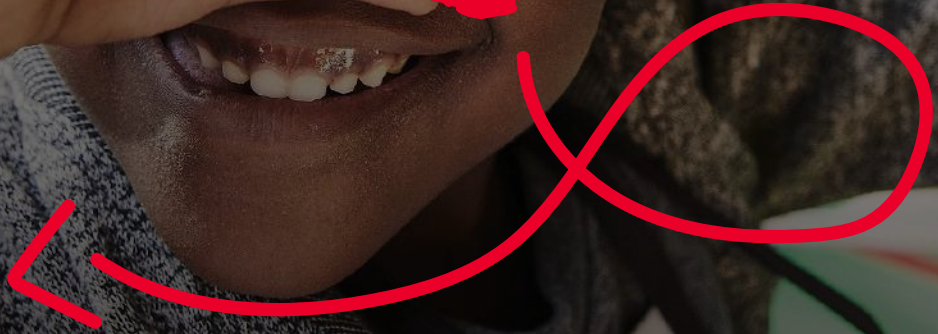




add<sup>TM</sup>  
**HOPE**



ANNUAL REPORT | FEBRUARY 23 - MARCH 24

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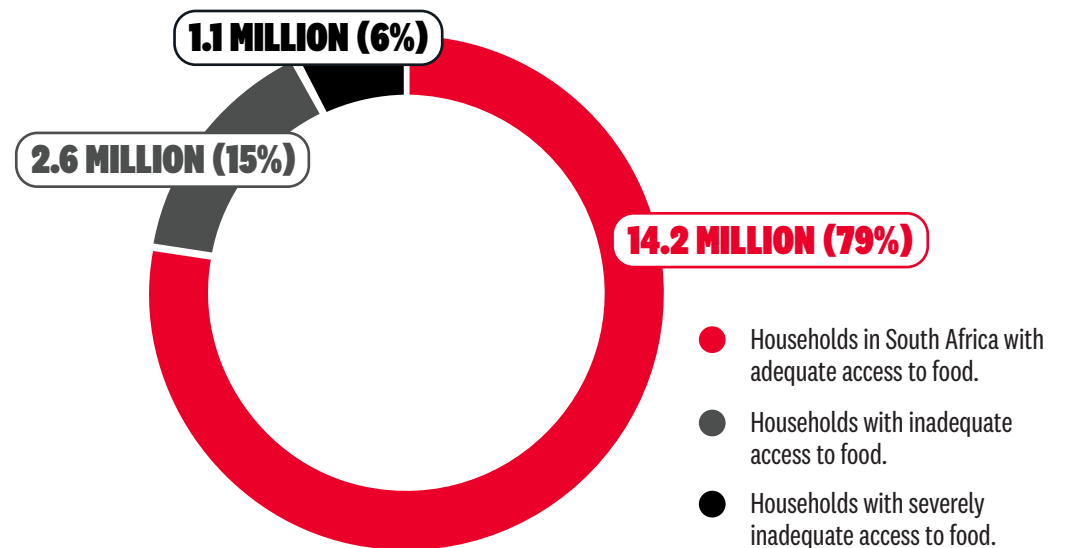


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# THE STATE OF HUNGER IN SOUTH AFRICA

South Africa, along with Africa, continues to have a prevailing issue with poverty and food insecurity - especially amongst youth demographics. A report released by Statistics South Africa showed that in 2021 out of almost 17,9 million households in South Africa, that 15% (2,6 million) stated that they have inadequate access to food and 6% (1,1 million) reported that they had severely inadequate access to food. While this is a notable decrease from the 2020 statistics of 23.6% reporting moderate food insecurity and 14.9% experiencing severe food insecurity – our job here is far from done. A report from the Nelson Mandela Children’s foundation f in October found that there were “Eight million hungry children” in South Africa. To Add Hope, that is eight million too many.



Source: 2021 Statistics South Africa Survey of almost 17.9 million households



## WHY MALNUTRITION IS SO DEVASTATING FOR CHILDREN

Children who do not have adequate nutritious food cannot develop as they should and are at a high risk of acute malnutrition. This can lead to stunting, which affects physical, cognitive and social development in malnourished children. These children struggle to concentrate or learn, placing them in an extremely vulnerable position and ultimately perpetuating the cycle of poverty and ill-health.

KFC recognises that the failure to address child hunger and malnutrition will result in failing the future of our country.

## WHAT IS **add** HOPE?

Add Hope is a KFC initiative that encourages the collective effort of a nation with the aim to fight malnutrition and hunger in South Africa. Over the past 15 years, the combined efforts of KFC staff, customers, and partners have provided more than **30 million meals annually** to over **150,000 underprivileged children per year**.

What started in 2009 as a simple idea to partner with customers to tackle childhood hunger, has evolved into something extraordinary. This programme leverages a simple yet effective approach: KFC franchisees contribute a percentage of their sales, and every KFC customer is given the opportunity to contribute at least R2 with their meal purchase, pooling together the resources to significantly impact young lives nationwide. Collectively, these donations combine to have a national and sustainable impact on the lives of the beneficiaries. Add Hope has grown to support sustainable feeding programmes across South Africa, partnering with over **120 organisations** to provide children in need with vital nutrition.

Rooted in the belief that every child deserves access to nutritious food, Add Hope continues to tackle the challenge by providing healthy meals to children via partnerships with local non-governmental organisations (NGOs), non-profit organisations (NPOs) and community-based feeding schemes.

The primary aim today, as it was 15 years ago, is to empower South Africa's youth towards a brighter, opportunity-filled future. A future where every child has equal opportunities, because with a full belly, they have the potential to change the world.

**To date, R1 034 938 420 has been raised from customer and KFC contributions with R137 908 464 raised in the past year.**

# HOW DOES **add** HOPE RAISE FUNDS?

## KFC BUSINESS CONTRIBUTIONS

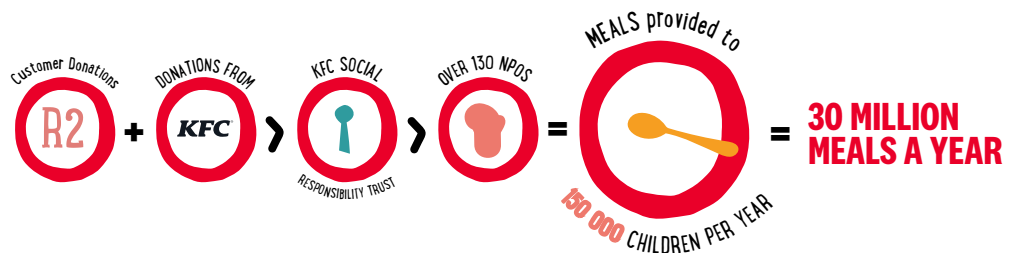
Since the initiative's inception in 2009, the KFC business, together with all restaurant franchisee partners, donate a fixed percentage of revenue towards the Add Hope initiative.

## KFC CUSTOMER CONTRIBUTIONS

The Add Hope programme excels through the generosity of KFC customers who can choose to contribute to the initiative in the form of R2 donations which are added to their KFC orders and collected in-store or via online orders. To date, the generosity and support of our customers in the fight against child hunger has seen them contribute 60% of the R1bn milestone.

## OTHER FINANCIAL INPUTS

Add Hope also generates funding from private and corporate donations (direct bank transfers and online donations) as well as fundraising events. The programme receives further inputs in the form of food, materials, human resources, equipment and facilities.



# GOVERNANCE & COMPLIANCE

The distribution of the donated funds is carefully administered by the **KFC Social Responsibility Trust** which meets three times annually. It's run as a separate Public Benefit Organisation and is registered and managed by a Board of Trustees that includes KFC General Manager: Akhona Qengqe; KFC Chief Operating Officer: Siyabulela Ngcukana Chief Supply Chain Officer; Franchisee: Justin Rohloff; and Franchisee: Olga Bikitsha.

The Trust further employs four staff members who are responsible for the daily operations of the programme, including a Social Purpose Lead, a Trust Finance & Compliance Manager, Trust Operations Manager and a Trust Administrator.

The Trust's financial year runs from 1 March until 28 February each year and is independently audited by KPMG. Funds used for marketing purposes come from a separate budget to ensure good governance of the funds in the KFC Social Responsibility Trust. The Trust maintains reserves to ensure that feeding can be sustained.

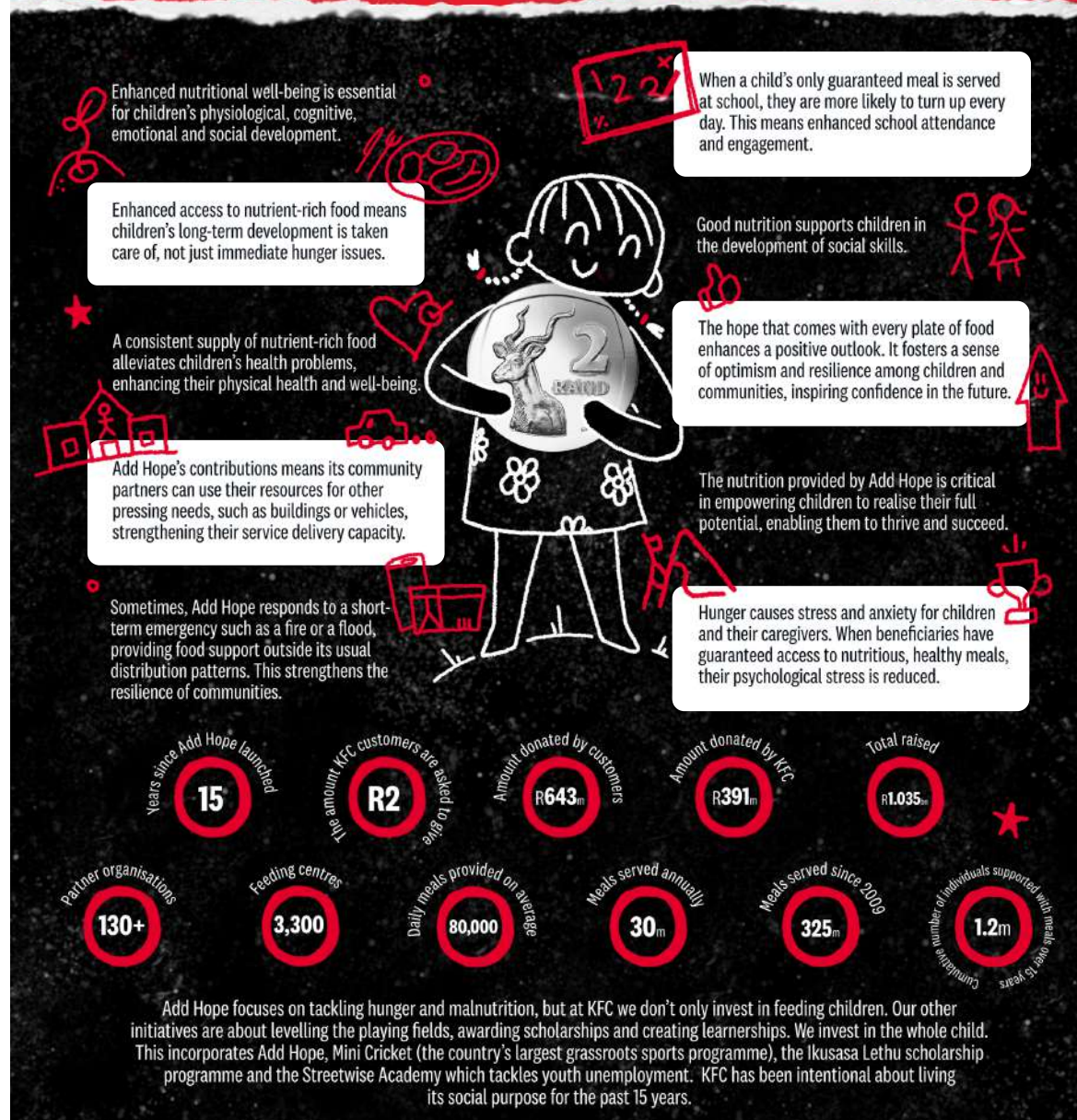
# THE IMPACT OF add HOPE

In partnership with the communities where KFC operates, the Add Hope programme has raised more than R1bn in its effort to fight malnutrition and hunger since 2009. It has left an indelible mark on the lives of millions and become a powerful force for good. Every R2 donated by a KFC customer, supplemented by KFC's contribution, buys a child a meal. And that small change, makes a big difference. Over 15 years, Add Hope has served more than 325 million meals. That is the equivalent of feeding every South African FIVE times. Every R2 donation from a customer puts a meal on the table.

## KFC'S ADD HOPE MAKES 1BN MILESTONE

KFC's Add Hope programme, which recently passed the R1bn mark in its effort to fight malnutrition and hunger, has left an indelible mark on the lives of millions and become a powerful force for good, confirming KFC's status as the country's most impactful social purpose brand.

Every R2 donated by a KFC customer buys a child a meal, and that small change makes a big difference.



Enhanced nutritional well-being is essential for children's physiological, cognitive, emotional and social development.

When a child's only guaranteed meal is served at school, they are more likely to turn up every day. This means enhanced school attendance and engagement.

Enhanced access to nutrient-rich food means children's long-term development is taken care of, not just immediate hunger issues.

Good nutrition supports children in the development of social skills.

A consistent supply of nutrient-rich food alleviates children's health problems, enhancing their physical health and well-being.

The hope that comes with every plate of food enhances a positive outlook. It fosters a sense of optimism and resilience among children and communities, inspiring confidence in the future.

Add Hope's contributions means its community partners can use their resources for other pressing needs, such as buildings or vehicles, strengthening their service delivery capacity.

The nutrition provided by Add Hope is critical in empowering children to realise their full potential, enabling them to thrive and succeed.

Sometimes, Add Hope responds to a short-term emergency such as a fire or a flood, providing food support outside its usual distribution patterns. This strengthens the resilience of communities.

Hunger causes stress and anxiety for children and their caregivers. When beneficiaries have guaranteed access to nutritious, healthy meals, their psychological stress is reduced.

Years since Add Hope launched: **15**

The amount KFC customers are asked to give: **R2**

Amount donated by customers: **R643m**

Amount donated by KFC: **R391m**

Total raised: **R1.035m**

Partner organisations: **130+**

Feeding centres: **3,300**

Daily meals provided on average: **80,000**

Meals served annually: **30m**

Meals served since 2009: **325m**

Cumulative number of individuals supported with meals over 15 years: **1.2m**

Add Hope focuses on tackling hunger and malnutrition, but at KFC we don't only invest in feeding children. Our other initiatives are about levelling the playing fields, awarding scholarships and creating learnerships. We invest in the whole child. This incorporates Add Hope, Mini Cricket (the country's largest grassroots sports programme), the Ikusasa Lethu scholarship programme and the Streetwise Academy which tackles youth unemployment. KFC has been intentional about living its social purpose for the past 15 years.



Source: KFC Add Hope Impact Assessment, Dr Tracey Toefy/DEZ Advisory Services, March 2024. Add Hope is operated by the KFC Social Responsibility Trust.

# A STUDY ON ADD HOPE IMPACT

A report conducted by Dr Tracey Toefy of the Gordon Institute of Business Science (GIBS) in association with DEZ Advisory Services in 2024 delved deeply into the tangible and intangible impacts of the Add Hope programme, aligning with KFC's dedication to comprehensively understanding its societal influence.

**The report indicated that:** "Through its activities, the Add Hope programme has observed various outcomes, including enhanced nutritional well-being, improved access to nutrient-rich food, strengthened service delivery capacity, enhanced resilience in adversity, increased school attendance and engagement, enhanced social skills development, and heightened unlocking of potential among beneficiaries, amongst others."

**The report also revealed that from an impact perspective:** these outcomes contribute to the inferred impacts of the programme, which encompass improved long-term health outcomes, socio-economic empowerment, educational advancement, and sustainable community development. By addressing immediate needs and fostering holistic development, the programme aims to create lasting positive change in communities nationwide.

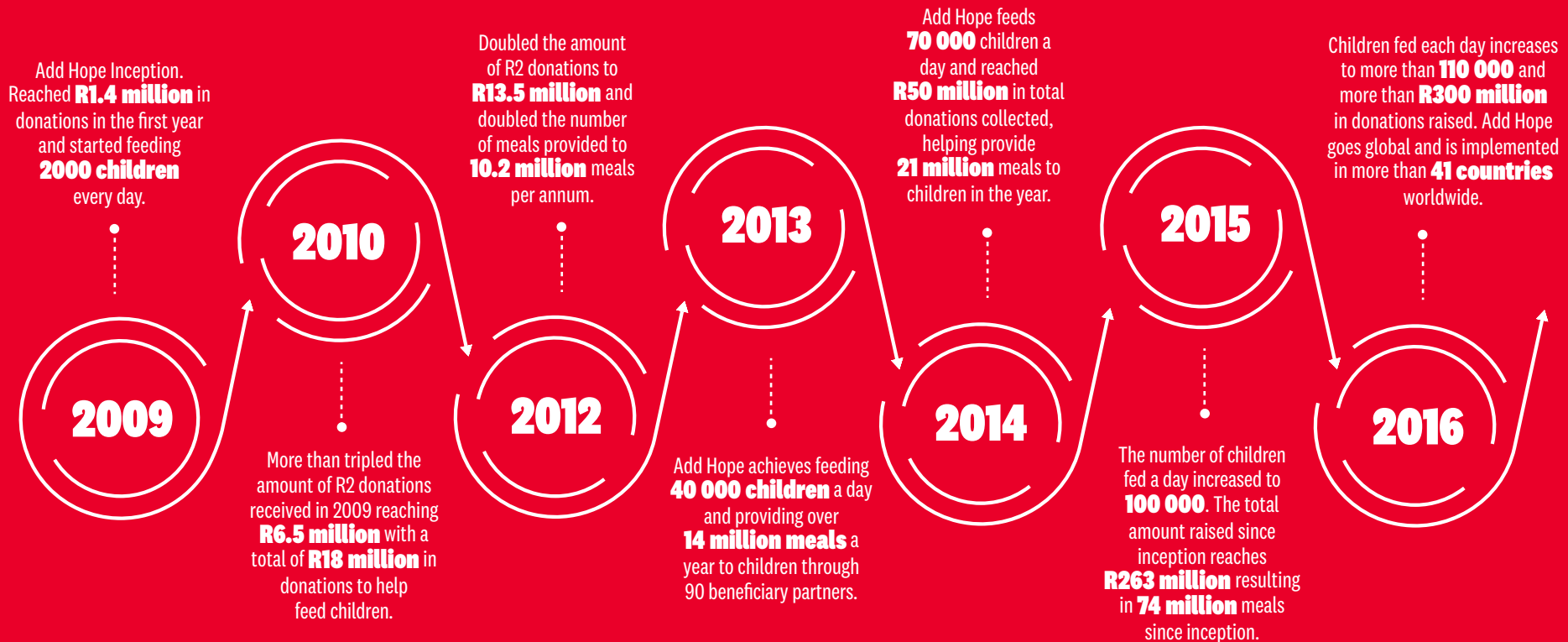


SMART INDICATOR	VALUE	SOURCE
Number of Meals Distributed since 2009	325,813,923 meals	KFC Data
Number of People Fed	1,243,831 individuals	KFC Data
Opportunity for KFC Customers to give back to society	321,906,549 number of opportunities	DEZ Advisory calculation based on KFC data

\*Source : KFC Add hope Impact Report, Dr Tracey Toefy of the Gordon Institute of Business Science (GIBS) in association with DEZ Advisory Services in 2024.

# 15 YEARS OF ADDING HOPE

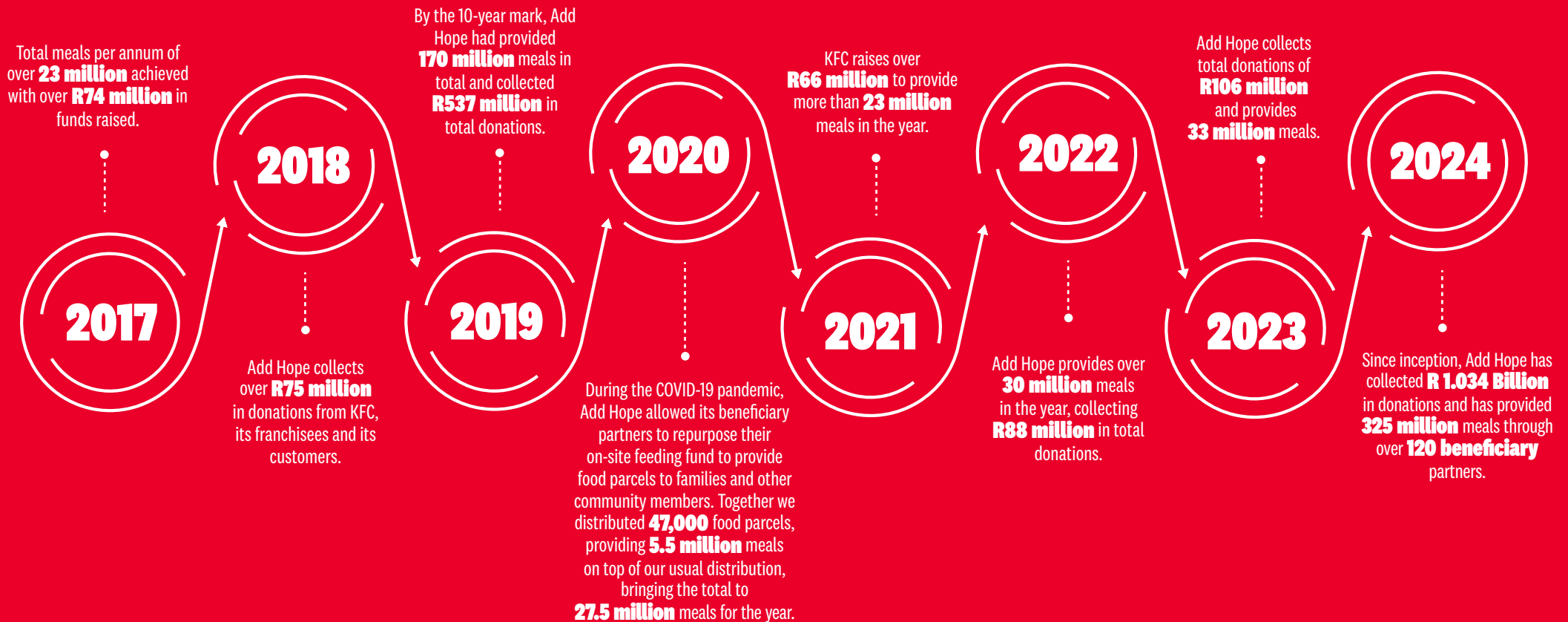
Since 2009 when KFC started Add Hope, the programme has grown in leaps and bounds in making a meaningful impact in the lives of children in South Africa, as well as for their families and the community as a whole.





# 15 YEARS OF ADDING HOPE

Since 2009 when KFC started Add Hope, the programme has grown in leaps and bounds in making a meaningful impact in the lives of children in South Africa, as well as for their families and the community as a whole.





# OUR PARTNERSHIP APPROACH

## ADD HOPE BENEFICIARY PARTNERS

The KFC Add Hope programme partners with a diverse range of beneficiary partners to help address hunger and food insecurity across South Africa. The Non-Profit Organisations (NPOs) that Add Hope partners with play a vital role in the initiative, helping turn the combined financial donations into daily nutritious meals for underprivileged children around the country.



## THE NATIONAL PROGRAMME

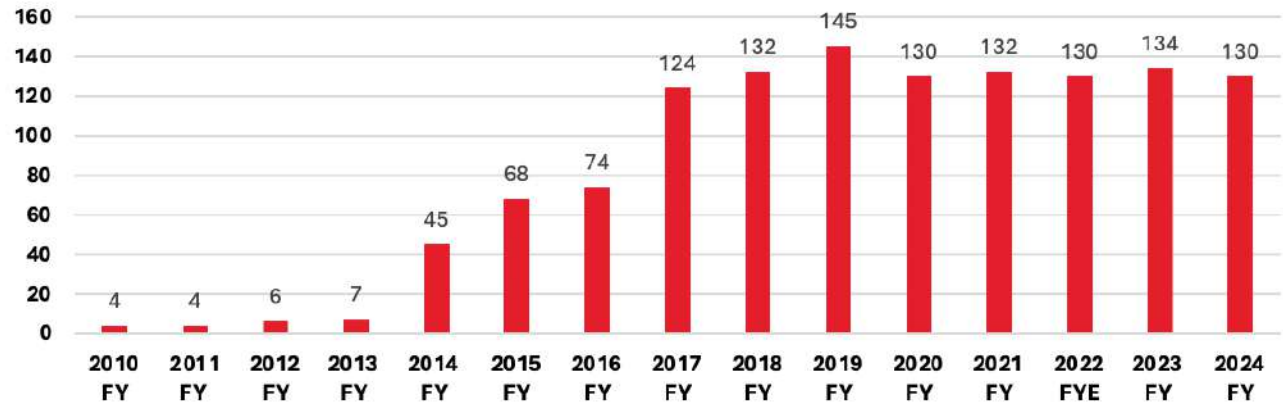
Add Hope allocates funding to 16 National beneficiaries through the National Programme. These organisations have a large footprint across South Africa with feeding centres in various provinces and are managed by the KFC Trust.

## LOCAL STORE PROGRAMME (LSP)

In addition, the Local Store Programme supports 113 community based organisations that are chosen and managed by our franchisees so that they can have an impact in local communities.

An applicant must be a registered NPO in operation for a minimum of two years offering a sustainable feeding programme for children up to the age of 18. Funding is provided for a 12-month period and organisations can reapply for funding annually. Beneficiaries including early childhood development organisations, children's homes and school feeding programmes are considered for potential partnership each year.

## ANNUAL BENEFICIARIES GROWTH SINCE INCEPTION



# ADD HOPE IMPACT IN 2024

**16**

**NATIONAL  
BENEFICIARIES**



**113**

**LOCAL STORE  
BENEFICIARIES**

**128**

**BENEFICIARY  
PARTNERS**



**3323**

**FEEDING  
CENTERS**



**154 770**  
**CHILDREN FED  
IN 2024 FY**

**41 040 286**  
**MEALS SERVED  
IN 2024 FY**



**325 813 923**  
**MEALS SERVED  
SINCE INCEPTION**

**R 1.034**  
**BILLION IN  
CONTRIBUTIONS  
RAISED SINCE  
INCEPTION**



# OUR PARTNERSHIP APPROACH

## THE NATIONAL PROGRAMME

1. The Lunchbox Fund
2. Mould. Empower. Serve (MES)
3. Lebone Village
4. Johannesburg Parent & Child Counselling Centre (JPCCC)
5. Africa Food for Thought (AFFT)
6. Peninsula School Feeding Association
7. HOPE worldwide SA
8. Afrika Tikkun
9. SOS Children's Village
10. 1000 Hills Community Helpers
11. Do More Foundation
12. Kolisi Foundation
13. Boys and Girls Club SA
14. Girls and boys Town
15. Gift of the Givers Foundation
16. Rise Against Hunger Africa

# BENEFICIARY REPORTING

All beneficiaries report on their programme's impact and finances up to twice annually. Reporting is important to monitor the impact of the Add Hope programme as well as to capture data points that are evaluated when organisations apply for renewal funding.

Beneficiaries are required to meet and maintain minimum requirements e.g. NPO certification, PBO certification, Health certification, organisation bank account and children's attendance register.

Resources are assigned to assess the beneficiary programmes inhouse and an external, independent programme auditor conducts formal programme assessments.

The reporting framework ensures that beneficiaries supply comprehensive feedback on their respective programmes with the utmost integrity and accountability.



# PROVINCIAL SUPPORT

INCLUDING NATIONAL  
BENEFICIARIES AND LSPS



SCAN TO VIEW A MAP  
OF OUR BENEFICIARY  
LOCATIONS

## WHERE WE ADD HOPE IN THE EASTERN CAPE

ACVV Cradock  
Do More Foundation  
Eluxolweni Charitable Trust  
EP Children's Home  
Gift of the Givers Foundation  
Greensleeves Children's Trust  
HOPE worldwide SA  
Khayaletu Child & Youth Care Centre  
Kolisi Foundation  
Maranatha Street Workers Trust  
Masizakhe Child & Youth Care Centre  
Miracle Kids Stimulation Centre  
Oosterland Youth Centre  
Rise Against Hunger Africa  
Salem Baby Care Centre  
SOS Children's Villages  
Star Uplifting Centre  
The Lunchbox Fund  
Thembelihle Care  
Uviwe Child & Youth Services  
Vuyani Safe Haven

## WHERE WE ADD HOPE IN THE FREE STATE

Charlotte Theron Kinderhuis  
Child Welfare Bloemfontein  
Do More Foundation  
HOPE worldwide SA  
House of Hope Community Life Development  
Lebone Village  
Maokeng Disabled Childrens Centre  
Rise Against Hunger Africa  
SOS Children's Villages  
Stompie Seipei Soup Kitchen  
The Lunchbox Fund

## WHERE WE ADD HOPE IN KWAZULU-NATAL

1000 Hills Community Helpers  
Abounding Hope  
Arise and Shine Project  
Benjamin Generation Child Care Centre  
Do More foundation  
Durban Child & Youth Care Centre  
Enduduzweni Community Care Centre  
Ethelbert Child & Youth Care Centre  
Feed The Babies Fund  
Glenview Primary School  
Greytown Children's Home  
Harding Special School  
Hope in Christ Youth Centre  
HOPE worldwide SA  
I Care  
Khula Community Centre  
Lungelo Youth Development  
M.L. Sultan St Marys Primary School  
Matatiele Child & Family Welfare  
Mother of Peace  
Pietermaritzburg Children's Home  
Rise Against Hunger Africa  
Sifisoethu Drycott Creche  
SOS Children's Village  
St. Monica's Children's Home  
Thanda Aftercare  
The Lunchbox Fund  
TLC Home Services

# WHERE WE ADD HOPE IN GAUTENG

Africa Food For Thought (AFFT)  
Afrika Tikkun  
Bachana Mokwena Primary School  
Berea-Hillbrow Home Of Hope  
Blue-O Community Development  
Bona Lesedi Women & Child Care  
Boys and Girls Club SA  
CANSA TLC Nicus Lodge  
Do More Foundation  
Door of Hope Children's Mission  
Embark Foundation  
Epworth Children's Village  
Giyani Primary School  
Golang Day Care Centre  
HOPE worldwide SA  
House Of Children Day Care Centre  
Johannesburg Parent & Child Counselling Centre (JPCCC)  
Kliptown Youth Programme  
Laerskool Die Arend  
Laerskool Westerlig  
Look forward Creativity Centre

MES (Mould. Empower. Serve)  
Mother of Peace  
Nigel Caring Community  
Odirile Centre for Persons with Mental and Physical Disability  
Ons Kinder-en Jeugsorgsentrum  
Pretoria Sunrise Rotary Club  
Rays of Hope  
Rise Against Hunger Africa  
Slovo Park Educational Trust  
SOS Children's Village  
The Love Trust  
The Lunchbox Fund  
Tholakele Centre of Hope  
Tshepong Centre for the Disabled  
Tumang Primary School  
Tutela Gesinsorg/ Family Care Alberton  
Vaal Triangle Cerebral Palsy Association  
Viva Foundation of South Africa  
Whispers Speech & Hearing Centre



# WHERE WE ADD HOPE IN THE WESTERN CAPE



Afrika Tikkun  
Belindia Creche  
Christel House South Africa  
Do More Foundation  
Fikelela Aids Project  
Flukse Voetjies Educare Centre  
George Child & Family Welfare  
Gift of the Givers Foundation  
Hannah's Place of Safety  
Heartlands Baby Sanctuary  
Home of Hope  
HOPE worldwide SA  
James House  
Masigcine Children's Home  
MES (Mold. Empower. Serve)

Mosselbay Care Centre  
Orion Organisation  
Pebbles Project Trust  
Peninsula School Feeding Association  
Rise Against Hunger Africa  
School of Hope - Thembalitsha  
Shiloh Synergy  
Siyabonga Care Village  
SOS Children's Village  
The Homestead Projects for Street Children  
The Lunchbox Fund  
Valley Development Project  
Won Life  
Zandvliet Care Facility



# WHERE WE ADD HOPE IN MPUMALANGA

Do More Foundation  
Gift of the Givers Foundation  
HOPE worldwide  
Marietjie School  
Qedusizi Day Care Centre  
Refithhile Primary School  
SOS Children's Village  
The Lunchbox Fund  
Tiyimiseleni Home Based Care  
Uzwelo Child & Youth Care Centre



# WHERE WE ADD HOPE IN LIMPOPO

ComeTogether CBO's Consortium  
Do More Foundation  
HOPE worldwide  
Makena Drop In Centre  
Maungani Drop In Centre  
Noah's Ark Children's Home  
Rise Against Hunger Africa  
SOS Children's Village  
Stadspoort Bele Bela  
The Lunchbox Fund  
Zwashu Day Care Centre



# WHERE WE ADD HOPE IN THE NORTH WEST

Do More Foundation  
Good Hope Day Care Centre  
Truth Foundation Movement NPC  
SAVF Rethabile Klerksdorp Child & Youth  
Care Centre  
SOS Children's Village  
The Lunchbox Fund  
HOPE worldwide SA



# WHERE WE ADD HOPE IN THE NORTHERN CAPE

HOPE worldwide  
The Lunchbox Fund  
Do More Foundation  
Karoo Eisteddfod Trust



# ANNUAL FINANCIAL SUMMARY

## FOR THE 2024 FINANCIAL YEAR END

### 2024 FINANCIAL YEAR IN SUMMARY (1 MARCH 2023 - FEB 2024)



TOTAL CHILDREN FED  
**154 770**



TOTAL BENEFICIARY PARTNERS  
**128**



TOTAL FEEDING CENTRES  
**154 770**



TOTAL PROVINCES COVERED  
**9**



TOTAL MEALS PROVIDED  
**41 040 286**

# ANNUAL CSR INCOME 2024 FY

R2 DONATIONS

• **R 96 107 369**

OTHER CONTRIBUTIONS

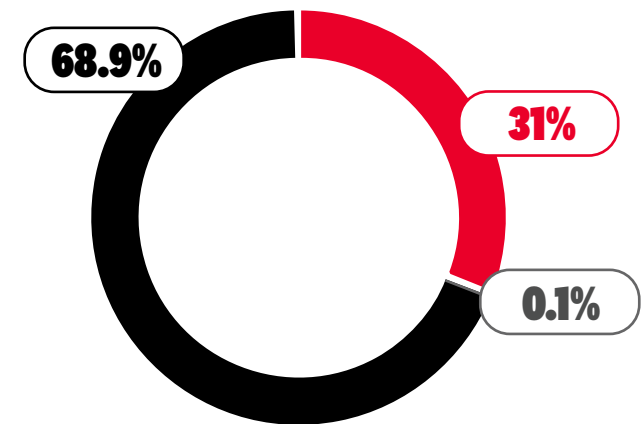
• **R 138 069**

KFC CONTRIBUTIONS

• **R 41 801 105**

TOTAL CONTRIBUTIONS

• **R 137 908 474**



- KFC CONTRIBUTIONS
- R2 CONTRIBUTIONS
- OTHER CONTRIBUTIONS

# 2024 FY KEY FINANCIAL NOTES

## CUSTOMER R2 DONATIONS

DONATED IN STORES  
& VIA ONLINE ORDERS

**MAKES UP 68% OF ADD  
HOPE INCOME.**

## KFC RESTAURANTS

KFC RESTAURANTS CONTRIBUTE A PERCENTAGE OF THEIR TURNOVER TO THE TRUST, **MAKING UP 32% OF ADD HOPE'S INCOME.**

## ADDITIONAL DONATIONS

ADHOC DONATIONS RECEIVED VIA EFT DIRECTLY INTO THE TRUST'S ACCOUNT & ONLINE DONATIONS FROM GENERAL PUBLIC, CORPORATE COMPANIES AND SUPPLIERS, **MAKE UP LESS THAN 1% OF TOTAL INCOME.** SECTION 18A TAX CERTIFICATES ARE ISSUED ON REQUEST.

## ADD HOPE RESERVES

THE TRUST INVESTED PRE-2009 KFC CONTRIBUTIONS IN UNIT TRUSTS WHICH HAS SINCE SERVED AS A SECURITY TO ENSURE THAT THE PROGRAMME CAN BE MAINTAINED AND SAFEGUARDED IN THE EVENT OF UNEXPECTED INTERRUPTIONS IN DONATIONS .

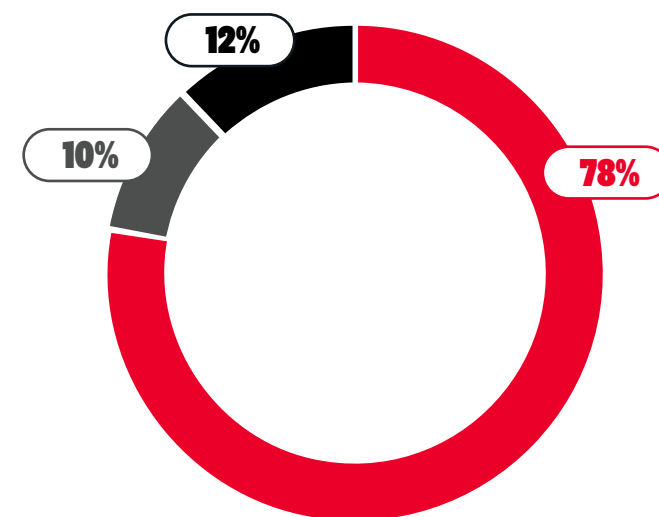


# AUDITED STATEMENT OF PROFIT OR LOSS

	<b>2024</b>	<b>2023</b>
	R	R
KFC Donation Income	41,801,105	41,341,978
R2 Donation Income	96,107,369	65,376,844
Other Income	158,386	669,319
<b>Total Donations Received</b>	<b>138,066,860</b>	<b>107,388,141</b>
National Programme Donation Expense	(94,231,319)	(68,631,895)
Local Store Donation Expense	(12,074,629)	(7,562,250)
Other Donation Expense	(14,720,909)	(14,428,611)
<b>Total Donation Expense</b>	<b>(121,026,856)</b>	<b>(90,622,755)</b>
<b>Net Donations Received</b>	<b>17,040,003</b>	<b>16,765,385</b>
<b>Income from Investments</b>	<b>8,730,135</b>	<b>7,668,566</b>
Training, Consulting and Salaries	(5,844,185)	(6,506,807)
General Expenses	(852,484)	(796,430)
<b>Operating Expense</b>	<b>(6,695,669)</b>	<b>(7,303,237)</b>
<b>Net Operating Income</b>	<b>2,034,467</b>	<b>365,329</b>
<b>Surplus for the Year</b>	<b>19,074,470</b>	<b>17,130,714</b>

## TOTAL BENEFICARY EXPENDITURE

TYPE OF PROGRAMME	EXPENDITURE	%
National Programme	94 231 319	78%
Local Store	12 074 629	10%
Other	14 720 909	12%
<b>TOTAL</b>	<b>121 026 867</b>	



- NATIONAL PROGRAMME
- OTHER
- LOCAL STORE

## PROVINCIAL BREAKDOWN 2024

### MEALS PROVIDED & CHILDREN REACHED

PROVINCES	MEAL NUMBERS	CHILDREN FED
Eastern Cape	3,587,217	21,524
Free State	2,665,421	13,547
Gauteng	11,473,598	50,843
Kwazulu-Natal	5,077,720	23,025
Limpopo	2,172,638	9,649
Mpumalanga	2,360,186	7,767
Northern Cape	97,296	407
North West	703,685	2,119
Western Cape	7,170,044	25,889
<b>TOTAL</b>	<b>35,307,805</b>	<b>154,770</b>

## PROVINCIAL BREAKDOWN 2024

### MEALS PROVIDED & CHILDREN FED

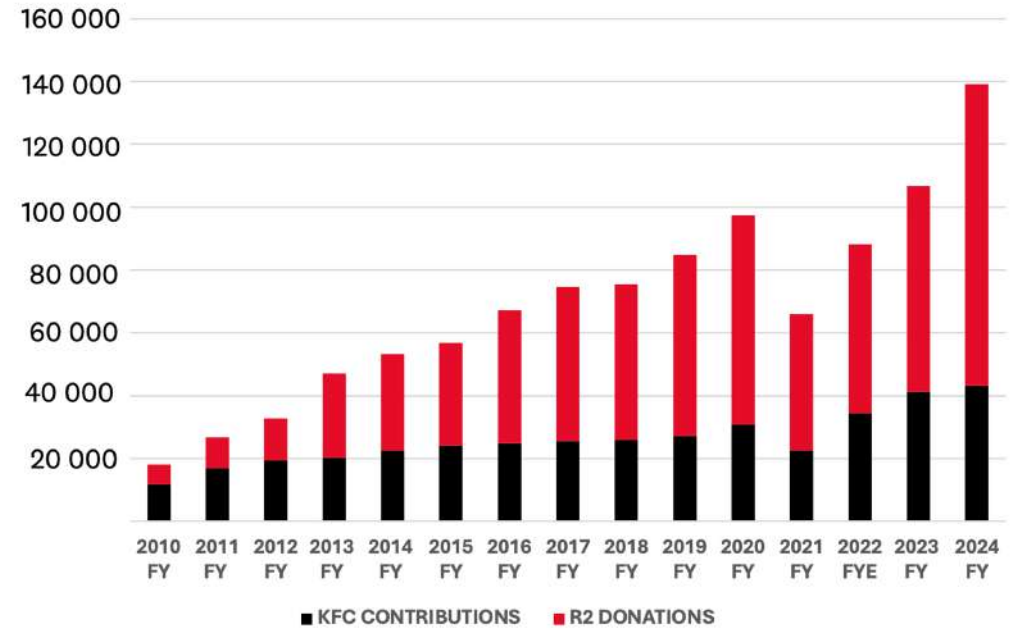
PROGRAMME TYPE	MEAL NUMBERS	CHILDREN FED
National Beneficiary Organisation	31,746,091	<b>154,770</b>
Local Store Programme Beneficiaries	3,563,738	
Relief Feeding	5,716,239	
Donated Food Supplies	14,218	
<b>TOTAL</b>	<b>41,040,286</b>	

Statement of comprehensive income for FY24, statement of financial position as at Feb 24, statement of change in funds and statement of cash flows for Y24 included in Appendix of final audited statements.

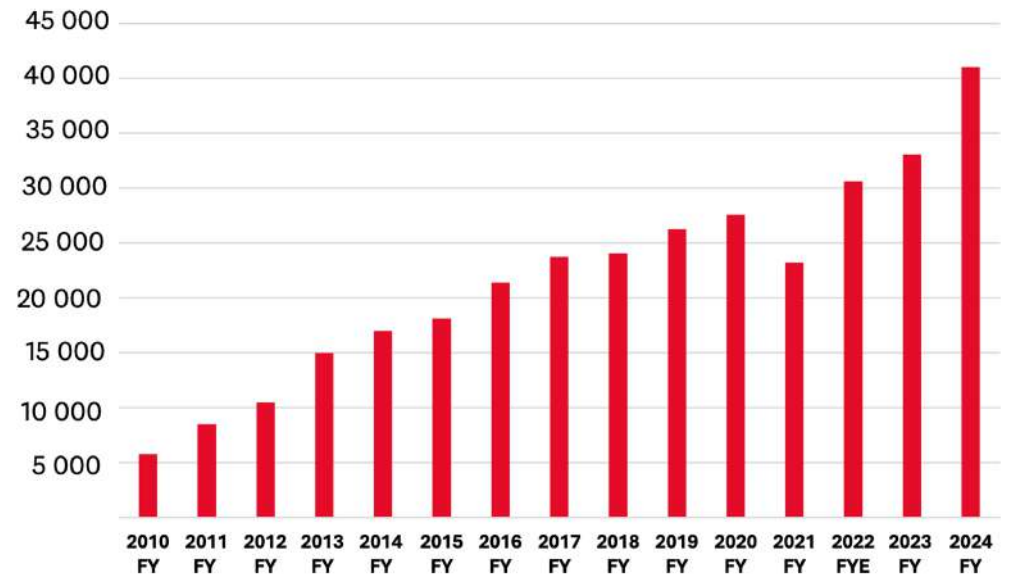
# FINANCIAL SUMMARY SINCE INCEPTION

FROM 2010 FY - 2024 FY

**KFC CONTRIBUTIONS & R2 DONATIONS SINCE INCEPTION ('000)**



**TOTAL MEALS PROVIDED PER YEAR SINCE INCEPTION ('000)**



# KFC'S ADD HOPE LOVE ARMY

The Love Army is one of the most important elements to the success of Add Hope. The Love Army is made up of over 30 000 KFC in-restaurant team members who are the backbone of Add Hope. Without their support, passion and help collecting R2 donations from customers and keeping the Spirit of Add Hope alive in restaurants, it would not be possible to raise the funds we need to help feed hundreds of thousands of children.



## HOW THE LOVE ARMY KEEPS THE SPIRIT OF ADD HOPE ALIVE

At KFC Add Hope is a passion, not a job. Our team serve customers the guaranteed finger lickin' goodness of KFC every day, but they are also the heart and soul that drives Add Hope, and this is what keeps us alive. Without our people's commitment to tirelessly making a difference in the communities we operate in, we would not be able to do this important work to help create a South Africa where all children have the food they need to learn, grow and succeed.

We salute our people for their unfailing support to help us turn small change into big change.



# STORIES OF HOPE

## SEIPATI MOKHOATHI - HOPE TOWARDS A BRIGHTER FUTURE!

Seipati Mokhoathi is one of the millions of children in South Africa that was aided by the daily nutritional benefits of KFC's Add Hope meals while growing up. Like too many others, her childhood was tougher than it should have been, being raised by a single mother who was struggling with poverty. However, thanks to her own determination and a little help from her daily nutritional meal from Add Hope to keep her focused and energised for her education, Seipati is now studying Mechanical Engineering at WITS University. She hopes to specialise in Material Science and create great inventions with Elon Musk one day. In her own words she says, "if our kids are not hungry, we can achieve almost everything".

**Add Hope impacts the lives of many kids, feeding more than just their tummies. The R2 donations help feed creativity, learning & the potential to flourish, making Mzansi's future brighter!**

**WATCH HER STORY HERE.**

## FORTUNATE BALOYI - FEEDING POTENTIAL!

Fortunate Baloyi is currently a second-year Industrial Engineering student at the University of Pretoria. She grew up in Diepsloot with her mother and younger brother. At just 20 years of age, Fortunate has big dreams for her future and is passionate about creating a better life for herself and her family. As a domestic worker living below the breadline, Fortunate's mother sent her to Afrika Tikkun, an Add Hope Beneficiary, at the age of 8 (in 2011). The foundation was life changing for Fortunate, not only because of the daily Add Hope meals she was provided but also thanks to their academic support and because of the genuine Hope that the experience gave her for her future. "The foundation and its sponsors really brought a spark into my life, they made me realise that there is so much more to life and that it is possible to also live the life we would only dream of or see on TV," she says and then continues, "my background serves as a wellspring of motivation, urging me to persevere through the difficulties and consistently exert effort in order to pave the way for success."

**When we Add Hope to our KFC orders we are not just adding a R2 but we are truly giving another young South African the hope to pursue a better future and achieve their full potential. Watch Fortunate's conversation with Siya Kolisi from The Kolisi Foundation HERE.**



# A FEW WORDS FROM OUR PARTNERS

“Add Hope matters to the community because it’s a brand that makes a difference, a brand that doesn’t just care about business, but they care about ensuring that children are well fed, that they get their basic nutrition, and we know that a child cannot learn on an empty stomach. So, what Add Hope does is they bring that hope to children to ensure they can thrive through nutritious meals. I love that they combine education and nutrition which is why this partnership is so valuable for Hope Worldwide. Nutrition is core to a child’s development and Add Hope is ensuring that communities that deserve it can benefit from it.”

**GLORIA NKOSI - HOPE WORLDWIDE SOUTH AFRICA  
- DEPUTY DIRECTOR**

“With the support of Add Hope and KFC we are able to provide good nutrition that goes hand-in-hand with an early learning programme, so good nutrition and education works hand in hand to help a child thrive and help a child get the start for a brighter future.”

**IRIS NAIDOO - DO MORE FOUNDATION -  
PARTNERSHIPS MANAGER**

“We are living in a country where there’s a big chasm between those that have and those who don’t. Our programmes are run in communities that has been recorded as high in poverty, lots of crime, lots of teenage pregnancy and it matters because in communities such as that, we need to bring hope and to bring hope we need to start with the basics. The basics is, the politics of bread and butter. The politics of bread and butter is that if children don’t have food in their tummies they will not grow, they will be stunted, they will have developmental delays, they can never reach their potential. We will have a country of people running around who can never be or become more. Add Hope comes in on a very, very fundamental level to work with organisations like ourselves to ensure that a bleak future does not happen. That you can see light shining in the eyes of children because they are happy and fed.

**ONYINYE NWANERI - AFRIKA TIKKUN - GROUP CEO**

“If Add Hope were to stop, you’d be taking a meal out of a child’s mouth. If people stopped giving their R2, you’d be stopping a child from getting an education. If those R2s dry up, just at The Lunch Box Fund alone, 22 000 children won’t be fed this year, and possibly 35 000 won’t be fed next year. Add Hope is literally changing a child’s life one meal at a time. Why would you stop that.”

**SUE WILDIST - THE LUNCHBOX FUND - MANAGING  
DIRECTOR**



# THANK YOU

FOR ADDING HOPE.



The KFC Social Responsibility Trust would like to thank all stakeholders for making a meaningful difference and contributing to the Add Hope initiative including our customers and online donors, our Love Army team members in store, local store marketers, suppliers, beneficiaries, the Add Hope Board of Trustees and advisors and KFC (Pty) Ltd.

Together we are turning Indlala (hunger) into dlala (play).