

JAM

HELPING AFRICA HELP ITSELF



JAM SOUTH AFRICA

ACTIVITY REPORT 2017

In 2017, JAM South Africa (JAM SA) with the help of various donors, partners and NGOs throughout South Africa was able to achieve substantial milestones. Campaigns and partnerships with numerous organisations allowed us to continue giving preschool children in South Africa the future they deserve.

At the end of 2017 we were able to feed more than 115 000 children in all nine provinces.

JAM SA's success is not just attributed to feeding, but to its other programme areas too.

Our JAM SA Agricultural Supervisor monitored 207 creches in 11 different areas in Johannesburg that are growing vegetables to feed to children and selling some to generate income.

In Limpopo, where there are water shortages, JAM SA in partnership with Different.org raised R105 000 for the distribution of 60 Hippo Rollers to daycare centres in the northern parts of the province. These Hippo Rollers help ease the burden of collecting and transporting fresh,

clean water for the ECD centres.

Thousands of TOMS shoes have also been given to children who walk long distances across rough terrains to reach their schools. Ensuring that these children have shoes, makes their journey to and from school a little more bearable and much safer in both rural and urban areas.

JAM South Africa is entering another exciting year. We are seeing a growing wave of support for Early Childhood Development in South Africa.

During 2017 we will:

- increase feeding to more than 125 000 preschool children;
- roll out Lego Play Six Bricks training to improve the preparation of children to enter Grade 1;
- drill boreholes in the Western Cape; and
- pilot a revolutionary new distribution model which will improve both our reach and our efficiency.

Highlights 2017

LAST year we added a host of new donors and partners to our support base, carried out 25 school makeovers, welcomed corporates and volunteers to our premises and continued to spread the love and joy of giving. We aim to achieve the same and more in the new year – with your invaluable support, we know we will!

NEW SPONSORS

During 2017 we welcomed the following new donors and partners:

- ! Lifestyle Home Garden
- ! Assupol
- ! AEL TISO
- ! CRC Bethlehem and Kimberley
- ! Siyakwamukela Home Based Care
- ! The Bloem Show
- ! Penreach Foundation
- ! Ntataise Lowveld
- ! Little Elephant Training Centre For Early Education (LETCEE)
- ! Crossroads KZN
- ! Rotary Club Aliwal North
- ! Sasol
- ! ASI Financial Services
- ! The Unlimited Child
- ! Just Property
- ! Early Inspiration

MAKEOVER MAGIC

A total of 25 makeovers were completed in 2017. These were sponsored by both our international affiliates and South African companies. JAM would like to thank Engen and Container Conversions, St. Stithians Interact Club, SAGE Foundation volunteers, South African Post Office, TLC Marketing, Liqui Moly, Old Mutual, Edwin Obiri and Joanne Hartis for sponsoring much-needed improvements of JAM-supported ECD centres.



OPEN DAYS

JAM SA Open Days reinforce relationships with existing donors and help establish new relationships with potential donors. Our visitors have come from, among others, St Andrews School for Girls, The Best Funeral Society, Just Property, KPMG, SAGE, Apollo Brick Foundation, ASI Financial Services, Misty Hills Country Hotel, Conference Centre & Spa, Carnivore Restaurant, Eastgate Shopping Centre, KEAVY Mobile CAR WASH, and the South African Post Office.



JAM DONORS APPRECIATED

JAM SA held the annual donor appreciation event at Richmark offices in Sandton in March.

The event is held to show appreciation of donors and partners who are the support base for JAM SA.

The event was attended by various donors, Basetsana Kumalo (Board Member), JAM founder and co-founder Peter and Ann Pretorius and JAMBassador Christopher Jaftha.

The event also received media coverage on fourwaysreview.co.za

We also dubbed March Donor Appreciation Month by saluting some of our corporate and individual donors on our social media platforms.



SIMPLY ASIA CELEBRATES NEW YEAR

In celebration of their Thai New Year (Songkran, symbolising new beginnings and goodwill), Simply Asia raised enough money through their Songkran campaign to provide 44 114 meals for hungry preschool children across South Africa. For the months of April and May, Simply Asia customers could, from Monday to Wednesday, purchase one of six Songkran Specials each of which came with a free drink. Simply Asia gave R3,25 of the proceeds of each special dish sold to JAM South Africa.





VOLUNTEERING AT LIFESTYLE HOME GARDEN HELPS FEED CHILDREN

Every year Lifestyle Home Garden hosts a Garden Design Show which showcases garden designs created by Lifestyle College landscaping students and Lifestyle Home Garden. Garden enthusiasts flock to the show to gain inspiration. Visitors are encouraged to purchase a Garden Guide, the proceeds of which go to a charity.

In 2017, Lifestyle chose to support JAM. Through the efforts of external volunteers and JAM staff, R150 000 was raised, enabling JAM to feed 250 children for a year!

The Lifestyle team: Mike Gibbons, Daylin Gibbons and Robyn Sher handed the cheque over to JAM SA Managing Director David Brown at JAM Headquarters on 21 August 2017. However, their support of JAM has not ended with the Garden Guide. They have decided to promote a monthly Red Bowl Special of indigenous plants and will donate R2 to JAM for each plant sold!

KFC DELIVERS HOPE TO JAM'S BENEFICIARIES ON MANDELA DAY

On Mandela Day (18th July) JAM teams supported teams at KFC offices in Bryanston who, in less than 67 minutes, packed 710 boxes of non-perishable food parcels.

The 710 boxes were delivered on 22 August to one of the JAM-supported creches under the Ekukhanyeni Early Childhood Development training programme in Lawley Extension Three. Queues of parents whose children go to the ECD that Add Hope and JAM support braved the cold and windy morning to each get a food parcel that made a difference in the lives of the children and their families.

The money raised to fill the food parcels is as a result of contributions from KFC customers who Add Hope



by donating R2 when making a purchase. R2 donations, along with donations from KFC, go into the Add Hope Trust and is then donated to over 135 charities in South Africa. JAM SA is one of Add Hope's beneficiaries.

ASI FINANCIAL SERVICES LIVES BY ITS VALUES

One of ASI Financial Services values of putting people first was made evident through its recent R1 million pledge to JAM SA.

On 12 October ASI CEO, Anthony Govender handed a cheque for R1m to JAM SA Managing Director, David Brown, at The ASI Thought Laboratory that took place in Alexandra.

Anthony said JAM stands out for him because of the work we are doing in South Africa and in some parts of Africa by taking care of the next generation that is vulnerable to the cycle of poverty.

As a continuation of the pledge, Anthony and his team enjoyed a tour of the JAM offices and brought early Christmas gifts to children of Amogelang Day Care in Zandspruit. ASI sponsors the feeding of 43 children in the creche, with a long-term goal of expanding this number seven fold to continue to make an even bigger impact.

RED RIDERS

In the 2017 Telkom 947 Cycle Challenge, 32 Red Riders kitted out by Just Property SA and SAKO7 South Africa braved scorching heat while riding for a purpose. Under the leadership of Craig Wittstock, team members had to "pay to play" and together raised R325 000 which will go towards feeding children. JAM is thankful to all the riders and sponsors for being part of raising funds that will help give children a future they deserve.





MEDIA OPPORTUNITIES

CRC Bethlehem hosted a movie night that raised R11 000 towards feeding a child. The church also organised an advertisement about feeding a child through JAM, which was aired on Maluti FM.

Fourways Review carried three stories about our achievements and events: the Mogau Day and Night Care Centre's makeover, our donor appreciation event and a makeover in Diepsloot.

CAJ News ran a story about JAM in November.

A number of media platforms, including Mother and Child, Options, Topco and the Lifestyle Garden Show Portfolio magazines and the iPoint mall advertising offered us free advertisements which we gratefully accepted. Pri-media and Media Active sponsored billboards around Johannesburg.

NEW PARTNERSHIPS

JAM formed a partnership with Realeboga Bakubung, an NGO that provides accredited training to ECD practitioners in Thaba Nchu in 2016.

This served as JAM's entry into the Free State. The programme started with 35 centres and reached 998 children. In January 2017 JAM expanded to Bethlehem with the assistance of CRC Bethlehem and Tshepang Trust. This expansion led to the support of 30 ECD centres and feeding of 838 children. With the help of eModels, in March the JAM ECD nutritional programme spread to Bloemfontein and has recently started supporting 15 centres, feeding 347 children. As of May 2017, JAM supports 95 ECD centres in the Free State province reaching 3 040 children daily.

The Bloem Show is the largest agricultural annual event with a wide variety of entertainment and cultural activities. This year eModels finalists raised R40 700 toward feeding pre-

school children in Bloemfontein.

In the Eastern Cape, the Rotary Club of Aliwal North, in partnership with JAM SA, launched a feeding scheme on 6 March 2017 in area 13 and the Hilton communities. A total of 300 children aged between six months and five years are benefiting from this programme.

SASOL is funding a project to feed 1 514 children in the Rustenburg area in the North West province and 400 children in Bronkhorstpruit. Through Play with a Purpose in Klerksdorp and SA Congress in Potchefstroom and Rustenburg, JAM is feeding 4181 children everyday in this province.

Through additional support from KFC Add Hope we expanded into Port Elizabeth and Plettenberg Bay. Assupol is supporting 1756 children in Msinga and Nquthu in KZN. AEL Tiso is supporting 3600 children in Ga-Segonyone, Emalahleni, Mokopane and Musina.

Two million children go to bed hungry..



One Red Bowl can change it all
Help stop the injustice and reduce hunger one child at a time, by giving a gift of great value - a JAM Red Bowl filled with 75% of a child's daily nutritional needs.

For every \$100 in cash or \$200 in gift cards you can sponsor the Red Bowl campaign by donating online to www.jamsa.co.za or by calling 082 252 2525 or 082 252 2525. Thank you to our donors.

