



## Celebrating Phenomenal Women in ECD: The DO MORE FOUNDATION's Pam Picken.

Pam Picken is the Foundation's Early Years Specialist who has worked passionately in the field of Early Childhood Development (ECD) for more than 40 years – as a teacher, as the Director of one of the oldest and largest ECD Resource and Training Organisations; in policy and programme development; research and advocacy.

In 2023, she retires after 45 years of working to improve opportunities for South Africa's young children. In this month's article, Pam looks back at her journey - particularly her work with the DO MORE FOUNDATION - to drive forward our vision to 'Create Better Tomorrows for South Africa's Young Children through partnership'.



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## EAT LOVE PLAY TALK Continues to Grow From Strength-to-Strength.

The DO MORE FOUNDATION's Eat Love Play Talk (ELPT) Programme aims to build ECD practitioners' and parents and other primary caregivers' food- and nutrition literacy, health, and hygiene practices, responsive caregiving, and early learning through play. The light touch programme consists of seven workshops, delivered by trained ECD principals and staff and supported by a range of attractive visual materials and various incentives supporting the key messages of the programme. The programme's design has incorporated elements demonstrated to effectively engage parents, improve their knowledge and enable habit changes in health and nutrition and responsive caregiving behaviour (incentivizing attendance, group learning, fun, interactive sessions, opportunities for mutual support and learning). Renowned ECD Specialist, Linda Biersteker, conducted an external evaluation on the pilot programme for 2022. To read the full report, follow the link below:

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## Vector Logistics Linbro Park Joins Forces with DO MORE FOUNDATION to Nourish Alexandra's Young Minds.

In a team effort to make a positive impact in the community, Vector Logistics (Linbro Park) has teamed up with the DO MORE FOUNDATION to provide much-needed support to ECD centres in Alexandra. This collaboration will distribute 600kg's of nutritious Do More porridge to young children attending ECD centres in the area every month, in an effort to boost their early development. With the involvement of Advancing Children for Success (ACFS) Community Education and Feeding Scheme, a non-profit resource and training organization, and the dedication of Vector Logistics employees, this partnership promises to benefit the ECD centre staff and the 548 young children they serve in Alexandra.

Siphiwe Mgandela, an HR Business Partner at Vector Logistics involved in the project, expressed the importance of giving back to the community and living up to the ethos of "doing more." The commitment to support the less fortunate and positively impact their lives resonates deeply within the company and its employees.

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## MUIR FOUNDATION: Doing More for Pongola and Hammarsdale in 2023.

The #DoMore4Pongola project started from humble beginnings in 2020 supplying DO MORE porridge to 20 ECD centres in Pongola during the COVID-19 pandemic. Since then, the DO MORE FOUNDATION has embarked on a long-term strategy to support as many young children as possible across the municipality.

In Pongola, the Department of Health (DOH) reports malnutrition to be the biggest threat to young children in the area. The first phase of funding from the Muir Foundation supported 32 ECD Centres reaching 1455 children and that number has increased to 35 ECD Centres with a nutritious breakfast meal of Do More porridge fed to the children daily, whilst primary care ECD programs in Pongola.

As a result of the Muir Foundation's generous contribution received for the period F22/23, the 35 ECD centres have been supported with over 20 tons of DO MORE porridge - providing 416,600 meals for this funding period. Furthermore, these meals have reached over 1,750 young children.

The DO MORE Porridge support to the Pongola Community has seen an increase in ECD program attendance. More parents from this vulnerable community appreciate the support, knowing their children will at least get one nutritious meal. Feedback from the ECD principals and practitioners has been much appreciated, recognising that this support has enabled them to keep their learning centres running while continuing to nurture and stimulate young minds.

In addition, the EAT LOVE PLAY TALK (ELPT) programme will be implemented in our KZN focus areas of Pongola and Hammarsdale through 9 ECD Centres. ELPT aims to build ECD practitioners' and parents and other primary caregivers' food and nutrition literacy, health, and hygiene practices, responsive caregiving, and early learning through play. The Muir Foundation will be funding the porridge component of ELPT in both areas, where the programme will reach 450 children as well as support 234 Caregivers/Parents through 7 sessions.

Andrew Turner, representative of the Muir Foundation, has said: "The Muir Foundation values the infrastructure and backbone role that the DO MORE FOUNDATION can play in the Muir Foundation that charitable funds are effectively deployed. This is particularly so in the Pongola area where cases of starvation amongst young children have been reported." We wish to thank the Muir Foundation, on behalf of all the young children in the communities we serve, for the contribution they continue to make in improving the lives and the areas in which the young children reside.



## Simple ways you can #DoMore this month

**Little by little... We can #DoMore!**

EVERY RAND YOU GIVE UP HELPS US PROVIDE A MEAL TO A YOUNG CHILD AT THEIR ECD CENTRE.

YOUR SCHOOL PAYMENT METHOD

GOING BACK IS EASY AND CONVENIENT

WIPWARDS

**Together, we can make a BIG difference through small actions.**

You can provide a meal to a child for as little as R1.50. Do a little more today to fight malnutrition. Contribute via Zapper, SnapScan, Card payment, or PayPal.

**You can #DoMore for the young children of SA** by adding the DO MORE FOUNDATION as a MySchool beneficiary in a few simple steps. The more you swipe, the more you give back!

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