Friday 27 June 2014 was a cold, crisp winter morning in Johannesburg and the last day of the second school term. Learners in Alexandra Township, Johannesburg were excited about the start of their school holidays and the fun to be had in the coming 3 weeks. In sad contrast; the holidays also embodies a period of massive food insecurity for too many learners; particularly those who rely on in-school feeding programmes during school terms.

The food distribution project is not an easy undertaking and the team work long hours managing all the details but our efforts fulfills a desperate need in our disadvantaged communities. It reinforces Tiger Brands’ partnership with the Nelson Mandela Foundation to alleviate food insecurity and forms part of our drive to address food insecurity in a sustainable and effective manner.

The 1475 learners at MC Weiler Primary School were overcome with excitement to find officials from the DBE, important guests from Tiger Brands and the Nelson Mandela Foundation at their school to present the much needed food parcels. The formal hand-over was an uplifting combination of speeches, songs from the learners and a heartfelt prayer.

Tiger Brands employees who participated in the “Packing with Love Initiative” (part of the Employee Volunteerism Programme) were also in attendance - together with officials and guests shared the very busy task of giving food parcels to the happy learners and their families.

The impact of the food parcels was notably visible as the team left MC Weiler, driving through Alexandra en route to Sandton, the branded buckets were seen everywhere - along the main streets of the township, down narrow lanes and finally outside many informal structures. The buckets were carried by young children, learners, caregivers and grandmothers.

Tiger Brands, the Tiger Brands Foundation and the Nelson Mandela Foundation partnered with the Department of Basic Education in December 2013 on a food parcel distribution project to Tiger Brands Foundation in-school feeding primary schools. Over 17 000 food parcels were given to 13 primary schools’ learners and their families marking the official kick off to Mandela Month.

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Leaving an imprint of value...