

Community spirit shines at Blisters for Bread in association with Lucky Star 2025

The Peninsula School Feeding Association (PSFA) is delighted to share the wonderful success of our flagship fundraising event, Blisters for Bread in association with Lucky Star, held on Sunday, 31 August 2025, at the Green Point Common Sports Grounds.



33 000 Children Fed at **138** Schools
7 541 Children Fed at **237** ECD's
300 Children Fed at **3** OVC Safe Parks
1 180 Students Fed at **6** TVET Colleges

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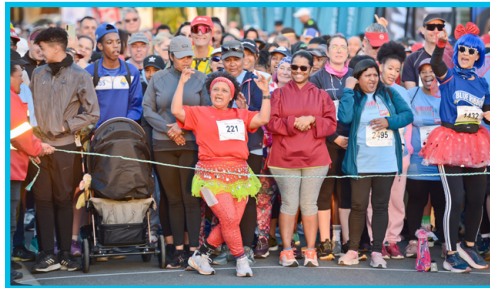
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BANK: Standard Bank
BRANCH: Thibault Square
ACCOUNT NO. 070894159
STATUS: Cheque Account
BRANCH CODE: 020909
SWIFT CODE: SBZAJJ

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.



Ready, steady, go!

Thanks to your generous support, favourable weather, and outstanding coverage across social media, radio, community newspapers, outdoor digital advertising and television, this year's walk was a truly memorable occasion. An incredible 9,881 participants laced up their tekkies to participate in either the 5km or 10km walk, reflecting a powerful spirit of community and compassion for hungry schoolchildren.

We were deeply honoured by the presence of esteemed dignitaries from the Western Cape Government and the City of Cape Town. Premier Alan Winde had the privilege of firing the starter's gun for the 10km walk. He was joined by MEC for Education David Maynier, MEC for Social Development Jaco Londt, and Cllr Francine Higham, Mayoral Committee Member for Community Services and Health. We were also pleased to welcome Lourens de Waal, Managing Director of Lucky Star, along with Brian Benatar, Chairman of PSFA, whose commitment and leadership continue to drive this event forward.

Every participant who crossed the finish line was celebrated as a winner, receiving a medal and a Sneaker Lab sneaker wipe as well as refreshing beverages from Coca-Cola Peninsula Beverages and delicious tasters generously supplied by Lucky Star.

The festivities concluded with a spectacular free live concert showcasing some of Cape Town's finest singers. The audience was treated to memorable performances by Mujahid George, a surprise appearance by Alistair

Isobell, as well as Anslin Gysman and Natasha van der Merwe, who was joined on stage by her fellow Suidooster cast and crew. Their energy and talent created an unforgettable atmosphere. Adding to the vibrancy of the occasion, Heart FM presenter Gershawn Coetzee and PSFA Fundraising Manager Charles Grey co-presented the concert, keeping spirits high throughout the event.

Reflecting on the event's success, Petrina Pakoe, Director of PSFA, shared:

"Blisters for Bread is more than just a walk – it is a movement of compassion, unity, and hope. Seeing thousands of people come together for one purpose – to feed hungry children – reminds us of the power of community. Each step taken brings us closer to ensuring that no child goes to school on an empty stomach."

On behalf of the learners we serve, the voluntary general committee, management, and staff of PSFA, we extend our heartfelt gratitude to the following:

- Everyone who entered the event and participated in the 10km or 5km walks, or made donations
- Lucky Star – main sponsor
- Blue Ribbon – support sponsor
- Akila – support sponsor
- Bidfood SA for the generous donation made in support of the event
- City of Cape Town's Events Department and the City Services for sponsoring metro and law enforcement services



Walking together to end childhood hunger.

- Coca-Cola Peninsula Beverages – hydration and logistics partner
- Heart FM – official radio partner
- People's Post – official print media partner, including the TygerBurger and City Vision
- Members of the Lions Club of the greater Western Cape who volunteered as marshals
- Bizcommunity.com – digital partner
- The Western Cape Department of Cultural Affairs and Sport (DCAS) for sponsoring public toilets
- The Glynt Group for the complimentary digital outdoor advertising
- Sportsman's Warehouse branches for entry registrations and sponsoring lucky draw prizes

- Sneaker LAB for sponsoring the sneaker wipe for all walkers and prizes for the Lucky draw
- Banks R & L Hiring, for offering a great discount on the marquee and catering equipment for PSFA's hospitality area
- Oxford University Press and Nurture Shared Services for purchasing hospitality packages
- All companies that purchased group entries
- Crocs for the generous donation made in support of the event
- Olympic, for sponsoring hoodies for PSFA staff, the offer of a 50% discount on their sneakers to all walkers and prizes for the lucky draw

- Balega Socks for sponsoring socks for the PSFA staff and VIP goodie bags
- Melomed24, Melbro, Cape Town Tourism, Akila, Lucky Star, Heart FM and Coca-Cola Peninsula Beverages, for providing prizes for the lucky draw
- NOMU and Coca-Cola Peninsula Beverages, for sponsoring products for our VIP hospitality area and the VOC
- Warren Lodge and the LIFE brand team, together with Jade Campbell, for expertly managing the social media for the event
- Top Events SA, for the outstanding job done organising the event on our behalf

Together, we are making a lasting difference in the lives of children across the Western Cape.



A very happy walker

Save the date! Blisters for Bread 2026 is happening on Sunday, 29 August – and we can't wait to walk, laugh, and make a difference with you again!"



All dressed up and ready to walk the talk.



It was all smiles at Blisters for Bread this year



Showing of their medals because everyone is a winner at Blisters for Bread.



Enjoying products refreshments by Coca-Cola Peninsula Beverages

Nourishing bright tomorrows – the enduring impact of **KFC Add Hope**

In September, PSFA was delighted to host Emmah Mutimutema, Operations Manager of the KFC Social Responsibility Trust, for a series of site visits to early childhood development (ECD) centres on the West Coast. These centres form part of PSFA's nutrition support programme made possible through funding from the KFC Add Hope initiative.

Emmah's visit provided an invaluable opportunity to showcase the systems and safeguards that ensure every child receives safe, nourishing meals each day. She observed first-hand our health and hygiene protocols, which include food-handling procedures, stock monitoring, and structured feeding practices. Emmah also reviewed our ECD compliance measures—covering essential elements such as servicing fire extinguishers,

gas safety checks, maintaining well-equipped first aid kits, and ensuring the upkeep of our official Certificates of Acceptability for food preparation.

Following the site inspections, Emmah met with PSFA's Director, Programme Team, and Fundraising Team for a detailed review of the quarter's progress. Together, they celebrated achievements, discussed lessons learned, and explored ways to strengthen the programme's impact in the months ahead.

Thanks to the steadfast partnership with KFC Add Hope, PSFA is currently able to provide daily nutritious meals to 12,066 learners and children at 30 schools and 145 ECD centres.

The loyal support of KFC Add Hope continues to transform children's lives—one nutritious meal at a time. The generosity of their customers, who donate in support of the Add

Hope initiative at KFC branches nationwide, powers classrooms with energy and possibility, creating brighter futures for thousands of young learners.



From left: Jokay Adams (Grassroots Educare Trust), Petrina Pakoe (PSFA), Emmah Mutimutema (KFC Social Responsibility Trust), Nomfudo Nothiwaya (Little Angels ECD) and Thandi Mtombeni (PSFA) visiting Little Angels ECD in Middelpos on the West Coast, an ECD which is supported by the KFC Add Hope initiative.

Strengthening Early Childhood Nutrition: PSFA expands and innovates across the Cape Provinces

Between July and September 2025, the Peninsula School Feeding Association (PSFA) made significant strides in strengthening its Early Childhood Development (ECD) nutrition support programme. Through on-site monitoring visits, specialised training, and key partnerships, PSFA focused on improving the quality and accountability of feeding initiatives across the Western and Eastern Cape—ensuring that the youngest learners receive the nutrition they need to grow, learn, and thrive.

West Coast: innovative nutrition and growth monitoring

In July, PSFA introduced EEzee Paste Nut, a nutrient-rich supplementary product designed to support children identified as being at risk of malnutrition. This initiative adds a vital boost of energy and essential nutrients to daily meals, addressing early signs of undernutrition.

Despite challenging winter weather, midline growth monitoring assessments were carried out across the region as part of PSFA's Growth Monitoring Programme (GMP). When severe storms prevented some learners from attending, our implementing partner, Grassroots Educare Trust, stepped in to complete outstanding assessments and follow up with absent children, ensuring that no learner's progress was left untracked.

During the quarter, four new ECD centres were brought on board with funding support



Measuring upper-arm circumference to track nutrition and ensure every child is on the path to healthy development.

from the DG Murray Trust (DGMT), extending PSFA's nutrition support programme to 186 more young learners, who have been receiving both breakfast and lunch since 1 August.

Eastern Cape: training and digital solutions

From 11–14 August, PSFA conducted a series of monitoring visits to six ECDs in Mbizana, focusing on strengthening food preparation skills and reporting systems. A highlight of the visit was a large-scale cookout workshop, where 122 practitioners were trained in preparing Rise Against Hunger meals, flavouring techniques, and fuel-saving methods—knowledge that will make daily meal preparation more nutritious, appealing, and efficient.

Recognising the importance of reliable data,

PSFA hosted a session with our implementing partner, Impande, to address gaps in learner data and reporting. Discussions with Impande's Muzi explored integrating PSFA's programme reporting into the CommCare App, a digital platform that would streamline record-keeping and improve real-time accountability.

Elgin: strengthening monitoring systems

On 21 August, PSFA held a refresher workshop with six ECDs in Elgin, revisiting monitoring systems and operational guidelines to ensure consistency and best practice. Feeding under the Elgin Nutrition Programme resumed on 1 September with support from Elgin Community College.

These centres were also added to the Growth Monitoring Programme, with assessments conducted by Right2Care. From this process, 70 learners were identified for focused growth monitoring, enabling early detection and intervention for children at nutritional risk.

A commitment to healthy beginnings

From the Western Cape to the Eastern Cape, PSFA's work this quarter reflects a strong commitment to early intervention, community partnership, and evidence-based monitoring. By investing in innovative food products, digital reporting tools, and hands-on training, PSFA continues to ensure that every child—no matter where they live—has the nourishment needed to build a healthier, brighter future.



Standing tall on the path to good health



This child in the rural Eastern Cape can now learn, play, and dream on a full tummy.



Tracking healthy growth, one weigh in at a time

Honouring Nelson Mandela's legacy: PSFA's Mandela month of service

Every year on 18 July, South Africans and people around the world dedicate 67 minutes to making a positive impact in honour of Nelson Mandela's 67 years of public service. This year, the Peninsula School Feeding Association (PSFA) embraced Mandela Day 2025 with a series of heartfelt initiatives that celebrated community, generosity, and the power of collective action.

3,000 sandwiches – a symphony of service

On Mandela Day itself, PSFA proudly partnered with Fine Music Radio (FMR) and Artscape to create a memorable day of action.

With the incredible support of volunteers from Cape Town City Ballet, Cape Town Philharmonic Orchestra, Cape Town Opera Digi Guru, Cape Town International Convention Centre (CTICC), and Jazzart Dance Theatre, a joyful production unfolded: 3,000 nutritious sandwiches were lovingly prepared and delivered to our community partners.

This effort was made possible by our generous sponsors: Coca-Cola Peninsula Beverages, Mycrunchbox, Bidfood South Africa, Blue Ribbon Bread, Banks R&L Hiring, and



The children and staff at Aunty F's Educare in Gugulethu showing off their jars of hope kindly sponsored by PEP



10X Investments staff packing snack boxes for ECDs

Fresh Fruit Logistics.

Your combined energy and kindness proved that #ItIsInYourHands—and you showed the world exactly what that means.

Packing smiles ahead of Mandela Day

The spirit of giving began even before 18 July. On Thursday, 17 July, PSFA joined forces with 10X Investments to pack 800 snack boxes for children at 17 Early Childhood Development (ECD) Centres. These nutritious treats brought delight to young learners and reminded us that small actions can create big change.

Community collaborations

- 11 July – PSFA staff participated in Oceana's and Rise Against Hunger Mandela Day food-packing event at Artscape, adding their hands to a wave of nationwide service.
- 18 July – Our Warehouse & Logistics Manager, Tanith Hamman, and Site Supervisor, Taylor Duda, represented PSFA at the GrandWest & Rise Against Hunger meal-

packing initiative, helping prepare thousands of meals for families in need.

Corporate kindness

Mandela Month also inspired generous financial and food contributions:

- PEP Stores donated R80,000 to our Nutrition Support Programme and contributed 448 Jars of Hope—dry soup ingredients ready to nourish families—distributed to four ECD centres on our programme.
- IDU South Africa staff raised R5,070, and the company matched their efforts, bringing the total to R10,140.

A legacy of hope

Mandela once said, *"It is in your hands to create a better world for all who live in it."*

This year, every sandwich prepared, every jar filled, every rand donated, and every volunteer hour embodied that call to action.

To every partner, volunteer, and donor: thank you for helping PSFA continue our mission to ensure that no child goes to school hungry. Together, we are keeping Madiba's legacy alive—one nutritious meal and one generous act at a time.



Volunteers making 3,000 sandwiches at Artscape for our community partners

Monthly giving: a simple way to create lasting change

Every school day, thousands of children across the Western Cape arrive in classrooms with empty tummies. Hunger steals their focus, dampens their energy, and dims their dreams. But you can help change that—one meal, one month, one child at a time.

By becoming a monthly donor to the Peninsula School Feeding Association (PSFA), you provide children with reliable, nutritious meals that give them the strength to learn and the confidence to succeed. Your steady support enables us to plan, stretch our resources further, and reach more learners who depend on us every day.

Monthly giving is simple, flexible, and powerful. A small contribution each month adds up to a big impact:

- R100 feeds one child for a full month.
- R950 feeds one child for a year

Your regular gift means we can keep our promise to every child in our programme: a daily meal they can count on. It means teachers see brighter faces, parents feel hopeful, and children dream bigger because they are no longer hungry.

Together, we can break the cycle of hunger and unlock the potential within every learner.

Become a monthly giver today by clicking on this link <https://psfa.org.za/donate-now/>



PSFA Honoured at Oceana's Annual CEO-CSI Engagement Session

On Friday, 22 August, PSFA had the privilege of attending the 3rd Oceana Annual CEO-CSI Engagement Session at the Oceana Maritime Academy in Hout Bay. Representing our organisation were our Director, Petrina Pakoe, and our Fundraising Manager, Charles Grey.

We were especially proud that Petrina was invited to deliver the keynote address as the special guest speaker at this inspiring gathering. The event was further elevated by the presence of the National Minister of Basic Education, Siviwe Gwarube, who joined as the guest of honour.

One of the most memorable moments of the morning was Oceana's powerful demonstration of commitment to education and nutrition. The company announced that they will be adopting APEX High School, pledging an incredible

R95,000 to PSFA. This generous donation will provide 100 learners with two daily nutritious meals for an entire year through our Nutrition Support Programme.

Adding to the significance of the occasion, Minister Gwarube personally selected APEX High School for this support and proudly presented the symbolic cheque to Petrina, alongside the school's principal, Renate van der Merwe.

This collaboration marks more than just a financial pledge — it is a shared vision of ensuring that no child goes to school hungry and that every learner has the fuel they need to succeed in the classroom.

We extend our heartfelt gratitude to Oceana for its unwavering commitment to combating child hunger. Together, we are building brighter futures, one meal at a time.



PSFA Director Petrina Pakoe with Zodwa Velleman, Group Executive: Corporate and Regulatory Affairs at Oceana, and Siviwe Gwarube, South Africa's National Minister of Basic Education, celebrating their shared commitment to ensuring that every child receives a nutritious daily meal.

Running for a cause: Mbuyiselo Deyi's mission to feed hungry learners

This year, the 2025 Sanlam Cape Town Marathon will be more than just about endurance, strength, and crossing the finish line. For one determined runner, Mbuyiselo Deyi, it's about something far greater — ensuring that hungry children receive the daily nourishment they need to thrive.

Mbuyiselo has dedicated his marathon journey to raising funds for the Peninsula School Feeding Association (PSFA). His goal is both ambitious and inspiring: to raise R39,900, an amount that will provide nutritious daily meals to 42 vulnerable learners for an entire year. Imagine the impact — 42 children attending school each day with the energy and focus they need to learn, grow, and reach their full potential.

But Mbuyiselo cannot achieve this goal alone — he needs a community behind him. You can be part of his life-changing journey by supporting his campaign on BackaBuddy.

Please click on this link to support Mbuyiselo's Run

<https://www.backabuddy.co.za/campaign/running-cape-town-to-feed-a-child>

Every contribution, no matter the size, takes us one step closer to ending child hunger.

Together, we can help Mbuyiselo not only conquer the 42-kilometre marathon distance but also meet his target of feeding 42 young learners for a year.

Let's cheer him on, stand with him, and prove that when we run together, we can change lives.

Mbuyiselo Deyi's inspirational story

Mbuyiselo Deyi is originally from Nyanga East, Cape Town, and now lives in Eersteriver. His journey of transformation began nine years ago, when he realised that alcohol was making his life unmanageable and was hurting the people he loved. He decided to stop drinking, and that was the start of a new chapter.

Mbuyiselo first turned to hiking and the gym as healthy ways to rebuild his life. In 2024, a friend encouraged him to try running as a way to quit smoking cigarettes, marking the beginning of his running journey.

Mbuyiselo's very first medal was at Blisters for Bread 2024, followed by the Sanlam Marathon Peace Run (10 km). Later that year, he ran his first marathon at the Winelands Marathon, where he qualified for the Two Oceans Ultra Marathon. Since then, I have proudly completed two marathons, three Ultra Marathons and several 10 km, 21 km, and 30 km races.

Running has given him purpose, discipline, and joy. Mbuyiselo's next big goal is to take on the Comrades Marathon in 2026.

"Mbuyiselo's story is a powerful reminder that personal transformation can fuel community change. His commitment to run the Sanlam Cape Town Marathon not only honours his own journey but also gives 42 learners the chance to thrive with daily nutritious meals. We're incredibly proud to have him championing the fight against child hunger, and we invite everyone to join him in making a lasting difference." Charles Grey, Fundraising Manager at PSFA.



Mbuyiselo Deyi shares a joyful moment with learners on PSFA's nutrition support programme at Blue Downs Primary School

Gardens Lawn Tennis Club serves up generosity at annual Ladies' League Breakfast

The Peninsula School Feeding Association (PSFA) is delighted to share the heartwarming news of a generous donation made possible through the efforts of the Gardens Lawn Tennis Club in Cape Town.

Luisa Pimentel de Ferry, representing the Gardens Tennis Club, hosted this year's annual Ladies' Morning Tennis League Breakfast on behalf of her club. The event, which took place on Thursday, 29 May, at the Greek Club in Mouille Point, is a cherished tradition in which participating tennis clubs across Cape Town take turns hosting a breakfast and selecting a charity to support.

For 2025, Gardens Tennis Club proudly chose the Peninsula School Feeding Association as their beneficiary. Thanks to

the enthusiastic sale of raffle tickets and prudent budgeting of the event's expenses, a remarkable R16,973.90 was raised in aid of PSFA.

This generous contribution will go a long way, enabling PSFA to provide daily cooked breakfasts and lunches to 18 learners affected by poverty for an entire year.

Luisa expressed her appreciation for the overwhelming support from fellow clubs:

"I am very happy to say that many of the chairladies from the other clubs thought PSFA was a very worthwhile cause. It was an honour to support such an impactful organisation that does so much for children in need."

PSFA extends its heartfelt thanks to Luisa and the Gardens Tennis Club for their generosity and compassion, as well as to all who attended

and contributed to the event's success. Your support truly helps us nourish young lives, one meal at a time.



PSFA Director Petrina Pakoe and Donor Administrator Chantal Crook express their gratitude to Luisa Pimentel de Ferry for organising the banquet

Welcoming our new Programme Manager, Bronwyn Damon



The PSFA general committee, management, and staff are delighted to welcome Bronwyn Damon as our new Programme Manager, effective 9 June 2025.

Bronwyn is a seasoned community development practitioner and educator whose passion for empowering young people was shaped through her involvement with Scripture Union and Youth for Christ. She is deeply committed to education, knowledge sharing, and fostering continuous learning—both for herself and the colleagues she leads.

Holding a Social Sciences degree in Psychology and Environmental & Geographical Sciences, as well as an Honours degree in Developmental Studies, Bronwyn brings a strong academic foundation to her role. Her extensive

experience in programme management within the education and healthcare sectors includes key positions at H.O.P.E. Africa, The Warehouse Trust, and the GOAL Trust. She is especially passionate about creating effective systems that strengthen programme outcomes and drive meaningful impact.

Bronwyn is married to Jerome, and together they are proud parents to their son, Asher, and daughter, Kai.

We are thrilled to have Bronwyn on board and look forward to the expertise and energy she will bring to PSFA. Please join us in extending a warm welcome and in wishing her a long and rewarding journey with our organisation.



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"You can't teach a hungry child"