

The bowl of soup that changed my life

PSFA NEWSLETTER
FOURTH TERM 2025



I was a young girl in High School, actively involved in the long marches for equal education, when a moment happened that shaped the course of my life.

I had gone to fetch my younger siblings after school, and I was hungry, the kind of hungry that makes your legs feel heavy. The feeding coordinator at the primary school, where I had also attended, Mrs Blauuw, looked straight at



23 253 Children Fed at **138** Schools
8 400 Children Fed at **235** ECDs
300 Children Fed at **3** OVC Safe Parks
1 180 Students Fed at **6** TVET Colleges

HOW TO CONTACT PSFA

PHONE: +27 (21) 447 6020
POSTAL: PO Box 154,
Observatory, 7935

WEBSITE: www.psfa.org.za
EMAIL: info@psfa.org.za

BANK DETAILS:

NAME: Peninsula School
Feeding Association
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.

me and asked, "Are you hungry?" When I said yes, she poured out the last tea from her flask, filled it with the last bit of warm soup left over from the school lunch meal, added half a brown bread, and placed it in my hands.

I sat on the pavement outside the school and ate it before walking home, because that meal gave me the strength I needed to make the walk from Second Avenue to Eighth Avenue, Grassy Park. It was a meal I got to enjoy every day while in Primary School, and the significance thereof dawned on me that day.

That quiet act of dignity, a mother, a teacher giving up her own comfort, a selfless act, to make sure a child could have the energy to walk home, is the reason I do this work today.

Why PSFA still matters to me, and to thousands of children

I was once one of the children who stood in the feeding line, relieved rather than ashamed. I saw how a single meal then:

- kept children in class
- gave us energy to learn
- created a sense that someone cared
- allowed us to focus on being children

This is why it troubles me deeply when I hear school meals mocked or labelled with undignified names. A meal should never make a child feel "less than." For many children, it is the only certainty they have in their day.

And it is why the dignity of our feeding programme has always been, and will always be, my driving force.

The most powerful stories aren't mine. They are theirs

Today, I meet food handlers who tell me how this work has changed *their* lives:

- A grandmother who found purpose again by coming to school every morning.
- A mother who used her stipend to put her child through matric.
- Women who gained confidence and skills through our training have even found jobs because of it.
- Food handlers who still show up every day, even after stipends fell away, simply because "the children need us."

These are the people who carry PSFA forward.

They remind me of the teachers and volunteers who carried me.



Dedicated food handlers serve nutritious meals to learners in our School Nutrition Support Programme, ensuring every child receives the nourishment they need to learn and thrive.

"You can't teach a hungry child"

Highlights of 2025

This year, we are incredibly grateful to our donors who all continued to contribute to the organisation despite the increase in the cost to feed a child at the beginning of the new financial year.

- We facilitated the accredited training of 20 food handlers.
- We funded 83 schools to obtain gas compliance certificates.
- The latest monitoring system came into full operation this year, allowing us to better understand stock and gas usage at schools.
- We were overjoyed by the full-year donation of lunch meals by Rise Against Hunger towards the Eastern Cape ECD Programme.
- The winning of the Cape Chamber NPO Innovation Award and the KFC Add Hope Digital Marketing Awards are testimonies of how PSFA is using technology to improve its systems and create more awareness of the work it is doing.

A big thank you to everyone who supported Blisters for Bread. The weather was perfect, and close to 10,000 people registered to do the walk. The funds raised from entries all go

towards the funds needed to feed children within our programmes.

This Christmas, the need is deep and immediate

We introduced a better, more nutritious seasonal menu because our children deserve more than the bare minimum. But rising food costs have pushed the cost per learner from R3.53 to over R5 per day.

As I write this, we will need R31 million next year to continue feeding every child currently in our care. This is not a number; it is thousands of plates of food, thousands of full school days, thousands of children who cannot learn on an empty stomach.

A gift that changes a life

As you choose gifts for the people you love, I invite you to give something extraordinary: *A daily meal to a child who needs it.*

When you donate in someone's honour, they will receive a letter from PSFA letting them know that a child will eat because of them. It is a gift of dignity, hope, and possibility.

You can make this donation at

www.psfa.org.za

My wish for you

May your festive season be filled with peace, rest, and connection.

And may every child, especially the ones who remind me of myself, find someone who sees them, someone who cares, and someone who helps them find the strength to walk all the way home.

Thank you for your generosity, your compassion, and for being part of the PSFA family.



Warm regards,

Petrina Pakoe

Director, Peninsula School Feeding Association

Celebrating **World Food Day 2025**: Hand in hand for better food and a better future

In celebration of World Food Day 2025, observed on 16 October under the theme "Hand in hand for better food and a better future," the Peninsula School Feeding Association (PSFA) once again partnered with the Iliso Care Society in Section C, Khayelitsha, to bring warmth and nourishment to the community.

Together, PSFA and Iliso Care Society prepared and served 1,000 hearty, nutritious meals to vulnerable residents. Each person also received an ice-cold bottle of Coca-Cola, generously donated by Coca-Cola Peninsula Beverages.

PSFA extends sincere appreciation to all partners who helped make this initiative possible:

- The Oceana Group, for donating 200 tins of Lucky Star pilchards and providing additional financial support.
- Coca-Cola Peninsula Beverages
- Akila, for contributing the rice used in the meal preparation.

Your generosity helped ensure that every plate was filled and every person served felt cared for.

The Iliso Care Society, a registered non-profit organisation based in Section C,

Khayelitsha, has long served as a beacon of hope and empowerment within the community. Extending its reach across the Western and Eastern Cape, the organisation runs a wide range of impactful programmes that address social, educational, and economic needs. These initiatives include food gardening, home-based care, early childhood development, nutrition support, and after-school activities.

In addition, Iliso offers life skills training, the YOLO (You Only Live Once) youth empowerment programme in partnership with the Department of Social Development, and a variety of income-generating and community upliftment projects, including baking, creative card making, and waste management and recycling. The organisation also operates a toy and book library, known as the WeCare Centre, for research and education. It participates in the Expanded Public Works Programme (EPWP), which aims to foster growth, sustainability, and opportunities for individuals and families in need.

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

"World Food Day is a powerful reminder of how access to nutritious food can transform lives and strengthen communities. We are

proud to stand alongside the Iliso Care Society in serving 1,000 people today and are deeply grateful to our donors for making this possible. Together, we move closer to a future where no one has to go hungry."

Through compassion, collaboration, and shared purpose, PSFA and its partners continue to nourish bodies, uplift communities, and build a brighter, hunger-free future — one meal at a time.



Thank you to Oceana and Lucky Star for donating the tins of pilchards.



A gentleman receiving his lunch and a cold Coca-Cola.



Impoverished residents in khayelitsha registering for their meals.



PSFA staff peeling and chopping carrots.



We added green peppers and onions to enhance the flavour of the meals.

PSFA Recognised as **Social Media and Sustainability Champion** at HOPEWORKS 2025!



We are delighted to share some exciting news with our supporters! At the recent HOPEWORKS 2025 Beneficiary Connect workshop, hosted by our valued partner KFC Add Hope, the Peninsula School Feeding Association (PSFA) was honoured with the Social Media and Sustainability Champion Award.

This award recognises our creative and consistent efforts in showcasing the impact of our partnership with KFC Add Hope across our digital platforms. Through powerful storytelling, we've highlighted not only the meals children receive, but also the hope, dignity, and opportunity that come with them. Our focus on balancing scale, quality, and long-term sustainability in our feeding programmes was also celebrated.



The Beneficiary Connect session is more than just an event — it is a community of organisations dedicated to fighting child hunger across South Africa. It brings together KFC Add Hope's beneficiary partners to share success stories, tackle challenges, and spark innovation in child nutrition. It's a space where we learn from one another, strengthen connections, and amplify the collective impact of our work.

Petrina Pakoe, Director of PSFA, said: "We are incredibly honoured to receive this recognition. It is a testament to the dedication of our team and the power of collaboration. Together with KFC Add Hope, we are able to reach more children, share their stories, and ensure that our feeding programmes are both impactful and sustainable."

We are deeply grateful to KFC for their ongoing support in helping us nourish young minds and bodies through their Add Hope initiative. This award is a reminder of what is possible when organisations work together with purpose and heart.

Together, we're building a future where no child goes to school hungry. Thank you for being part of this journey with us!

Building a **stronger school nutrition support programme** together: PSFA's annual protocol meeting **inspires action**



On October 23, PSFA had the pleasure of hosting our annual Principals and Feeding Coordinators Protocol Meeting—a vibrant gathering of dedicated educators and coordinators from schools across the Western Cape. Thanks to the generous support of the Pinelands Social Club, which kindly sponsored the venue, the event became a heartfelt celebration of shared purpose and our collective commitment to nourishing young minds and growing healthy futures.

This important event served as a platform to:

- Share updates on our School Nutrition Support Programme
- Review school performance and progress
- Address questions and challenges faced in daily implementation



Principals and coordinators registering for the meeting.

A highlight of the day was a thought-provoking talk by Nomzamo Landingwe, a valued member of PSFA's general committee, who inspired attendees with practical ideas for resource mobilisation within schools.

Throughout the meeting, participants engaged in open discussions around best practices, common hurdles, and creative

solutions. The atmosphere was one of unity and shared purpose, with everyone working toward the same goal: ensuring that no child goes hungry and every learner receives the nutrition they need to thrive.

Feedback from attendees was overwhelmingly positive. One principal shared, "Today's meeting was both enlightening and empowering. We've come away with a clearer vision for strengthening our feeding programme, fresh ideas for fundraising, and renewed confidence in our ability to ensure every learner receives the nourishment they deserve."

At PSFA, we remain deeply committed to supporting schools in this vital mission. By refining our protocols and nurturing strong partnerships, we continue to build a future where every child is nourished, supported, and allowed to succeed.



PSFA general committee member, Nomzamo Landingwe shares powerful tips on fundraising at schools.



United by purpose, fueled by compassion—educators and feeding coordinators gather to ensure no child learns on an empty stomach.

PSFA convenes 67th AGM to **review achievements and strategic focus**



On Thursday, 18 September, PSFA hosted its 67th Annual General Meeting, with 49 attendees joining us online. The AGM provided an important opportunity to look back on the past year's achievements, share our strategic focus for the year ahead, and extend our appreciation to everyone who continues to support our work.

We were honoured to welcome Mr Eugene Absolom, Director at the Tiger Brands Foundation, as our keynote speaker. His inspiring address highlighted the Foundation's impactful work to improve food security and uplift communities. He spoke about the

importance of dialogue, collaboration, and diversity—values that resonate strongly with PSFA's mission to ensure that every child has the opportunity to learn, grow, and thrive.

During the formal proceedings, members confirmed the appointment of Sprigg Abbott Incorporated as PSFA's auditors for the 2025/26 financial year, reinforcing our commitment to good governance and accountability.

The AGM was a meaningful moment of reflection and gratitude. As we celebrate 67 years of service, we remain dedicated to feeding young minds and supporting children's education.



A blessing for our children and staff

In October, we had the honour of welcoming Bishop Stafford Moses, Bishop of the Diocese of False Bay, Anglican Church of Southern Africa, to our offices. His presence was uplifting—not only through his words of encouragement, but through a profound act of generosity that will leave a lasting impact on the lives of vulnerable children.

Through the Diocese of False Bay, Bishop Moses presented a generous donation of R90,000 to PSFA. This contribution directly supports our School Nutrition Support Programme, ensuring that 95 schoolchildren will receive a daily cooked breakfast and lunch for an entire year. That's 380 nourishing meals per child—fuel for learning, growth, and hope.

During his visit, Bishop Moses shared heartfelt reflections on the importance of our work and offered a moving prayer for our staff and the children we serve. His compassion and belief in our mission were deeply felt by all who had the privilege of meeting him.

We are profoundly grateful for this generous gift and for the Bishop's support. Acts of kindness like this remind us that when communities come together in faith and

purpose, we can make extraordinary strides toward ending child hunger—one meal, one child, one day at a time.



Bishop Stafford Moses, Bishop of the Diocese of False Bay, pictured with the dedicated staff of PSFA.

Allan Gray leaders give back through a purposeful partnership with PSFA



When Allan Gray launched its 2024 Leadership Development Programme (LDP) and 2025 Condensed Leadership Programme (CLP), the focus was clear: to grow authentic, purpose-driven leaders. As the cohort's journey unfolded, one question kept resurfacing among participants: How can we contribute meaningfully beyond our own development?

This important reflection sparked months of thoughtful planning and discussion. The result was a new philanthropic dimension added to the leadership programmes—made possible through a collaboration with the Allan & Gill Gray Philanthropy Initiative. This addition reflects Allan Gray's deep commitment to servant leadership, grounded in purpose,

gratitude, and genuine connection to the communities they serve.

As the two-year LDP and one-year CLP journey came to a close, participants chose to celebrate their growth in a way that truly matters by helping to nourish children who are shaping South Africa's future. Their contribution forms part of Allan Gray's long-term intention to embed giving back as an integral part of leadership development within the company.

On 12 and 28 November, LDP and CLP participants packed 1,000 snack boxes for distribution as after-school treats to learners on PSFA's nutrition support programme at the following schools:

- Ellerton Primary (Sea Point)
- St Paul's Primary (Bo-Kaap)

- Zonnebloem Boys' Primary
- Zonnebloem Girls' Primary

"Supporting PSFA through our leadership programmes has been a powerful reminder that leadership is ultimately about service. Our aim is for this initiative to grow year on year, deepening our impact and strengthening our commitment to the communities around us." Stacey Motloung, Learning & Development Specialist

PSFA extends its heartfelt thanks to the Allan Gray leadership programme cohorts and the Allan & Gill Gray Philanthropy Initiative for their generosity and service. Together, we are not only feeding children—we are nurturing future leaders.



Allan Gray LDP cohorts in action—packing snack boxes with care and purpose to help fuel young minds.



Delighted learners from Ellerton Primary beam with joy as they receive their snack boxes that were lovingly packed by the Allan Gray LDP cohorts.



Cohorts from the Allan Gray LDP join PSFA and Community Chest staff to celebrate a job well done—posing proudly with freshly packed snack boxes ready for distribution to the learners.

Season's Greetings from the Peninsula School Feeding Association (PSFA)

As 2025 draws to a close, the voluntary general committee, management, and staff at PSFA would like to extend our deepest gratitude to each and every one of our generous donors, dedicated partners, reliable suppliers, and cherished friends. Your unwavering support has meant the world to us and has played a vital role in helping us nourish young lives and fight child hunger across our communities.

May your Christmas be filled with joy, love, and meaningful moments, and may the New Year bring peace, prosperity, and renewed hope. To our Jewish supporters, we warmly wish you a bright and beautiful Hanukkah celebration.

Please note that our offices will be closed from Wednesday, December 12, 2025, and will reopen on Monday, January 5, 2026.

Thank you for walking this journey with us. We're excited to continue making a difference together in 2026!

With heartfelt appreciation,

The PSFA Team



Snap here to donate



SnapScan



PENINSULA
SCHOOL
FEEDING
ASSOCIATION

"You can't teach a hungry child"