

PSFA Principals' Protocol Meeting marks **World Hunger Day** with a call to action: the end of hunger is in our hands

On Thursday, 28 May 2026, the Peninsula School Feeding Association (PSFA) hosted its annual Principals' Protocol Meeting at Southpoint Studios



in Pinelands, bringing together school leaders to reflect on the organisation's impact and strengthen collective efforts to address child hunger across the Western Cape.

Held on World Hunger Day, the gathering embraced the global theme, "The End of Hunger is in Our Hands," underscoring the critical role that schools, communities, non-profit organisations and corporate partners play in ensuring that no child has to learn on an empty stomach.

The meeting commenced with registration and a warm welcome session that set the tone for a day of meaningful engagement, collaboration and strategic discussion. PSFA's director, Petrina Pakoe, guided delegates through PSFA's Cycle of Impact, a framework that illustrates how every stakeholder contributes to PSFA's mission of feeding vulnerable children. The cycle begins with identifying beneficiary schools and securing donor support, followed by procuring nutritious ingredients, warehousing and distribution, programme implementation, monitoring and evaluation, accurate reporting, and ongoing awareness-raising.

PSFA's donors, suppliers, warehouse & logistics team, administrative staff and schools

each represent a vital link in this chain. Together, these interconnected processes ensure accountability, demonstrate measurable impact, and strengthen donor confidence, retention and investment. The session highlighted how each link plays a critical role in sustaining the feeding programme and enabling PSFA to provide nutritious meals to thousands of children every school day.

A key component of the programme was the Review of Reports session, during which principals and stakeholders engaged in a constructive discussion around both the successes and challenges experienced across the feeding programme. The session provided an opportunity to analyse key findings, share lessons learned, identify emerging trends within schools, and explore practical strategies to strengthen programme implementation, accountability and overall impact. Through open dialogue and collaborative problem-solving, participants gained valuable insights into ways to enhance service delivery and ensure that more children benefit from a nutritious meal every school day.

The meeting also included a practical Gas Compliance Input session that provided schools with key information to ensure safe, compliant food-preparation environments. This reflects

23 323 Children Fed at **136** Schools
8 075 Children Fed at **233** ECDs
300 Children Fed at **3** OVC Safe Parks
980 Students Fed at **6** TVET Colleges

HOW TO CONTACT PSFA

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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.



Principals and senior staff from participating schools gathered with PSFA staff for a commemorative photograph after a productive and engaging meeting.

PSFA's ongoing commitment to maintaining the highest standards of safety and operational excellence across its feeding programme.

One of the highlights of the day was a thought-provoking Leadership Insight presentation by Kubeshni Govender-Jones, speaking in her capacity as Chief Executive Officer of Common Purpose. Drawing on the World Hunger Day theme, "The End of Hunger is in Our Hands," she challenged principals to view school feeding not as a support function, but as an essential part of making education possible. Emphasising that hungry children struggle with concentration, dignity and readiness to learn, she highlighted the critical role of leadership in ensuring that feeding programmes are delivered with care, accountability and consistency. Govender introduced two practical leadership frameworks—See, Sort, Shift and Core and Flex—to help principals address challenges effectively while maintaining non-negotiable standards of child dignity, safety, ethical conduct and accountability.

She encouraged school leaders to look beyond surface-level problems, identify root causes, create sustainable solutions, and adapt operational practices without compromising the programme's core values. Her message

reinforced that ending hunger requires more than good intentions; it requires attentive leadership, strong systems, clear standards and unwavering follow-through. By fostering a culture of responsibility and care, principals can strengthen feeding programmes and ensure that every child receives the nutrition and dignity they deserve.

The event concluded with a closing review and networking lunch, allowing participants to reflect on the day's discussions and strengthen relationships that support the shared mission of feeding children and building brighter futures.

As the world marked World Hunger Day, the Principals' Protocol Meeting served as a

powerful reminder that ending hunger requires collective action. Through partnerships with schools, donors, volunteers and community stakeholders, PSFA continues to demonstrate that sustainable solutions are possible when people work together with purpose and determination.

The Peninsula School Feeding Association extends its sincere gratitude to all the school principals and senior staff who participated in the event and who continue to champion the fight against child hunger. Together, we can ensure that every child has access to the nutrition they need to learn, grow and thrive, because the end of hunger is truly in our hands.



PSFA programmes manager, Bronwyn Damon presenting the Review of Reports session.

Blisters for Bread in association with Lucky Star: Walking towards a Hunger-Free Future

The Peninsula School Feeding Association (PSFA) is delighted to announce that our much-anticipated annual family fun walk, Blisters for Bread in association with Lucky Star, will take place on Sunday, August 16, at the Green Point Common Sports Grounds.

Blisters for Bread in association with Lucky Star is not just a walk; it's a symbol of solidarity and a commitment to ensuring that no child goes to school hungry. With the generous support of our participants, sponsors, and volunteers, PSFA aims to raise awareness of childhood hunger and funds to provide nutritious meals to impoverished children at schools across the Western Cape.

The event, which will start in Stephan Way, Green Point and end at the Green Point Common Sports Ground, will include two routes along the scenic Sea Point Promenade, a 10km walk starting at 07h30 and a 5km walk starting at 08h00. Every person who enters will receive a medal and refreshments sponsored by Coca-Cola Peninsula Beverages.

Beyond the walk itself, participants will be treated to an exciting entertainment programme showcasing top Cape Town artists.

The lineup includes Paxton (2017 SA Idols winner), Steven Lee Lewis (from the 2014 X-Factor champions FOUR), and acclaimed producer, DJ, and songwriter Sketchy Bongo. The event will also feature food stalls and all-ages activities, offering a wonderful morning

out for families. Crucially, every step taken and every Rand contributed will directly impact the lives of children relying on PSFA's nutrition support initiative.

"We are delighted to be hosting the 58th Blisters for Bread Charity Family Fun Walk,"



IN ASSOCIATION WITH

Walking towards a hunger-free future

said Petrina Pakoe, director of PSFA. "This gathering is a powerful testament to our shared commitment to ensuring every child receives nutritious school meals. Join us as we walk toward a future without hunger."

Entries are now open, with various registration options available to accommodate individual and group entries. The entry fee is R125, which will enable PSFA to provide 23 school children affected by poverty with a nutritious breakfast and lunch for an entire day. Only online entries will be accepted. Entries close at midnight on Sunday, August 2, and are limited to 10,000 people, so please enter early to avoid disappointment.

To enter or learn more about the event, please visit www.psfa.org.za. If you have any enquiries, please get in touch with Top Events at info@topevents.co.za or via WhatsApp at 0661394210.



Steven Lee Lewis



Sketchy Bongo



Paxton

PSFA wishes to thank our sponsors and partners for their support of this year's event:



Western Cape
Government
FOR YOU



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Beverages



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CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

People's Post

Standing together through challenging times: A temporary adjustment to protect learner nutrition

At the Peninsula School Feeding Association (PSFA), every meal we provide represents far more than food on a plate. It is a promise to thousands of children that they will have the nourishment they need to learn, grow, and thrive. That promise remains at the heart of everything we do.

Like many organisations and families across South Africa, PSFA is feeling the effects of a challenging economic environment. Rising costs, particularly the significant increase in fuel prices over recent months, have placed considerable pressure on our operations and the resources available to support our feeding programme.

Each week, our dedicated team delivers fresh fruit and vegetables to schools across our network. As transportation forms a vital part of our work, the sharp increase in fuel costs has substantially raised the cost of getting nutritious food to the children who depend on us. While we have worked hard to absorb these increases wherever possible, we have reached a point where temporary adjustments are necessary to ensure that no learner is left without support.

With careful consideration and a deep sense of responsibility, PSFA has introduced a temporary amendment to its feeding programme from 1 June. During this period, schools participating in our nutrition programme will no longer receive weekly deliveries of fresh fruit and vegetables. Instead, these items will be temporarily replaced with Fortified Maize, a nutrient-rich food source designed to provide essential vitamins and minerals that support children's health, growth,

and cognitive development.

We recognise that fresh produce plays an important role in a balanced diet, and this decision was not taken lightly. However, our priority is to ensure that learners continue to receive consistent nutritional support during this difficult period. The introduction of Fortified Maize allows us to maintain that support while carefully managing the financial realities we currently face.

We want to reassure our schools, donors, partners, and communities that this is a temporary measure and does not reflect a change in PSFA's long-term commitment to providing diverse and nutritious meals. Our team will continue to monitor economic conditions closely, with a full review planned

during the third academic term. It remains our sincere hope and intention to reintroduce our standard menu at the beginning of the fourth term, should circumstances permit.

During times like these, we are reminded of the strength of our community. We extend our heartfelt gratitude to our school principals, feeding coordinators, volunteer food preparers, donors, and supporters for their understanding, encouragement, and unwavering partnership. Your support enables us to continue reaching children who rely on these meals every day.

Together, we will navigate these challenges while remaining focused on what matters most: ensuring that every child has the nourishment they need to embrace learning and build a brighter future.



PENINSULA SCHOOL FEEDING ASSOCIATION

Standing together to nourish minds and brighten futures.

Due to rising costs beyond our control, we've made a temporary change to our menu to ensure that no learner goes without.



For now, fresh fruit and vegetables will be on pause.



Fortified Maize will help provide the nutrients learners need to grow, learn and thrive.



This is a temporary measure. Our hope is to bring back fresh produce soon.

Thank you To our schools, volunteers, donors and partners - your support keeps hope on every plate.

Together, we will get through this.

R20,000 Shoprite Donation Strengthens Nutrition at ECD Centres on the West Coast

The Peninsula School Feeding Association (PSFA) extends its sincere appreciation to The Shoprite Group of Companies for its generous donation of R20,000 in gift vouchers.

These vouchers will be used to purchase nutritious ingredients that will enhance meals provided at Early Childhood Development (ECD) centres along the West Coast of the Western Cape. This valuable contribution will enable us to strengthen the nutritional value of meals served to young children, supporting their health, development, and readiness to learn.

Beyond the immediate benefit to the



Noluvuyo Maci, Admin Clerk at Shoprite Lansdowne Corner, presents two R10,000 gift vouchers to Charles Grey, Fundraising Manager at PSFA.

children in our programme, this donation represents a meaningful investment in food security and community wellbeing. By sourcing ingredients from Shoprite stores, the funding is also reinvested into local economic activity, supporting jobs and community-based retail networks.

Partnerships such as these demonstrate the powerful role that corporate support can play in addressing childhood hunger and creating lasting social impact.

Thank you, Shoprite, for partnering with us to nourish young minds and build stronger communities.

PSFA Director participates in national philanthropy leadership workshop

Peninsula School Feeding Association (PSFA) Director Petrina Pakoe recently attended the Allan Gray Philanthropy Initiative (AGPI) Grantee Directors Workshop, held at Workshop 17 at the V&A Waterfront in Cape Town on 19 and 20 May 2026.

PSFA is a grateful recipient of a grant from Allan & Gill Gray Philanthropies through its Philanthropy Initiative with Employees of Allan Gray (RF) NPC. The initiative supports organisations making a meaningful difference in communities while fostering collaboration and shared learning among grantees.

The two-day workshop brought together leaders from 29 organisations across South Africa, representing sectors including nutrition,

Early Childhood Development (ECD), child and family welfare, sports development, after-school education, social-emotional learning, job readiness and digital literacy development.

Designed to strengthen collaboration, strategic thinking and collective leadership, the workshop focused on organisational stewardship, director wellness, peer relationships and the development of a sustainable peer-support network. Participants shared leadership experiences, explored solutions to common challenges and identified opportunities for collaboration across the social impact sector.

"We are deeply grateful to Allan & Gill Gray Philanthropies for creating opportunities such as this for its grantee partners," said Petrina Pakoe.

"The workshop was an invaluable opportunity to connect with fellow leaders who are equally committed to creating positive change in their communities. It provided practical tools, fresh perspectives and meaningful relationships that will help strengthen PSFA's work and impact. We sincerely thank Allan & Gill Gray Philanthropies for its ongoing investment in the growth and sustainability of organisations serving vulnerable communities."

For PSFA, participation in the workshop reflects the organisation's commitment to continuous improvement, collaborative leadership and ensuring that vulnerable children receive the nutritious meals they need to learn, grow and thrive.



The directors and organisational leaders from non-profit organisations who participated in the workshop - driving social impact together.

Woolworths Food Value Delivery Team supports PSFA after CEO Difference Award win

The Peninsula School Feeding Association (PSFA) extends its warm congratulations to the Woolworths Food Value Delivery Team on their recent achievement in receiving the CEO Difference Award.

In a truly kind and meaningful gesture, the team chose to donate their R29,200.00 prize money to PSFA. This decision reflects a deep commitment to giving back and supporting vulnerable communities, turning their recognition into a lasting impact for children in need.

This generous contribution will enable PSFA to feed a full class of 30 learners for an entire year. For many children, this daily meal provides essential nourishment that supports concentration, improves school attendance, and lays the foundation for healthy growth and learning.

PSFA is sincerely grateful for this thoughtful act of generosity. Support such as this plays

a vital role in strengthening child nutrition and ensuring that more learners across the Western Cape receive the food they need to thrive.

Together, we continue to build a future where every child has the opportunity to learn, grow, and succeed.



Smiles all around as members of the Woolworths Food Value Delivery Team celebrate winning the CEO Difference Award.

Cape Town businesses invited to take up **Mandela Day** Sandwich-Making Challenge

In celebration of Nelson Mandela Day 2026, the Peninsula School Feeding Association (PSFA) and Fine Music Radio (FMR) are inviting Cape Town businesses to take part in the Mandela Day Corporate Sandwich-Making Challenge at Artscape on Friday, 17 July 2026.

The event, which will take place in the Marble Foyer from 11:30 to 12:37 – symbolising the 67 minutes dedicated to service in honour of Nelson Mandela – forms part of the 2026 Mandela Day theme: “It’s still in our hands to combat poverty and inequity.”

This year’s campaign focuses on five key areas to drive sustainable change: food and nutrition, education and literacy, shelter, sanitation, and active citizenship.

Businesses are encouraged to register teams of 10 at a cost of R10,260 per table. Each table donation will enable PSFA to provide 10 vulnerable schoolchildren with nutritious breakfasts and lunches every school day for an entire year.

Participants will work together to help achieve the event’s target of making 3,700 sandwiches, which will be distributed to PSFA’s partner community kitchens across the greater Cape Town area.

In return for their support, participating businesses will receive an on-air mention on Fine Music Radio, a certificate of appreciation, a Section 18A Tax Certificate and a special gift from PSFA.

“Mandela Day reminds us that each of us has the power to make a meaningful difference in the lives of others,” said Petrina Pakoe, Director of the Peninsula School Feeding Association. “Through this challenge, businesses can unite their staff around a shared purpose while directly helping vulnerable children receive the nutrition they need to learn, grow and thrive. We encourage companies to take up the challenge and spend their 67 minutes changing lives.”

Only 10 tables are available, and bookings will be allocated on a first-come, first-served basis.

To book a table, contact Chantal Crook at the Peninsula School Feeding Association on 021 447 6020 or email chantal@psfa.org.za.



**“It’s still in our
HANDS
to combat poverty
and inequity.”**

MANDELA DAY CORPORATE SANDWICH MAKING Challenge



DATE: Friday, 17 July 2026



VENUE: Marble Foyer, Artscape



TIME: 11:30 – 12:37 (67 minutes)



COST: R10,260.00 per table
Each table donation will feed
10 vulnerable schoolchildren for a year.



**67 MINUTES
TO MAKE A
DIFFERENCE!**

ALL BUSINESSES ENTERING THE CHALLENGE WILL RECEIVE:



TO BOOK A TABLE:



Contact Chantal Crook
021 447 6020



or email
chantal@psfa.org.za



Paterson & Cooke Consulting Engineers **adopt** Kensington High School

The Peninsula School Feeding Association (PSFA) is delighted to welcome Paterson & Cooke Consulting Engineers to our growing family of corporate donors.

Since 1991, Paterson & Cooke has built a strong reputation for providing engineering expertise and innovative solutions to the mining industry. Today, the company is making a meaningful difference beyond the engineering sector by investing in the well-being and future of vulnerable children in our communities.

Through a generous donation, Paterson & Cooke has adopted Kensington High School. This means that their financial contribution will enable PSFA to provide the 70 impoverished learners on our nutrition support programme at this school with nutritious breakfasts and

lunches every day for an entire school year (190 school days).

For many children, a meal provided through the school feeding programme is often the most substantial meal they receive each day. By ensuring consistent access to nutritious food, Paterson & Cooke's support will help reduce short-term hunger, improve school attendance, enhance learners' ability to concentrate and learn, strengthen their immune systems, and provide the energy they need to participate fully in classroom activities.

Charles Grey, Fundraising Manager at PSFA, expressed his gratitude for the partnership:

"We are deeply grateful to Paterson & Cooke Consulting Engineers for choosing to invest in the lives of learners at Kensington High School. Their generous support will not only fill empty

tummies but will also create opportunities for children to learn, grow and reach their full potential. Partnerships such as these demonstrate how the corporate sector can play a vital role in building stronger communities and brighter futures for our children."

The adoption of Kensington High School is a powerful example of how businesses can make a lasting impact in the fight against child hunger. Together, we are ensuring that learners have the nutrition they need to thrive both inside and outside the classroom.

PSFA extends its sincere appreciation to Paterson & Cooke Consulting Engineers for joining us in our mission to nourish minds, unlock potential, and create hope for the future, one meal at a time.



Peninsula School Feeding Association logo featuring a fork and a pencil, with the text "PENINSULA SCHOOL FEEDING ASSOCIATION" and "You can't teach a hungry child www.psfa.org.za".

Thank you,

Paterson & Cooke
KNOWLEDGE | EXPERIENCE | PASSION

*for adopting
Kensington High School,
because you can't
teach a hungry child.*

Illustration of a brown paper lunch bag, a red apple, and a yellow banana, surrounded by small red hearts.



QR code linking to the donation page, with the text "Snap here to donate" and the SnapScan logo.

Illustration of a smiling child pointing up, surrounded by colorful hearts and confetti.

Peninsula School Feeding Association logo featuring a fork and a pencil, with the text "PENINSULA SCHOOL FEEDING ASSOCIATION".

"You can't teach a hungry child"