.

This year's theme is centred on "A #ZeroHunger World by 2030 is possible – Our Actions are our Future". World Food Day is celebrated annually on 16 October in 150 countries in support of the raising awareness and to gather greater support and understanding to the approaches that can help to end world hunger. "This event supports Zero Hunger which is one of the UN's Sustainable Development Goals (SDG's) and will also be our last GVN event for the year," said GVN Cape Town lead, Christelle Elson.

According to the Principal of Ubunye Educare Centre, Esther Cupido, World Food Day is a day of action dedicated to tackling global hunger. "Once a year on this day people globally come together to declare their commitment to eradicate worldwide hunger from our lifetime..," she said, " We at Ubunye want to sincerely thank Refinitiv in conjunction with PSFA for providing two meals a day to all our children at Ubunye Educare Centre since 2016. To Refinitiv, we also want to thank you for the wonderful event your company arranged for our children today on World Food Day. The children really enjoyed the magic show, party packets and the interaction with your staff."



The GVN members and Refinitiv staff playings games with the learners.



The children enjoying their lunch provided by PSFA.

Charles Grey, the Fundraising Manager at PSFA, explained World Food Day is a wonderful opportunity to create awareness of hunger throughout the world. "In Cape Town alone, 3 out of 4 children go to school hungry every day and this gives us an opportunity to support the SDG's, one of them being Zero Hunger – hunger alleviation by 2030," he said, "PSFA plays the vital role of ensuring children receive daily meals at schools."

Refinitiv's team of 22 volunteers collectively volunteered 63 hours during the World Food Day event on the 16th of October. This resulted in requesting a Community Champion Grant of 1 000 USD towards PSFA in support of providing the children at Ubunye Educare Centre with daily meals. The staff made use of their paid volunteer time off to support this amazing cause. They assisted with the meal distribution and playing interactive games with the children aligned with the theme of World Food Day. The children were treated to a magic show by The Dev which astonished, entertained and amazed the children as their cheers filled the air. They also presented each child and staff member at Ubunye with a Blisters for Bread medal. A great time was had by all!



The happy learners at Ubunye Educare Centre showing off their party packs.

25 238 Children Fed at **146** Schools
413 Children Fed at **12** ECD's
390 Children Fed at **4** OVC Safe Parks
700 Students Fed at **2** TVET Colleges

HOW TO CONTACT PSFA

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STATUS: Cheque Account
BRANCH CODE: 020909
SWIFT CODE: SBZAZAJJ
REG. NO. 002-878
PBO NO. 930010433

100% of your donation goes to the actual cost of feeding children.
 PSFA has Section 18A status, so donations are tax deductible.

UCT Golden Key Society raises funds to feed hungry children at **Surrey Primary**

We are delighted to announce that during the course of 2018, the UCT Chapter of the Golden Key International Honour Society hosted various fundraising events on behalf of PSFA, and managed to raise a total of R17 230.00.

As per the Society's request, 100% of this donation will be allocated to providing 38 learners affected by poverty at Surrey Primary School in Surrey Estate with daily meals for an entire year!

Here is a breakdown of the amazing events hosted by the Society:

- **Open Air Movie Nights** took place on the UCT campus lawns on March 22 and April 26. The students enjoyed watching classics on a big screen under the stars in a picnic environment. Popcorn and soft drinks were also sold at the event.
- **Live Music Concerts** took place at Trenchtown, a popular student venue in Observatory, on May 11 and September 5. The bands that performed at these concerts consisted of UCT students.

M-KEM celebrates 54th anniversary and new look

On Wednesday 7 November, in celebration of M-Kem 24/7 Pharmacy's 54th birthday and newly upgraded store in Bellville, Mr Hylton Mallach (Mr M), the founder and owner of M-KEM, presented our fundraising manager, Charles Grey with a donation in the amount of R54 000, a R1 000 for every year. This amount will enable PSFA to provide 120 hungry school children with a daily breakfast and lunch for an entire year.

On behalf of PSFA's general committee, management team, staff and in particular the children on our feeding programme, we hereby thank M-KEM for its loyal and generous support of the work we do – much appreciated!



Mr M, from M-Kem presenting our fundraising manager, Charles Grey with the R54 000 cheque.

- **Nelson Mandela Day Celebration** with the staff and learners at Surrey Primary School on July 18. Golden Key UCT volunteers helped paint a large colourful mural on one of the walls of the school building, planted seeds and created a vegetable garden and played games with some of the students.
- **UCT Pub Quiz** at the UCT Upper Campus Restaurant and Pub on July 31. Teams of five members participated in a general knowledge quiz. The quiz had multiple rounds and the winning team and runners up were awarded prizes.



Learners at Surrey Primary about to plant seeds in the newly created vegetable garden in celebration of Mandela Day.

- **UCT Golden Key Hoodie Sales.** The UCT Golden Key Chapter held hoodie sales throughout the year. PSFA received the proceeds from the sale of these quality Golden Key branded hoodies.

Terri Elle, the President of Golden Key Society UCT said "It has been a privilege for us as a society to be able to bring students together and organise these events for a good cause. The work that PSFA is doing is truly inspiring and we hope to continue our relations with the charity going forward to uplift our community."

Charles Grey, PSFA's fundraising manager said "we are truly appreciative of Golden Key Society UCT for once again selecting PSFA as one of their charities of choice for 2018. We congratulate Terri and her team for all their hard work in organising these wonderful events. PSFA is proud to be associated with this remarkable society."



Terri Elle, president of Golden Key Society UCT, poses for a picture in front the stunning mural painted by the volunteers and learners on Mandela Day.

Liv-Ken TTC raises R12 328 to feed school children affected by poverty

PPSFA's loyal supporter and donor, Livingston Kenilworth Table Tennis Club (Liv-Ken TTC), once again embarked on a fundraising drive for PSFA by approaching its members and friends throughout South Africa and the world for donations.

The drive which was spearheaded by the club's fundraising convenor, Hasie Ismail managed to raise R12 328 for PSFA. 100% of this donation will enable PSFA to provide 27 learners on our feeding programme with a daily nutritious cooked breakfast and lunch while at school for a calendar year.

One of the contributors to this campaign was Joshua Ismail, a learner at Wynberg Boys' Primary School. Joshua kindly forfeited his 13th birthday gift from his uncle to support our feeding programme. Joshua also visited

Fairview Primary School to assist with feeding the learners on our feeding programme.

PSFA and in particular the children on our feeding programme, hereby wish to take this opportunity to thank Liv-Ken TTC and to everyone who so generously contributed to this fundraising drive.



Grant Bailey, the chairman of Liv-Ken TTC and Hasie Ismail, the fundraising convenor presenting our director, Petrina Pakoe with the cheque

False Bay Primary joins the PSFA family of schools

We are delighted to announce that False Bay Primary in Macassar joined our feeding programme at the start of the fourth term. PSFA is now providing 150 learners affected by extreme poverty at this school with a much needed daily breakfast and lunch. PSFA has also supplied the school with a gas stove, cooking gas when required, cooking utensils, pots, plates and spoons. The volunteer food preparer at the school now receives a monthly financial honorarium from PSFA.

In response to PSFA's support, Ms Sandra Fairbairn, the acting principal at False Bay Primary responded with the following statement "I am very grateful and ecstatic that our schools application to be included on

PSFA's feeding programme was successful. The meals now being served are in many cases the only food that most of our learners have to eat. A hungry child cannot learn and one of the fundamental rights of a child is to be fed. We have noticed some positive spinoffs through the feeding of learners. Punctuality has improved greatly, because the porridge is being served from 07h30 till 08h00. The learners are now happier and eager to attend school. Thank you PSFA for a fantastic and wonderful service you provide to the learners at our school."

False Bay Primary is situated in the heart of the poverty stricken informal settlement called Rondon Skrik in Macassar. It provides education to 331 learners affected by poverty. A group of learners aged 10 to 14 who attend this school are first time learners. This means



A street in the impoverished informal settlement, Rondon Skrik.

that these learners are above the normal age for their classes and are far behind in their studies. This is due to the fact that most of them spent the former part of their lives at home due to the extremely negative social circumstances in their community such as drug abuse, alcohol abuse and poverty.



Happy learners at False Bay Primary now enjoying a daily warm porridge for breakfast.



The group of first time learners posing in front of the schools new container kitchen.

Boxers fight against hunger at schools

18 aspiring boxers joined forces in the fight against childhood hunger, to compete in eight matches during the second edition of the Mojo Boxing and Fitness Fight to Feed Charity Boxing Event, held at Camps Bay High School on Saturday 24 November.

Through the hard work of the gym, its trainers, and of course the brave boxers who took to the ring – some for the first time – the event managed to raise R20 000 to enable PSFA to provide over 44 school children affected by poverty with a daily breakfast and lunch for an entire calendar year.



Two young boxers about to start their boxing match at Fight to Feed.

Joseph Chinana, owner of Mojo Boxing & Fitness, says the goal was to at least double the inaugural event's success in 2016 which saw a classroom of 35 children at St Paul's Primary School in Bo Kaap (Cape Town) being fed two meals a day for a year.

"The first event exceeded our expectations and we are so happy we were able to surpass our achievement from 2016. Many children go to school hungry every day and we wanted to make a difference. Instead of punching each other for the sake of punching each other, we wanted to use the fight as a way to raise funds for a cause very close to our hearts. The event was not only fun and for a good cause, but it pushed both mental and physical boundaries. We are so proud of our fighters who threw a punch for this amazing cause," says Chinana.

To promote Fight to Feed, on Thursday 25 October, Joseph and his colleagues conducted a boxing and fitness workshop with the learners on our feeding programme at Ellerton Primary School in Sea Point - a great time was had by all. This workshop received extensive coverage in the People's Post and The Atlantic Sun. Jo

and our fundraising manager, Charles Grey were also interviewed live on SABC 3's Expresso Morning Show on Monday 19 November.

"On behalf of the learners on our feeding programme who will benefit with daily meals from this event, I hereby wish to take this opportunity to thank Jo and his team at Mojo Boxing and Fitness for hosting the event, the boxers who fought for a good cause, all the sponsors, people who gave donations and everyone who attended the event - we are truly grateful for your support," says Charles Grey, fundraising manager at PSFA.



Joseph Chinana and Sergio Lumanda from Mojo Boxing and Fitness teaching the learners at Ellerton Primary how to box.

Introducing our donor administrator, *Anieshya Essop*

Anieshya officially joined our fundraising department as donor administrator during July this year. We hereby take this opportunity to introduce her to all our stakeholders.

Anieshya was born and raised in Athlone, Cape Town. After spending two years in Johannesburg, she returned to Cape Town and matriculated at Cape College. After leaving school, she started her career in the IT industry as a receptionist and steadily climbed the corporate ladder into a sales environment, where she excelled. She later moved into the publishing industry in the role of senior sales coordinator in the higher education department

at Oxford University Press. Here she completed her national certificate in Generic Management in 2015 as well as studied beauty therapy in her spare time.

In her spare time, Anieshya enjoys spending time with her family, walking, fishing and cooking. Anieshya and her partner, Cassiem, have four children, three boys aged 21, 17 and 16 and a daughter aged 19. She is profoundly passionate about the education of children, their wellbeing and their safety and is thrilled to be a part of the PSFA team.

We welcome Anieshya to the PSFA family and wish her a long, happy and rewarding tenure with us.



Anieshya Essop

MERRY CHRISTMAS AND A HAPPY NEW YEAR FROM ALL AT PSFA!

The voluntary general committee, management and staff at the Peninsula School Feeding Association hereby wish to take this opportunity to thank all our donors, partners, suppliers and friends for your fantastic support during 2018!

We wish you and all the children on our feeding programme a blessed Christmas and

a happy, prosperous and peaceful New Year!

To our Jewish donors and friends – Happy Hanukkah!

Enjoy your holiday everybody – we look forward to seeing you all during 2019!

Please note that our offices close on Friday 20 December 2018 and opens again on Wednesday 2 January 2019.



How you can make a difference

If you would like to feed our children's potential and make a real difference to hungry school children, please complete the form below and return to PSFA.

- I would like to feed a child for a year at the cost of R450
- I would like to make a donation of R _____ and enclose my cheque, made payable to Peninsula School Feeding Association
- I would like to donate online at www.psfa.org.za
- I would like to make a direct deposit into your bank account

Please debit my: Master Visa Card Signed: _____

Expiry date: CVC:

Name and Surname: _____

Address: _____

Email address: _____

Special Request: _____

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