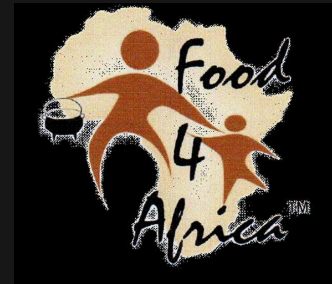


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**FOOD4AFRICA** is a “Hands On” Charity that contracts a manufacturer to process and pack a highly nutritional food for Food4Africa which is distributed highly directly to children in the rural areas of South Africa.



Founded in 2003, FOOD4AFRICA moved into action identifying some of the most deprived communities within South Africa’s rural areas. Within two years, FOOD4AFRICA was supplying nutritional food to over 10,000 children under the ages of fifteen.

By the end of 2008 and currently, FOOD4AFRICA feeds over 15,000 children per day.

We have further identified 520,000 children within our operational areas that suffer from malnutrition.

## MISSION

- Feeding children who are destitute.
  - To ensure that children living in the rural areas of South Africa have the opportunity to develop a healthy immune system by the age of twelve.
  - Providing early nutritional intervention to orphans with Aids.
  - Working with partner organizations to ensure that diseases such as Marasmus or Kwashiorkor, Scabies and Parasites are affectively treated.
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## NUTRITIONAL IMPACT



Somikazi Adam



Somikazi Adam - week two



Somikazi Adam - week four



Somikazi Adam - week five

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## STATISTICS

- The South African Department of Education has stated that in excess of 5 million school children do not have ready access to nutritional food, resulting in a negative impact on their ability to concentrate, learn or function normally.
- There are over 2.2 million Aids Orphans in South Africa, most of which are located in the vast rural areas of the country. The majority of these children, under the age of fifteen, suffer from severe health problems caused by malnutrition.
- HIV/AIDS has devastated thousands of normal families as parents have either died or have been left incapacitated, forcing children as young as 12 to become head of the household. In most cases these children must somehow manage to feed infant brothers and sisters as well as sick or dying parents.
- Without daily access to nutritional food these young children are exposed to a wide variety of diseases. They face the risk of irreversible brain and physical damage caused by malnutrition, resulting in a lifetime of dependency
- The cruelest consequence of the HIV/AIDS epidemic is a generation of children who are robbed of their youth. When a healthy physical and mental development is supposed to be a given, these orphaned and destitute children struggle daily to find a means of survival.
- FOOD4AFRICA focuses on the plight of these secondary victims of HIV/AIDS.

**The direct and controlled provision of our nutritional food to these children produces substantial results within five weeks, as seen on the opposite page.**

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## HOW WE DO IT

The remote locations of communities in need and the vast distances from formal road infrastructures make the distribution of nutritional food packs a logistical challenge. Food4Africa's two-staged distribution approach, combined with a stringent monitoring process, ensures the success of the project.

### IDENTIFYING CHILDREN IN NEED:

Food4Africa's field agents identify children affected by hunger through local schools, care centers, orphanages and community leaders. Based on the numbers of children in need, distribution packages contain the exact number of food packs that will sustain the area for a period of two weeks.

Limiting the quantity of food packages at each delivery ensures constant supervision by our field agents to eliminate the possibility of the food being used for other purposes.

### DELIVERY:

Our partner corporations, Empire Dairy and Tekweni Foods undertake all logistics and transportation of the food to our various distribution points/depots.

### DISTRIBUTION:

Field workers draw their food supply from the designated depots and deliver to the identified areas every two weeks throughout the year.

Each delivery is recorded to verify the delivery.

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## REMUNERATION

Field workers are paid a nominal commission per bag delivered, provided valid verification is supplied.

Each area submits a monthly report to monitor the results and effects of nutritional feeding and the general progress of the children.

The benefits of this logistical structure are:

- The elimination of high administrative costs.
- Ensuring product delivery to exact locations.
- The food reaches the children at less than half of the retail cost, enabling more children to be fed.

## VISION

Rapid expansion of our current manufacturing and distribution capabilities to feed and supply highly nutritional food to over **535,000** children within our immediate reach.

Expanding distribution of our nutritional food to all of South Africa's rural areas through partner organizations that jointly serve millions of undernourished children throughout the country.

The continuation of our scientific research to increase the nutritional value of our food.

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## THE FOOD

The food is constituted as an instant pre-cooked cereal or porridge to which water or milk is added before consumption.

It is comprised of a unique blend of cooked maize, Soya, 19 vitamins and minerals (including trace elements such as Selenium), carbohydrates, protein and cereal fats that work to maximize nutrient intake on a daily basis.

The food has the nutritional density 29 times that of refined maize which is the staple diet in rural Africa.

Through the distribution of highly nutritional food to South Africa's rural areas, our objectives are:

- Alleviate hunger, the worst depressant in everyday life.
  - Immune system enhancement to increase the ability to fight disease and maximize energy levels.
  - Increase early brain development and concentration to normal standards.
  - Enhance learning ability and a better sense of well being to children suffering from malnutrition.
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## TEAM FOOD4AFRICA



Gordon Minott - CEO, Managing Director and Co-Founder of FOOD4AFRICA

South African businessman, Gordon Minott is a man with an extraordinary passion for helping poor and destitute children within his country. Having founded the Avril Minott Memorial Foundation and FOOD4AFRICA, Gordon has been feeding children for numerous years. His stringent "hands on" attitude and experience in the field of cost effective food distribution to masses of people is second to none.



Allan Oberholzer - Co-Founder of FOOD4AFRICA - CEO 1000 Angels

Writer / Producer, Allan was born in South Africa and has worked in the international film industry for twenty two years. He teamed up with his close friend and partner, world renowned American businessman John Paul DeJoria to form "1000 Angels", a corporate entity that will launch international campaigns to raise funds for FOOD4AFRICA.

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## TEAM FOOD4AFRICA

This dedicated group of volunteers and fulltime staff are:

### SOUTH AFRICA:

Barend van der Merwe - Director  
Themba Dubazane - Director  
Cindy Smith - Regional Operations Manager Port Elizabeth  
Barbara Dicks - Secretary  
Ralph Barbeau - Field Agent  
Jeanne Lund - Field Agent  
Sharon Reed - Field Agent  
Leigh-Ann Mathys - Funding and Project Manager  
Norma Ouzman - Accountant

### UNITED KINGDOM:

Dawn Broadberry - Executive Director  
Robert Prentice - Director  
Graeme Marshall - Director  
Colin Watson - Company Secretary

Dawn Broadberry founded the UK FOOD4AFRICA office in early 2006.

### USA:

Olivia Lin - Director - Los Angeles, California



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## PATRONS



### John Paul and Eloise DeJoria - USA

John Paul DeJoria is the Co-Founder and CEO of John Paul Mitchell Systems (Paul Mitchell Hair Care Products) and Owner of The Patron Spirits Company. Having traveled to Africa and being exposed to the plight of underprivileged children, John Paul and his wife Eloise reached out to help by becoming active Patrons of FOOD4AFRICA. They have donated substantially and have committed their full support to assist in the raising of funds to help alleviate the burden of hunger in South Africa.



### The late David and Annie Carradine

As Patrons, world renowned film and television star David Carradine and his wife Annie were actively involved in support FOOD4AFRICA. David, also a musician, sculptor and artist, donated 20% of his proceeds from his last art exhibition in Los Angeles to FOOD4AFRICA.



### Edward and Lisa Brown

Ed, President and CEO of The Patrón Spirits Company and his wife Liza, from Las Vegas, Nevada, immediately accepted the invitation to become Patrons of FOOD 4 AFRICA. Ed's motto "success is in the details" conforms with our "hands on" approach to feed thousands of destitute children in South Africa.

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## PATRONS



### Jorn and Anne-Mette Rosting

Norwegian entrepreneurs, Jorn and Anne-Mette Rosting are dedicated to assisting underprivileged children in South Africa. Jorn, a prominent chartered accountant/economic advisor and Anne-Mette, CEO and Founder of “Natural Force” became Patrons of FOOD 4 AFRICA in 2006.

## DONOR NOTE

Our mission is “Hands On”. We fund and deliver life enhancing food to thousands of young children in South Africa.

We invite you to join us and become personally involved in every aspect of our MISSION and global funding campaign to feed children in Africa.

[www.FOOD4AFRICA.org](http://www.FOOD4AFRICA.org)

### SOUTH AFRICA:

We are a Section 21 Company  
Company Registration No: 2004/022981/08  
VAT No: 4820216234  
PBO Reference No - 930015339  
NPO Reference No - 052-597

### THE UNITED KINGDOM:

(UK) LTD.

Company Registration No - SC296214  
Charity Registration No - SC037178

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