

2013

Activity Report

JAM
SOUTH AFRICA

HIGHLIGHTS

2013 was a big year for us at Joint Aid Management South Africa. With growing support from private donors and local corporates, we were able to exceed our target and reach 44 373 precious South African children with a Red Bowl of highly nutritious porridge.

Not only that, but we witnessed the transformation of 27 JAM-supported child care centres thanks to time and funds invested by local and international makeover teams.

In line with our vision of HELPING AFRICA HELP ITSELF, 2013 also saw the training of 312 micro-farmers in the theoretical and practical skills needed to develop their own backyard gardens and participate in community garden projects.

In 2014, we plan to beat our 2013 successes, working always in alignment with the JAM SA motto:
Fueled by passion, built on integrity, driven by dedication and challenged by opportunity.

R30 to feed a child
for a month

NUMBERS IN
2013 **1004**
child care centres

44 373 pre-school
children fed

53 communities
50G CSS+ PORRIDGE =
75% daily micro-nutrient
requirements **3** PROVINCES

27 makeovers = **312**
2 068 Benefiting
pre-school Children **312**
Micro-farmers
in 2 communities

R360 to feed a child
for a year



JAM SA Programmes

NUTRITIONAL FEEDING

By the end of 2013, JAM SA was providing 44 373 children with a Red Bowl of highly nutritious porridge every school day! Thanks to our donors and implementation partners for making this achievement possible!

A special thank you to KFC Add Hope, our biggest partner, for your ongoing support of JAM SA and dedication to fighting child hunger in South Africa!

When entering a community, JAM SA begins with food, the most basic of needs, providing a highly nutritious porridge to the children who attend JAM-supported child care centres. By the end of 2013, JAM SA was supporting 1 004 child care centres in three provinces: Gauteng, KwaZulu-Natal and Eastern Cape.

Every day, the children enjoy a 50 gram portion of JAM porridge in our signature Red Bowl, which provides them with 75% of their daily micro-nutrient requirements. The porridge, known as CSS+ (Corn Soya Sugar Blend) consists of 65% corn, 25% soya and 10% sugar.

It takes just R30 to feed a child for a month, R360 to feed a child for a year. Each **one** can help **one**.

| | 2012 | 2013 |
|---------------|---------------|---------------|
| GAUTENG | 20 371 | 25 288 |
| KWAZULU-NATAL | 3 549 | 15 105 |
| EASTERN CAPE | 3 333 | 3 980 |
| | 27 253 | 44 373 |

In 2014, our goal is to reach 55 000 children with a Red Bowl of highly nutritious porridge every school day.

CHILD CARE CENTRE MAKEOVERS

27 child care centre makeovers changed the lives for 2 068 children in 2013!

The objective of JAM SA's Makeover Programme is to improve the infrastructure at JAM-supported child care centres to create a healthy, safe learning environment for vulnerable children, encouraging their complete development and preparation for formal school readiness.

A very big thank you to all our local and international donors who generously invested their time and funds into transforming a child care centre through their makeovers:

ABI South Africa (9 mini makeovers in Gauteng and KZN), Standard Bank (5 midi makeovers in KZN), OKS Norway, St Stithians Boys' College, Rand Refinery, Reigate Baptist Church UK, Marsh South Africa (2 makeovers on Mandela Day), JAM Germany, JAM Switzerland (5 extreme makeovers in 3 months), and ABB.

If you would like to find out more about our makeover project, please email jamsa@jamint.com. For more pictures of these transformations, browse through makeover albums on our Facebook page.



AGRICULTURAL DEVELOPMENT

312 micro-farmers were equipped with the knowledge and skills needed to start, plant and harvest their own food garden in 2013. These farmers will continue to be supported through 2014, thanks to WesBank and the FSALP2 Project.

JAM SA's Food Security programme is realised through agricultural development. By the end of 2014, JAM SA will have equipped 900 micro-farmers in two Gauteng communities with the knowledge, tools and practical experience to manage and run their own backyard and community gardens.

In addition, every JAM-supported child care centre is encouraged to grow their own food garden to further supplement the children's nutritional needs and provide an 'outdoor physical classroom' as a learning experience.



SPECIAL OPPORTUNITIES AND HIGHLIGHTS

Mandela Day Madness

Instead of focusing on just one big project, JAM SA's Mandela Day activities involved numerous donor groups making a difference to many children in various ways. Thank you to Pink Elephant, Hillkruin Montessori, Liqui Moly, Shoprite, Marsh South Africa and DRA Mineral Projects for giving much more than 67 minutes to these children! Read the blog on our website to find out more.

If you would like to get involved with JAM SA for Mandela Day 2014, please get in touch with Burton Moonsamy - (011) 548 3900 or Burton.Moonsamy@jamint.com

JAM SA takes part in 'The new face of KFC' event

JAM SA was honoured to be part of the launch event that saw KFC give up its Colonel logo and replace it with the smiling faces of children to mark World Hunger Relief Month in October. Guests visited the JAM SA foodpacking station to pack hampers, which were later distributed to needy families on World Food Day!

Red Riders ride 94.7 for JAM SA

Team Red Bowl and JAM SA had a team of 28 dedicated Red Riders participate in the 2013 Momentum 94.7 Cycle Challenge in Johannesburg. Not only did they ride for our purpose, but each of them raised funds in the lead up to the race day to go towards feeding more of South Africa's children.

If you would like to join the Red Riders for the 2014 Momentum 94.7 Cycle Challenge, please email Sylvanna.Cheketri@jamint.com



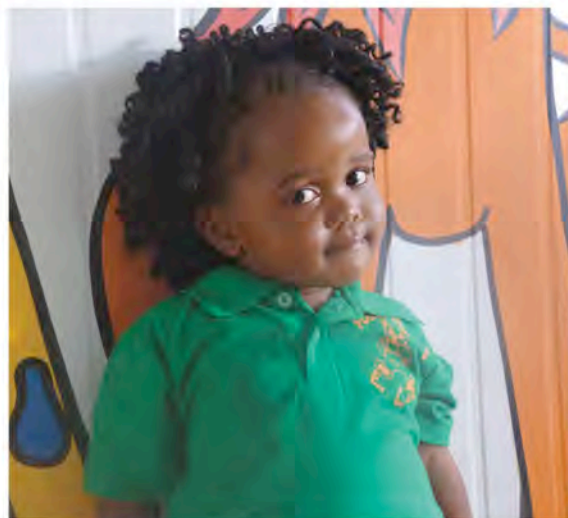
MEDIA OPPORTUNITIES

2013 saw JAM SA enjoy a number of advertising opportunities on various media platforms. We were also privileged to receive pro-bono advertising from some generous partners, including: Child Magazine, Your Baby, eNCA, iPoint Marketing and DStv.

Our programmes were also featured in print, online, TV and radio. We were privileged to feature in four separate inserts on rural development programme, Growing Tomorrow, between August and October. Please visit our website to watch our 2013 TV opportunities.

We also had opportunities to feature the JAM Story on Talk Radio 702, CCFM, Get It Joburg West, Roodepoort Northsider, Cosmo Chronicle, Living and Loving, NGOPulse, Lead SA, Reise-Inspirationen (German online magazine), Add Hope website and SABC News.

Thank you for helping us spread the word and enabling us to help more of SA's precious children, one child at a time!



Fact box

Joint Aid Management (JAM) is a South African founded humanitarian development organisation with the vision of HELPING AFRICA HELP ITSELF. In 2014, JAM is celebrating its 30th anniversary.

JAM feeds more than one million beneficiaries every day in five African countries (Mozambique, Rwanda, Angola, South Sudan and South Africa) and assists hundreds of thousands of beneficiaries through its Complete Community Development Assistance (CCDA) model.

In South Africa, JAM SA brings a holistic Early Childhood Development (ECD) programme to child care centres located in informal settlements and villages. JAM SA focuses on food and nutrition security, food gardens, water drilling, as well as child care centre makeovers.

JAM SA currently operates in Gauteng, KwaZulu-Natal and Eastern Cape, with expansions to Limpopo and Western Cape planned for 2014.

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