

THE PIONEER FOODS EDUCATION AND COMMUNITY TRUST

2017

Community Development



Youth Development



Education




**PIONEER
FOODS**


EDUCATION &
COMMUNITY TRUST



"SOUTH AFRICA
IS BLESSED TO
HAVE WOMEN
AND MEN LIKE
YOURSELVES
WHO HAVE LITTLE
TO GIVE BUT
GIVE WHAT YOU
HAVE WITH OPEN
HANDS AND
OPEN HEARTS"

MANGOSUTHU BUTHELEZI

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COMMUNITY DEVELOPMENT

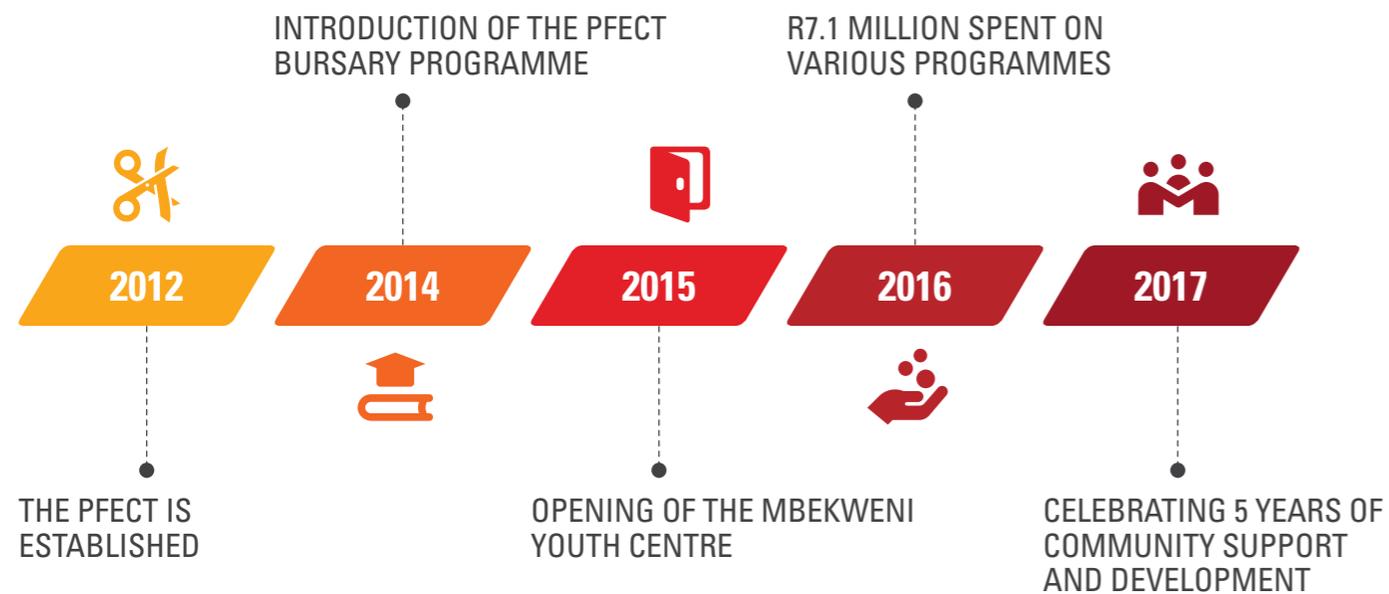
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INTRODUCTION

THE PIONEER FOODS Education and Community Trust (PFECT) was established in 2012 as part of the Group's Phase II B-BBEE initiative. The Trust's activities are funded by dividends from the Pioneer Foods shares held by the BEE Trust, and its mandate includes the support of community and education-related programmes.

TIMELINE



"EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD"

NELSON MANDELA

The Pioneer Foods Education and Community Trust supports several initiatives that involve both in-school and out-of-school youth. Our programmes generally focus on the improvement of academic performance, with our bursary programme supporting disadvantaged secondary and tertiary students in a number of fields.



PFECT BURSARY

DUE TO THE rising cost of education in South Africa, in many cases it has simply become impossible for promising young students to complete their studies. The Pioneer Foods Education and Community Trust bursary programme was introduced in 2014 and offers unique opportunities to underprivileged black students in high school and tertiary institutions across the country. The bursaries are managed by two external service providers, namely Careerwise and Studytrust, to ensure that they will benefit young people who are unable to continue their education as a result of their families' precarious financial situations.

Our ultimate goal with these bursaries is not to simply help scholars and students complete their studies, but to also identify job opportunities for them within Pioneer Foods and provide employment for them once they have graduated. As such, the bursaries run across different fields of study that are relevant to the company, including marketing, various forms of engineering, logistics, finance, food technology and food science.

Recipients of the PFECT bursaries have a support programme available to them, as well as exposure to the Pioneer Foods business, throughout their studies. A total of 6 scholars and 35 students are beneficiaries of PFECT bursaries in 2017, and we are working closely with all recipients to ensure that they receive the guidance and mentorship they need to successfully complete their studies. Since 2014, PFECT has funded 67 students.

EDUCATION



STARTED IN

2014

FOR UNDERPRIVILEGED BLACK SCHOLARS AND STUDENTS



67 STUDENTS FUNDED SINCE INCEPTION



R13.3m

13.3 MILLION RAND FUNDED



41 BURSARIES FOR 2017

SCHOLARS

6

STUDENTS

35



MOT-SA

THE CHALLENGES FACED by young people in South Africa include poverty, broken families, emotional, physical and substance abuse, which not only makes them vulnerable from an early age, but also poses a significant risk to their emotional and physical wellbeing. The MOT education programmes equip young people with the tools and courage to manage peer pressure, believe in themselves and take responsibility for their own lives and future, by focusing on the development of self-confidence, sound values, positive attitudes and behaviour, self-leadership, respect and care for others.

Founded in 1997 by two Norwegian Olympic speed skaters with a passion for people, MOT was introduced to South Africa in 2006. MOT South Africa focuses on vulnerable youth and aims to improve the social environment and basic quality of young people's lives, by teaching them essential life and social skills to effectively deal with their daily challenges. Through the MOT programmes, the youth is empowered with self-awareness, courage, resilience and life skills to make good life choices, develop their full potential and become leaders and positive role models in their communities.

MOT-SA hosts education workshops for teachers, lecturers and volunteers for the implementation of the MOT life-skills programmes at Technical and Vocational Education and Training (TVET) colleges, high schools and community organisations. With 15 000 youth participating in the MOT programmes in 2017, PFECT was proud to contribute 23% (R400 000) towards MOT South Africa's total funding for the year.

STARTED IN **1997**



INTRODUCED TO SA IN 2006

2017

15'000



PARTICIPANTS

23%



FUNDING CONTRIBUTION
(R400,000)

“THE CHILDREN OF ANY NATION ARE ITS FUTURE...”

OLIVER TAMBO

The Pioneer Foods Education and Community Trust is proud to fund various projects that focus on camps, workshops and support initiatives for young people in South Africa. A number of these important projects offer life skills, health and wellness programmes, as well as sports activities to supplement the education of the youth.



MBEKWENI YOUTH CENTRE

TO COMBAT the adverse effects of alcohol abuse in townships, as well as high dropout and unemployment rates, the PFECT transformed a disused beer hall in Mbekweni into a modern, multi-purpose youth development centre known as the Mbekweni Youth Centre. Following extensive planning that commenced in 2013, the centre opened its doors to the public in 2015, and provides young people between the ages of 16 and 25 with the education, skills, support, services, training and opportunities they need to succeed in life. This centre serves both the in-school and out of school youth of Mbekweni.

To date, the PFECT has spent over R14 million on the building and operational costs of this state-of-the-art facility, which comprises a 48-seat computer

lab with Internet access, software suites and printing facilities, a lecture hall, recreation hall, kitchen and other secure spaces where young people can study and socialise.

With 2 283 youths currently registered and 202 trained volunteers, the centre hosts a series of programmes and activities that aim to improve academic performance, provide career guidance and counselling, assist in the economic development of the youth, enhance health and wellness, and encourage the development of personal and life skills. In addition to its core focus of youth development, the centre also aims to empower all members of the community by hosting diverse programmes in a secure meeting and training environment.

 **2015**
CENTRE OPENED

 **R14m**
FUNDED

 **2'283**
YOUTHS REGISTERED

PAARL YOUTH INITIATIVE

A LACK OF support, guidance, mentoring and access to opportunities were identified as key contributors to socio-economic problems affecting the youth, such as early school leaving, experimenting with alcohol and drugs, violent behaviour, crime, teenage pregnancy, etc. The Paarl Youth Initiative (PYI) was established in 2003 with the goal of developing a new generation of youth members who lack the necessary resources and/or support networks, but have the potential to improve their livelihood and make a success of their lives.

The PFECT is proud to be associated with this initiative, with its allocation of R200 000 making up over two thirds of its annual budget.

The PYI currently has 61 participants in the Good Company Programme, which provides empowerment initiatives and the development of leadership skills and potential in order to prepare the youth for life as responsible adults. This 5-year programme consists of developmental activities broadly grouped under the following categories: Leadership Development, Basic Computer Literacy, Emotional Intelligence Modules, Basic Entrepreneurship, Career Guidance and Support, Basic Entrepreneurship and an Interact Club.

With its core focus being empowerment, development and leadership, the PYI is proud of its alumni, with 3 past participants going on to become head prefects at various schools, and 5 currently studying towards their university degrees.

 **5** YEAR PROGRAMME

 **61** PARTICIPANTS IN 2017

 **R200k** FUNDED

 STARTED IN **2003**





KHULA DEVELOPMENT GROUP

DUE TO DIFFERENT social factors and manifestations of poverty in broken communities, the importance of education is often not recognised. Schools don't have the capacity to ensure that every learner is attending school regularly and, as a result, the system fails children who start a cycle of absenteeism.

Khula is a non-profit organisation that was started in 2007 with the mission of integrating children who have dropped out of school back into the system, providing in-school support to reintegrated children and integrating primary caregivers into support groups. Their vision is for primary caregivers and children to recognise and embrace the benefits of education, so that these historically poor and disadvantaged communities can become economically active and enjoy a better quality of life through love and education.

In order to achieve these goals, Khula has cultivated strong relationships with schools, and assigns two fieldworkers per school. These fieldworkers are further trained, supervised and continuously supported by qualified social workers. Over the past two years, the PFECT has contributed R250 000 annually towards supporting the Khula Development Group's initiatives and programmes.

Khula is currently active in 5 areas in the Boland, including Paarl East, Simondium, Klapmuts, Cloetesville and Jamestown. The organisation actively supports 885 learners and 38 primary caregivers in 26 schools in these areas.

STARTED IN
2007

TO INTEGRATE CHILDREN WHO HAVE DROPPED OUT BACK INTO SCHOOL

5 AREAS ACTIVE IN THE BOLAND

885 LEARNERS SUPPORTED

SCHOOLS **26**
CARE GIVERS **38**

"MAKE A COMMITMENT TO SERVE THE NEEDS OF THE 'LEAST OF THESE' AND GIVE VOICE TO THE VOICELESS"

ARTIKA TYNER

The community projects supported by the Pioneer Foods Education and Community Trust include small loans and grants to assist mothers and youth with small-scale businesses in Kayamandi, as well as HIV and Aids education and training for high school learners, teachers and parents in KwaZulu-Natal, where the incidence of teenage pregnancy and HIV is incredibly high.



STARTED IN **2005**



2'000



MEALS EVERY WEEKDAY

11 MONTHS PER YEAR



R246,4k



TO



20

SMALL BUSINESSES WITH A FURTHER

R300k

IN 2018

LOVE TO GIVE

IN KAYAMANDI, UNEMPLOYMENT and poverty abounds, with many of its approximately 35 000 residents relying on social and child grants for survival. Employment opportunities for unskilled workers in the area are limited and mainly seasonal, which means that for a large part of the year, families have no means of earning an income.

Love to Give was founded in 2005 to assist families with no external income except for social grants to become more financially self-sufficient and food secure, by running three community food gardens, encouraging and assisting with home food gardens, assisting with job opportunities and the writing and printing of CVs, offering small business management courses and micro-financing small businesses, as well as providing skills training in various fields.

Love to Give supplies meals to 2 000 school children every weekday for 11 months of the year. Through twice yearly nutritional screenings of primary school children, families in crisis are identified and admitted to a six-month intervention programme, during which they receive monthly food parcels and assistance in becoming economically stable and independent.

The Enterprise Development Project was started in 2016 to help some of the more promising micro-businesses in the community to grow and become more resilient, and ultimately create more job opportunities within the community. To this end, the PFECT has spent R246 400 to provide 20 small businesses with loans and grants, as well as professional guidance from a business mentor.

RESPONSIBLEME PROGRAMME

KWAZULU-NATAL HAS the highest rate of HIV prevalence in the country among youth between the ages of 15 and 24 years old. This is exacerbated by the reality that one third of South Africa's teenage girls become pregnant, and 10% will have contracted HIV by the time they leave school. The ResponsibleME programme was started in 2007 to address these social challenges through the incorporation of participatory and interactive lessons to beneficiary schools.

This crucial intervention programme applies empowerment and change management principles to enable educators, learners and community members to transform their environment. It encourages participants to talk about social stigmas and contextual challenges and seeks to enable them to make responsible choices that facilitate a positive and productive future. When considering the issue of teenage pregnancy and how it relates to HIV infection, the ResponsibleME program has made a considerable impact on the incidence of teenage pregnancy at partner schools, with data showing an average reduction of 5 fewer pregnant learners per school since the implementation of the programme.

To date 5 024 people from six of the ten partner schools have been impacted, and the PFECT has donated R735 000 to assist the ResponsibleME programme with achieving their 2017 goal of training 44 educators and 4 172 learners across 10 schools in Stanger, KZN. R1.4 million has been funded over the last 2 years, with an additional R385 000 allocated for 2018.



PIONEER FOODS TRUSTEES

PROF EL LINKS

MRS S MARCO-THYSE

MRS BD FERGUSON

DR ME SETATI

MR LR CRONJE

MR N MOLOTO