

## Deal or No Deal

# Celebrity SA raises R698,500 to combat hunger among schoolchildren

**The Peninsula School Feeding Association (PSFA) is delighted to announce that it has received a remarkable donation of R698,500, raised through the popular television game show Deal or No Deal Celebrity.**



**22 460** Children Fed at **132** Schools  
**7 993** Children Fed at **231** 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.

Sponsored by LottoStar and broadcast on SABC 1, PSFA was selected as a beneficiary charity, with celebrities playing to raise funds for the organisation's school nutrition support programme.

Thirteen much-loved South African personalities stepped onto the *Deal or No Deal* stage once a week to play for a purpose far greater than personal gain. Every strategic decision, deal and cash prize won by the celebrities contributed directly to PSFA, helping the organisation provide nutritious meals to vulnerable learners.

The funds raised will make a tangible difference to the lives of children across the Western Cape. The R698,500 donation will enable PSFA to provide 681 learners with nutritious breakfasts and lunches every school day for an entire year, totalling an outstanding 258,780 meals.

"We are deeply grateful to LottoStar, SABC 1 and every one of the celebrities for their incredible support of PSFA and for using the

platform to create such a meaningful social impact," said Charles Grey, Fundraising Manager at PSFA. "This partnership demonstrates the difference that can be achieved when entertainment and purpose come together. Most importantly, it will help ensure that vulnerable learners receive the nutritious meals they need to thrive at school, while giving them the opportunity to focus on their education and their future."

Beyond the funds raised, the initiative has also helped introduce new audiences to PSFA and its vital work to combat hunger in schools. It is hoped that this increased awareness will inspire new supporters and donors to join the organisation in its mission.

"Every contribution, no matter how big or small, can help put a nutritious meal on a child's plate," Grey added. "We encourage individuals, businesses and organisations to support PSFA and help create an environment where children can focus on what matters most, their education and their future."



Actress and presenter Luyanda Zuma, one of the celebrities who took part in *Deal or No Deal Celebrity*, won the R250,000 grand prize for PSFA. Host Katlego Maboe proudly presented her with the cheque.

**"You can't teach a hungry child"**

# Blisters for Bread in association with Lucky Star 2026 **Raises R1.33 million** to help fight child hunger



*Alan Winde, Premier of the Western Cape and Geordin Hill Lewis, Executive Mayor of Cape Town pose for a selfie with walkers at the start of the 5km walk.*

**The 58th Blisters for Bread, in association with Lucky Star, took place on Sunday, 16 August 2026, at the Green Point Common Sports Grounds, uniting 10,000 participants for a memorable day of community spirit, entertainment and fundraising in support of the Peninsula School Feeding Association (PSFA).**

Participants took part in 5km and 10km walks along the scenic Sea Point Promenade, united by a shared commitment to helping combat child hunger in the Western Cape. The event was supported by extensive publicity across radio, newspapers, social media and television, helping to generate significant awareness for PSFA's vital school nutrition programmes.

The event raised an impressive R1,334,296 through entry fees, donations, and corporate hospitality packages. This funding will enable PSFA to provide nutritious breakfasts and lunches every school day for 1,300 children affected by poverty for an entire year.

The event also received strong support from the Western Cape Government and the City of Cape Town. Among the distinguished representatives who attended and joined

thousands of participants on the walk were Western Cape Premier Alan Winde; MEC for Social Development Jaco Londt; MEC for Cultural Affairs & Sport Ricardo Mackenzie; MEC for Mobility Isaac Sileku; and Executive Mayor of Cape Town Geordin Hill-Lewis and the Deputy Mayor of Cape Town, Alderman Eddie Andrews.

"Blisters for Bread is about so much more than a walk – it is a powerful demonstration of what can be achieved when we come together around a common purpose. Every step and every rand raised helps us provide nutritious meals to children in need. We are incredibly grateful to everyone who supported this year's event and helped turn collective action into meaningful impact," said Petrina Pakoe, Director of PSFA.

Following the walks, participants received their well-earned medals and enjoyed complimentary refreshments generously provided by Coca-Cola Peninsula Beverages, together with Lucky Star tasters.

The day concluded on a high note with a free live concert on the Coca-Cola Gig Rig, hosted by Kfm presenter Tracey Lange and PSFA fundraising manager Charles Grey, featuring performances by Paxton, Steven Lee

Lewis and DJ Sketchy Bongo, as well as lucky-walker number draws.

The success of Blisters for Bread 2026 was made possible through the generous support of our valued partners, sponsors, participants and the wider community. Particular thanks go to official radio partner Kfm 94.5, which joined the event as its new radio partner this year. Kfm 94.5 played an instrumental role in promoting the event, driving participation and helping PSFA raise vital funds in the ongoing fight against child hunger in the Western Cape.

Now in its 58th year, Blisters for Bread continues to demonstrate the power of collective action. What began as a walk has grown into one of PSFA's flagship fundraising events, giving thousands of people the opportunity to take meaningful steps towards a future in which no child has to learn on an empty stomach.

On behalf of the learners living in poverty who benefit daily from our school nutrition support programme, as well as PSFA's General Committee, management, and staff, I would like to extend our sincere thanks to the following:

- Everyone who entered the event and participated in the 10km or 5km walks and/or

made financial donations in support of the event

- Lucky Star – main sponsor
- The Western Cape Government – support 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
- Coca-Cola Peninsula Beverages – hydration and logistics partner
- Kfm 94.5 – 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
- DHL Stadium for the following:
  - » Sponsoring 4 tickets to the Springboks vs All Blacks Test Match held on August

29, 2026, that were used as a prize for the post-event social media competition

- » Waiver of venue rental cost for the Venue Operations Centre (VOC)
- » Waiver of venue rental cost for Parking Area P5
- Sportsmans Warehouse branches for entry registrations
- Banks R & L Hiring, for offering a great discount on the marquee and catering equipment for PSFA's hospitality area
- Oxford University Press (OUP) and Nurture Shared Services for purchasing hospitality packages
- All companies that purchased group entries
- Balega Socks, Blistex, Akila, Lucky Star, Trenton, The Lab, Powerbar, and Dove for sponsoring items for the PSFA VIP goodie bags
- Melomed24, Cape Town Tourism, Akila, NOMU, Lucky Star, Blue Ribbon, and Coca-Cola Peninsula Beverages, for providing

- prizes for the lucky walker number draws
- NOMU and Coca-Cola Peninsula Beverages, for sponsoring products for our VIP hospitality area and the VOC
  - The Fuzion Digital 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.

### Save the date!

**Blisters for Bread 2027 is happening on Sunday, 29 August! We can't wait to hit the road with you again for another day of walking, fun, and making a meaningful difference in the lives of children.**



*A mom on a mission.*



*Blisters for Bread has got to be one of the most beautiful charity walks in the world.*



*DJ Sketchy Bongo working the walkers.*



*Team work makes the dream work.*

# 10X Investments Turns **67 Minutes** into Meaningful Impact

**In celebration of Mandela Day, the Peninsula School Feeding Association (PSFA) was delighted to welcome the team from 10X Investments as they put the spirit of 67 Minutes for Mandela into action.**

The 10X Investments team generously sponsored and packed 1,200 nutritious snack boxes for vulnerable learners participating in PSFA's nutrition support programme at Gateway Primary School in Delft. On Tuesday, 21 July, the boxes were packed at the 10X Investments offices, with staff members giving

their time and energy to create something that would make a tangible difference in the lives of local children.

The following day, there were plenty of smiles at Gateway Primary School as the principal and staff distributed the 1,200 snack boxes to learners.

For the children, the snack boxes provided more than a nutritious treat. They were also a meaningful reminder that there are people and organisations in their community who care about their wellbeing and future.

Mandela Day is a celebration of Nelson Mandela's enduring belief that each of us can make a difference. By dedicating their time and resources to supporting vulnerable learners, the team at 10X Investments demonstrated this belief in a particularly meaningful way.

PSFA extends its heartfelt thanks to 10X Investments for turning 67 minutes into meaningful impact and for helping us ensure that learners at Gateway Primary School receive the nourishment and care they need to learn, grow and thrive.



*The 10X Investment staff snack box packing production line at their offices in Cape Town.*



*The young learners at Gateway Primary School showing off their snack boxes.*

## Celebrating a partnership that has served over **3.4 million meals**

**PSFA was proud to be recognised by Oceana at the 4th Annual Oceana CEO-CSI Engagement, held at the Pepperclub Hotel in Cape Town on Friday, 20 August, celebrating an incredible 27-year partnership.**

Over nearly three decades, the partnership between PSFA and Oceana has made a meaningful difference in the lives of children attending schools affected by poverty. Together, the organisations have enabled the provision of more than 3.4 million nutritious meals, helping to improve nutrition, school attendance and learning outcomes across the communities PSFA serves.

The recognition is a testament to what can be achieved when committed organisations work together towards a common goal. By addressing food insecurity and supporting vulnerable children, PSFA and Oceana continue

to play an important role in tackling poverty, hunger and inequality in South Africa.

"A partnership that spans 27 years is a remarkable achievement and a powerful example of the impact that sustained corporate support can have," said Charles Grey, Fundraising Manager at PSFA. "We are incredibly grateful to Oceana for its ongoing commitment to PSFA and, most importantly, to the children we serve. Every meal provided represents an opportunity for a child to arrive at school nourished, focused, and ready to learn. We look forward to continuing this journey together and making an even greater difference in the years ahead."

PSFA extends its sincere thanks to Oceana for its continued support and commitment to food security. This longstanding partnership demonstrates that when organisations join forces, we can create lasting change and help

ensure that children have the nutritious meals they need to learn, grow and thrive.



*PSFA Director Petrina Pakoe accepting the award on behalf of PSFA from Oceana Group CEO Neville Brink.*

# 5,514 sandwiches made in 67 minutes for Mandela Day!

**T**he atmosphere at the Artscape Theatre Centre's Marble Foyer was filled with excitement and community spirit as corporate teams, arts organisations and volunteers came together for the Peninsula School Feeding Association's (PSFA) 7th annual Mandela Day Sandwich Making Challenge. Hosted in partnership with Fine Music Radio (FMR), the event celebrated the legacy of Nelson Mandela by inspiring people to dedicate their 67 minutes to making a meaningful difference in the lives of vulnerable children.

Guests were welcomed by the vibrant sounds of live African music performed by the Jungle Theatre Company, setting the tone for an unforgettable morning. Following inspiring welcome addresses by Vasili Vass, Station Manager of Fine Music Radio, Marlene le Roux, CEO of Artscape, and PSFA Director Petrina Pakoe, PSFA Project Coordinator Alan Roberts briefed volunteers before the 67-minute challenge officially got underway.

The original goal was to prepare 4,500 sandwiches, but the enthusiasm, teamwork and determination of the volunteers far exceeded expectations. By the end of the challenge, an incredible 5,514 sandwiches had been prepared for distribution to PSFA's partner community kitchens and early childhood development centres (ECDs), providing immediate nourishment to children in need.

## Corporate Sector Steps Up

This year marked the introduction of a dedicated corporate challenge, with businesses invited to purchase a table of 10 for R10,260—enough to feed 10 vulnerable children for an entire school year through PSFA's school nutrition programme.

In recognition of their generous support, PSFA Chairman Brian Benatar presented each participating corporate team with a Certificate of Appreciation and a special gift.

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



*Setting a joyful and energetic tone for the day, musicians from the Jungle Theatre Company filled the venue with vibrant African rhythms before the sandwich-making got underway.*

"The spirit of Ubuntu was truly alive at Artscape. Seeing the corporate sector step up so tangibly alongside our creative community shows the profound impact we can make when we unite against childhood hunger. These 5,514 sandwiches represent immediate relief, while the generous sponsorships raised today will help ensure that children receive nutritious meals throughout the school year. Together, we are moving closer to a future where no child has to learn on an empty stomach."

## Thank You to Our Incredible Supporters

PSFA extends its heartfelt thanks to the corporate partners who embraced this year's challenge:

- Mercedes-Benz Western Cape
- OUTsurance
- JTC Fund Solutions RSA
- Toshiba Cape Town

We also gratefully acknowledge the many organisations whose generosity and support made the event possible:

- Fine Music Radio (FMR) and Artscape for their valued partnership and the use of the iconic venue.
- The Jungle Theatre Company for the vibrant live entertainment.

- Blue Ribbon for donating 750 loaves of brown bread.
- Bidfood South Africa for the generous donation of peanut butter and jam.
- Coca-Cola Peninsula Beverages for keeping volunteers refreshed throughout the morning.
- Joy Mila for providing event staffing and personal protective equipment, including hairnets, aprons and plastic gloves.
- APL Cartons for donating the boxes used to pack and transport the sandwiches.
- Banks R & L Hiring for the complimentary use of trestle tables.
- The dedicated volunteers from Cape Town City Ballet, Cape Town Opera, Artscape, G&S Cape Town, and members of the public who generously gave their time in service of others.

Every sandwich made represents more than a meal—it is a gesture of hope, compassion and solidarity. PSFA sincerely thanks everyone who dedicated their 67 minutes to helping fight childhood hunger. Together, we are ensuring that more children receive the nutrition they need to learn, grow and thrive.



*The enthusiastic sandwich makers at their places in the Marble Foyer at Artscape, ready to roll up their sleeves and get started.*



*The sandwich makers celebrating their hard work - viva Madiba, viva!*

# Rotary Club of Table Bay equips six schools with **essential catering equipment**

**The Peninsula School Feeding Association (PSFA) is delighted to celebrate the generosity of its founding organisation, the Rotary Club of Table Bay, which has donated R32,999.30 to provide much-needed catering equipment to six schools participating in our Nutrition Support Programme.**

The donation has enabled PSFA to purchase and supply essential kitchen equipment to:

- Forest Heights Primary School (Eerste River)
- Gateway Primary School (Delft)
- Koeberg Primary School (Maitland)
- Sarepta Primary School (Kuils River)
- Scottsville Primary School (Kraaifontein)
- The Ark Christian School (Faure)

On Friday, 31 July, PSFA had the pleasure of welcoming Claudine Hennessey, President of the Rotary Club of Table Bay, together with fellow Rotary members Mandy Allan, Wilbur van Niekerk, who also serves on the PSFA General Committee, and Kendall van Niekerk, to Forest Heights Primary School and The Ark Christian School. During the visit, the Rotary representatives officially presented the new catering equipment to the schools and witnessed firsthand the positive impact their support will have on learners and the dedicated volunteers who prepare nutritious meals every day.

The donated equipment includes pots, urns, gas stoves, plates, spoons, knives, potato peelers, chopping boards, colanders, whisks, jugs, can openers, and PSFA-branded aprons, items essential for preparing and serving thousands of nutritious meals safely and efficiently.

The new equipment will make a meaningful difference by:

- Improving food safety and hygiene through the use of durable, food-safe equipment that supports proper food handling practices.
- Ensuring the consistent delivery of daily nutritious meals by reducing the risk of equipment failures or shortages disrupting feeding operations.
- Providing learners with a greater sense of dignity at mealtimes through the use of proper plates, spoons and serving utensils.
- Supporting the dedicated volunteer food handlers by making meal preparation safer, easier and less physically demanding.

Claudine Hennessey, President of the Rotary Club of Table Bay, said: "The Rotary Club of Table Bay is incredibly proud to continue supporting the Peninsula School Feeding Association, an organisation that has transformed the lives of vulnerable children for

decades. As PSFA's founding organisation, it is especially meaningful for us to help provide practical resources that strengthen its Nutrition Support Programme. We know this equipment will not only make meal preparation easier and safer for volunteers but will also help ensure that thousands of learners continue to receive nutritious meals with dignity every school day."

Petrina Pakoe, Director of the Peninsula School Feeding Association, expressed her appreciation: "We are sincerely grateful to the Rotary Club of Table Bay for this generous donation and for their unwavering support over so many years. Reliable catering equipment is fundamental to the success of our Nutrition Support Programme. This investment will strengthen our partner schools' ability to prepare and serve nutritious meals safely and efficiently, ensuring that learners can focus on learning rather than hunger. Partnerships such as this enable us to continue making a lasting difference in the lives of children across our communities."

PSFA extends its heartfelt thanks to the Rotary Club of Table Bay for its continued commitment to helping us nourish young minds and create brighter futures. Together, we are ensuring that vulnerable learners have the nutrition they need to learn, grow and thrive.



*Pictured from left: Francine Julius (Food Preparer); Wilbur van Niekerk (PSFA Committee Member and Rotary Club of Table Bay); Petrina Pakoe (Director, PSFA); Claudine Hennessey (2026/27 President, Rotary Club of Table Bay); Christopher Du Plessis (Principal, Forest Heights Primary School); Kendall van Niekerk (Rotary Club of Table Bay); Mandy Allan (Rotary Club of Table Bay); Klara Maarman (Food Preparer); and Cheryl Manual (PSFA Field Worker).*

# Fedics and Tsebo Solutions Group support PSFA with a **financial donation** and **essential hygiene supplies**

**The Peninsula School Feeding Association (PSFA) extends its sincere appreciation to Fedics, a premier South African contract catering company and a division of the Tsebo Solutions Group, for its generous support of our nutrition programme and school kitchen operations.**

As the Q2 winner of the Tsebo Employee Volunteer Programme (TEVP), PSFA was honoured to receive a R10 000 donation, along with bleach, hair nets, dishwashing liquid, and pot scourers. These essential items will help our food handlers maintain safe and hygienic kitchen environments while preparing nutritious

meals for thousands of children across the Western Cape each school day.

We are equally encouraged by Tsebo's commitment to community development through its School Cleaning & Hygiene Project, which equips disadvantaged schools with cleaning equipment, environmentally friendly cleaning products, training and independent audits to promote and sustain high standards of hygiene. This holistic approach creates healthier learning environments where children can thrive.

Bronwyn Damon, Programmes Manager at PSFA, expressed her gratitude for the

partnership: "Food safety and hygiene are fundamental to the success of our feeding programme. Donations like these not only strengthen our school kitchens but also help ensure that every meal is prepared in a clean, safe environment for the children we serve. We are sincerely grateful to Fedics and the Tsebo Solutions Group for investing in the wellbeing of our learners and supporting the important work of our dedicated food handlers."

PSFA thanks Fedics and the Tsebo Solutions Group for their generosity and for partnering with us to create healthier schools and brighter futures for the children in our care.



*Dennis Hutchinson, Human Resource Manager at Fedics Catering, and Keziah Golden-Singh, Talent and Resourcing Specialist – Coastal at Fedics Catering, presenting the donated cleaning materials to Chantal Crook, Donor Administrator at PSFA.*

# PSFA Committee Member receives prestigious Rotary honour

**The Peninsula School Feeding Association (PSFA) is delighted to congratulate our General Committee member Wilbur van Niekerk on being named a Paul Harris Fellow, one of Rotary International's most prestigious recognitions.**

The award was presented by Rotary District Governor Pam Rawbone at a recent Rotary Club of Table Bay breakfast, where Wilbur's exceptional commitment to service and community development was celebrated.

Named after Rotary International founder Paul Harris, the Paul Harris Fellow recognition is awarded to individuals who have made significant contributions to their communities and exemplify Rotary's guiding principle of "Service Above Self". The honour acknowledges Wilbur's longstanding dedication to improving the lives of others through his volunteer work and community involvement.

Wilbur is a valued member of the Rotary Club of Table Bay, which shares a special



*A delighted Wilbur van Niekerk receiving his award from Rotary District Governor Pam Rawbone.*

connection with PSFA. The club was one of the founding organisations of the Peninsula School Feeding Association in 1958 and has continued to support our mission to alleviate childhood hunger and promote education through nutrition for nearly seven decades.

As a member of PSFA's General Committee, Wilbur has played an important

role in supporting the organisation's work and advancing its vision of ensuring that vulnerable schoolchildren have access to nutritious meals every school day.

PSFA Chairman Brian Benatar paid tribute to Wilbur's achievement, saying "Wilbur's unwavering commitment to community service, both through Rotary and PSFA, has made a meaningful difference in the lives of countless children and families. This recognition is richly deserved and reflects Wilbur's values of compassion, integrity and civic engagement that he brings to everything he does. We are incredibly proud and grateful to have Wilbur as part of the PSFA family."

We are immensely proud of Wilbur's achievement and extend our heartfelt congratulations on this well-deserved recognition. His passion for service, commitment to community upliftment and unwavering support of PSFA continue to inspire all of us.

Congratulations, Wilbur, on this remarkable honour!

## Rest in peace, Jade

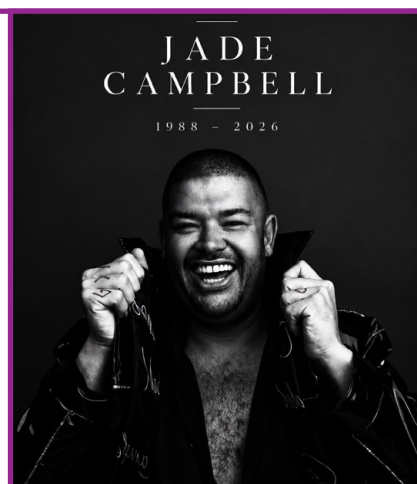
**We were deeply saddened to hear of Jade Campbell's passing in September this year.**

Jade was a much-valued friend and supporter of the Peninsula School Feeding Association, and someone we had the privilege of working alongside at many Blisters for Bread events over the years. His enthusiasm, generosity, and willingness to lend a helping

hand made such a difference every year.

Jade was an incredible influence and an invaluable part of our Blisters for Bread family. He will be greatly missed, and we are grateful for the many wonderful memories we shared with him.

Our deepest and heartfelt condolences go to Jade's family, friends, colleagues, and all those who had the privilege of knowing him.



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ASSOCIATION

**"You can't teach a hungry child"**