

Fresh initiative aiming to feed hundreds

Lisa Isaacs

A CHILD'S ability to learn and play is prevented by a lack of food to fill their tummies, but a new initiative aims to give hundreds of local children a meal every day next year.

NGO Ikamva Labanthu, which assists vulnerable communities in the province, in collaboration with Afro-fusion band Freshlyground and Relate Bracelets, have launched Fuel2Grow – an initiative to feed 650 orphaned and vulnerable children in Ikamva Labanthu's after-school programme by raising R2.5 million.

Together they have designed a coconut-themed bracelet, in brown, blue and white, which will be sold for R50 in all Cape Union Mart stores.

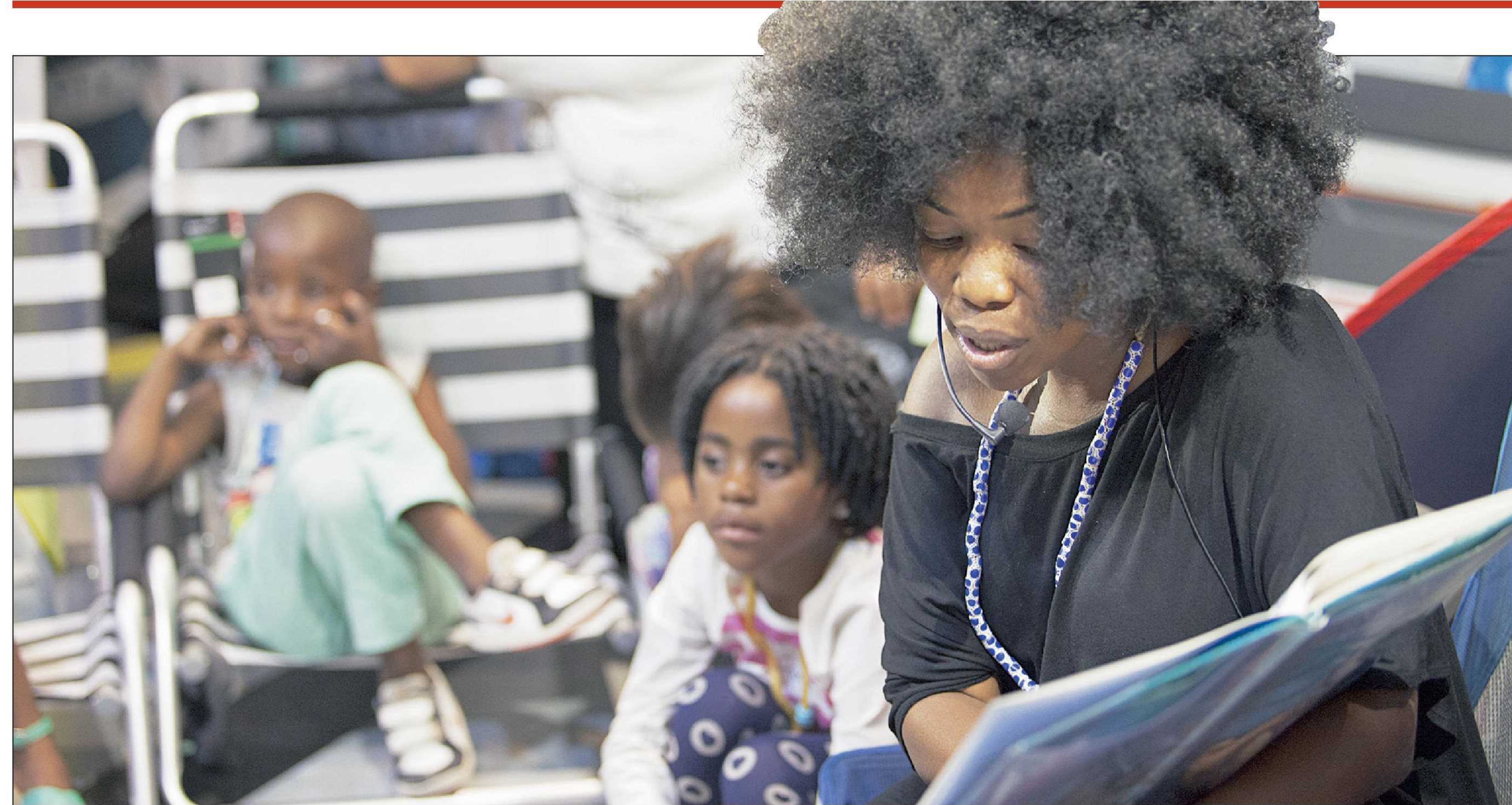
The bracelet is also available in stacks of 10 from Relate's online store. Ikamva Labanthu's gogos thread the beads in the townships.

At the Fuel2Grow launch at the V&A Waterfront yesterday, children from an Ikamva Labanthu crèche sat with Freshlyground members and gogos to help string together necklaces made of sweets, which they wore around their necks.

"If we can't provide our kids with a meal daily, our efforts to inspire and educate them will be lost as their focus will be on the hunger they are experiencing," Ikamva Labanthu director Ananda Nel said.

Freshlyground member Kyla-Rose Smith said: "We aim to inspire future generations of South Africans through creativity and music to be the best versions of themselves that they can be. We believe that no child should arrive at school or go to bed hungry. We know that, right now, there are over 3 million children who experience hunger every day."

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FOOD FOR THOUGHT: Zolani Mahola, of Afro-fusion band Freshlyground, reads to some of the young children who are to benefit from the Fuel2Grow campaign aimed at providing 650 children with a meal every day in 2016.
Picture: WILLEM LAW