



NO
hungry
tummies

We are calling on all local companies to **help us
feed little children in our poorest communities.**



**You can use your company's CSI money to fill hungry tummies
with nutritious, leafy greens & lift someone out of poverty permanently – *Read on...***

Horrific Statistics in South Africa:

13.8 million South Africans go hungry every day.

4 million households face starvation.

Malnutrition contributes to **64%** of all deaths in children under the age of five.

Every year about **75 000** children die from hunger related health problems.

One in five children are stunted (or low height-for-age) which indicates an ongoing failure to thrive.

*We think these statistics are totally unacceptable,
so we decided to do something about it.*



**We need you to help us
stop our nation's poorest
children from starving to
death and suffering from
awful hunger.**

**Every child has a
constitutional right to
basic nutrition.**

(Bill of Rights: SA Constitution)





Why leafy greens are so essential for kiddies:

Leafy greens are full of vitamins and minerals, so little bodies can prevent disease and stay healthy.

Leafy greens are essential for brain development and memory, so kids can do well at school.

Leafy greens help children sleep better, so they can stay awake and concentrate in class.

Leafy greens give kids healthy lungs, so they can run and play all day long.

*Most poor children live on bread, pap and rice.
They need leafy greens desperately!*



EVERY
child
deserves
leafy
greens

*....& we have a
sustainable
solution...*



GOOD NEWS!

We have successfully established large-scale, agricultural cooperatives in local townships where we grow fresh, organic leafy greens to supply local crèches that feed little children, and the surrounding community.

Now you can get involved

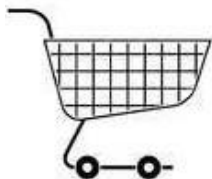
Sponsor a local crèche with leafy greens

This is how it works:

You use your
CSI money to
sponsor a
local crèche
through
Heart



Our growers
deliver leafy
greens to
your crèche



Your crèche
confirms
receipt of
the leafy
greens



We pay your
grower,
providing them
with a
sustainable
livelihood



Needy children
get fresh,
organic leafy
greens & you
get CSI impact
and BEE points



*One big bunch of fresh, organic
leafy greens sells for just...*

R8

(Including delivery)



*We connect you
to a grower
and a crèche.*

*Every bunch of leafy
greens you buy for
your sponsored crèche
provides your grower
with financial security.*

*So, your CSI money
addresses food
security AND poverty
alleviation.*

*And, your social
investment is
measurable because
you know exactly how
many bunches you buy
each month.*





Why we **MUST** end child hunger

A five-year study by the University of Cape Town's African Food Security Unit Network has exposed a food crisis that constitutes a "death sentence" for many and which the government has labelled as "extremely serious".

Malnourishment in young children leads to mental and emotional retardation.

Children who suffer from malnutrition are also prone to more infections, such as TB, gastroenteritis and diarrhoea, causing children to become dehydrated and die.

Malnutrition also prevents toddlers' immune systems from coping with illnesses that healthy children their age can survive.

By the time a child reached the age of two, proper nutrition was essential for the brain to grow correctly and to develop healthy bones and organs. Without them, malnourished toddlers live with irreversible problems.

We really need your support

**Join our Campaign
today.**

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