



**TOGETHER WE CAN  
FEED THE NATION**

---



## Contents

Who we are	4
Our objective	5
Message from our founder	6
A word from our trustees	7
What we do	8
Every donation counts	9
Ways to contribute	9
Our food parcels	10
Food parcel items	11
Our partners	12
Partner message	13
Our nationwide reach	15



## Who we are

In direct response to the large-scale socio-economic disruption of the pandemic, on 7 April 2020, Pick n Pay and Boxer Superstores initiated an emergency relief fund, the Feed the Nation campaign. With the assistance of partners and customers, our aim was to provide food and basic hygiene essentials to communities identified as being the most vulnerable during the lockdown period. Through the Pick n Pay School Club ([www.schoolclub.co.za](http://www.schoolclub.co.za)), which works closely with schools and communities in which we operate, we were able to quickly identify where the most urgent needs were.

Within 10 days, an incredible R7.6 million was raised and in the first two weeks alone, the Feed the Nation team, along with development agency, Africa Tikkun, packed and distributed an incredible 650 tonnes of food, amounting to 26 000 food parcels. Humanitarian aid organisation, Joint Aid Management (JAM) assisted us in the delivery of even more food parcels, and over 90 organisations offered their assistance – either through funding, contributing to food parcels or by providing logistical support.

None of this would have been possible without our produce suppliers, who speedily delivered fresh produce for the food parcels, the many people throughout the Pick n Pay and Boxer supply chains, and our teams who worked tirelessly to pack the food parcels. When lockdown meant the closure of some of our standalone clothing stores, the affected employees were redeployed to the Feed the Nation team. The added assistance meant we were able to deliver aid at even greater speed.



## Our objective

There are countless communities facing unemployment and hunger. With the help of our invaluable partners and funders, our aim is to help address food security in these communities and alleviate widespread hunger. Not only do we provide essential nutrition, we also assist communities and schools in implementing their own food gardens to provide a sustainable source of nourishment.

Children remain our focus area as they are often the most affected. Child-headed households, the high incidence of which is truly heartbreaking, are faced with hunger and often shocking living conditions. Through the Pick n Pay School Club, we are able to identify the most urgent needs, and to date have distributed food assistance to over 500 schools across the country, providing over 20 000 child-headed households with much-needed nutrition.

As communities face the devastating economic aftermath of Covid, we believe the need to support vulnerable families is greater now than it was at the start of the pandemic. New partnerships will ensure we are able to extend our reach even further and continue to make a meaningful difference to those unable to feed themselves or their families.



## Message from **our founder**

As a nation, we are navigating a particularly challenging time. It's often during the worst of times, that the very best in us emerges. What these extraordinary times have given us is the chance to re-group and look at how we can do things differently, the opportunity to come together to do the most important work of all – ensuring the most vulnerable among us have access to food.

While we trust the worst of the pandemic is behind us, countless communities continue to battle rampant unemployment and hunger, and the need for food assistance is crucial. There is simply no way we would be able to provide the level of assistance we do without the continued support of our partners, our dedicated teams on the ground, and the generosity of our customers.

Together, we have been able to restore hope and dignity to the lives of thousands of South Africans, but our job is far from over. Your partnership with Feed the Nation Foundation will enable us to reach even more vulnerable communities and make a fundamental difference to their lives. Our ethos of "doing good is good business" is at the heart of everything we do, and we look forward to welcoming you on our journey to Feed the Nation.

**Suzanne Ackerman**

FOUNDER AND TRUSTEE, FEED THE NATION FOUNDATION

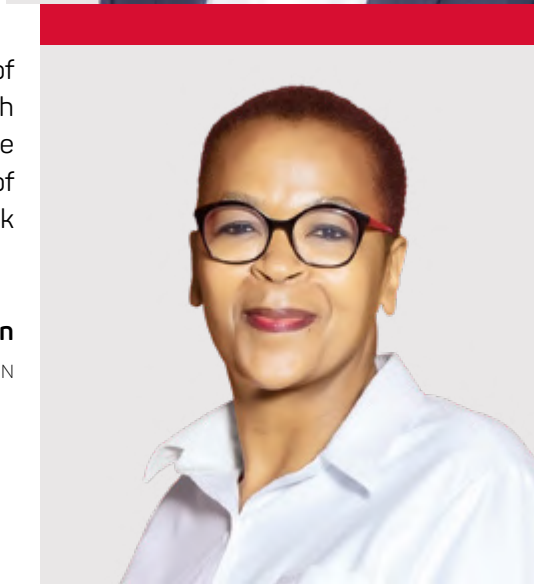


## A word from **our trustees**

"At its very essence, Feed the Nation is about bringing nourishment, hope and compassion to those rendered most vulnerable in our society. None of this work would be possible without the generous and ongoing support of our loyal customers, suppliers, vendors and partners. We urge ALL South Africans to join us on our journey to Feed the Nation!"

**Vaughan Pierce**

TRUSTEE, FEED THE NATION FOUNDATION



"Since its establishment at the onset of the pandemic, Feed the Nation, along with its generous partners, has been a source of strength and hope, with dedicated teams delivering food assistance to those affected by natural disasters. The entire Boxer team is honoured to be part of this worthy nation-wide initiative."

**Ntombi Dlodla**

TRUSTEE, FEED THE NATION FOUNDATION



## What we do

As a registered public benefit organisation, Feed the Nation Foundation provides food assistance primarily to schoolchildren, with a focus on those living in child-headed households.

The Foundation also assists those affected by natural disasters and emergencies and civil unrest.



## Every donation counts

The generosity with which the public has responded has made all the difference to our ongoing relief efforts. We have seen how even a small contribution can positively impact the life of someone in need. Through various campaigns and channels online and social media, as well as instore collections, we continually encourage our customers to make a donation and join us in feeding the nation.

## Ways to contribute

- On the Pick n Pay ASAP app
- On our website: <https://feedthenation.org.za>
- At Pick n Pay till points
- Donate your Smart Shopper points
- Dedicate an online gift voucher via the FTN website
- Snapscan
- Via EFT: Standard Bank Acc No: 200 871 811  
Acc Type: Business Current Account  
Branch Code: 006605  
Swift Code: SBZA ZA JJ

Should you have any questions, please don't hesitate to email us at [business@feedthenation.org.za](mailto:business@feedthenation.org.za)





## Our food parcels

Each food parcel is packed with nutrient-dense food recommended by our in-house dietician. The quantities have been calculated to provide a family of four with approximately 6000kJ in energy-giving food.

This includes 50g protein (the minimum requirements for growth), vitamin- and mineral-enriched foods (to boost immune function) and servings of fruit and vegetables.

In all we do we are mindful of minimising our environmental impact and all food parcels are packed in two Green Pick n Pay reusable bags.

To date, more than 500 000 Green Bags have been used. Each bag is made out of two 500ml recycled plastic bottles, which means they don't end up in landfill sites.

## Food parcel items

Each parcel is valued at R1 650 and consists of:

- 1 x 5kg samp
- 1 x 5kg maize meal
- 1 x 2.5kg maize meal
- 2 x 1kg maize meal or sorghum porridge
- 1 x 2 litres sunflower oil
- 2 x 1kg full cream milk powder
- 1 x 7kg sweet potatoes
- 1 x 7kg onions
- 1 x 7kg whole butternut
- 10 x 400g tins baked beans
- 4 x 500g legumes
- 10 x 400g tins pilchards / 4kg tinned fish
- 4 x large jars peanut butter
- 5 x large pocket oranges
- 4 x 1kg dried sugar beans
- 1 x 1kg macaroni or pasta
- 2 x 500g dried soup mix (lentils, split peas etc)
- 1 x 5kg carrots
- 1 x 2kg rice





## Our partners

Our relief efforts have been accomplished thanks to the generosity of our partners, Pick n Pay customers, businesses, foundations and charitable organisations, both locally and internationally. We are truly grateful to all our partners for their continued support.

- Afrika Tikkun
- Ackerman Foundation
- Angel Foundation
- ABSA
- Amka
- Bethesda Foundation
- Bryan Habana Foundation
- Beiersdorf (Nivea)
- Cape Jewish Board of Deputies
- Cape Town Cycle Tour
- Carmen Stevens Foundation
- Chep
- Christel House
- Click Foundation
- Coca-Cola Beverages
- Colgate
- Courage Hout Bay
- Dairy Farmers
- Danone
- Distell
- EY Consulting
- Food Forward South Africa
- Greeff Properties
- Hellochoice
- Howler
- Investec
- JAM
- Kellogg's
- King James
- Klipdrift
- Kolisi Foundation
- Laidlaw Foundation
- Living Hope
- Moshal Foundation
- Mellon Educate
- Nature's Garden
- Uber
- UN South Africa
- Unima South Africa
- United Ways South Africa
- Unitrans
- Petco
- Pick n Pay Franchisees
- Reel Gardening
- SA Harvest
- Senwes
- Standard Bank
- Stonehage Fleming
- Stormers
- Temba Bavuma Foundation
- V&A Waterfront Holdings
- Willowton

**BOXER**

**Pick n Pay**



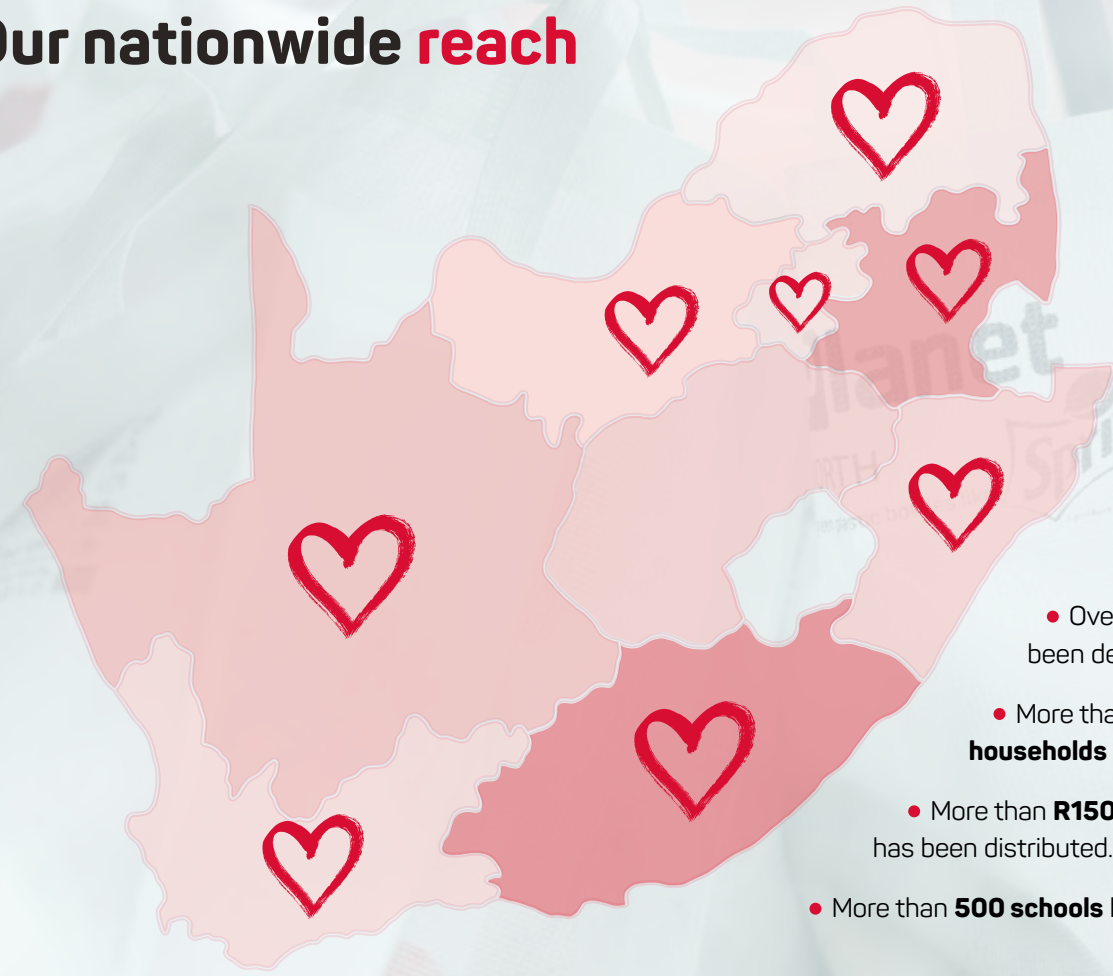
## A message from the Kolisi Foundation

"The partnership between Feed the Nation and the Kolisi Foundations has been a value multiplier, harnessing the power of collaboration to serve communities with food wrapped with dignity."

**Mahlatse Mashua**  
CEO, KOLISI FOUNDATION



## Our nationwide reach



- Over **39 million meals** have been delivered to people in need.
- More than **20 000 child-headed households** have been supported.
- More than **R150 million** worth of food has been distributed.
- More than **500 schools** have been reached.



  
Feed  
THE NATION  
Foundation

  
Feed  
THE NATION  
Foundation

  
Feed  
THE NATION  
Foundation


  
Feed  
THE NATION  
Foundation



Feed the Nation Foundation is a registered public benefit organisation in terms of South African legislation and we are fully compliant with all relevant requirements. Our PBO number is 930069697.

The Foundation's trustees are Suzanne Ackerman, Gareth Ackerman, Vaughan Pierce, Lerato Phalatse and Ntombi Dlodla.



Printed with eco-friendly ink on FSC certified paper 

[info@feedthenation.org.za](mailto:info@feedthenation.org.za) • [www.feedthenation.org.za](http://www.feedthenation.org.za)

Follow us on: [f @FeedTheNationSA](https://www.facebook.com/FeedTheNationSA) • [@feedthenationsa](https://www.instagram.com/feedthenationsa)

[t @FeedTheNationSA](https://www.twitter.com/FeedTheNationSA) • [in Feed the Nation Foundation](https://www.linkedin.com/company/feed-the-nation-foundation)