



Repurposing Plastic Waste for Play!

We have partnered with Barrows Global to provide a new and innovative play resource called B-Blox to under-resourced Early Childhood Development (ECD) centres. Barrows is an international company that provides various services to retail stores including retail transformation, shopper marketing, display design and manufacturing, design for channel and customer, and agile retail.

B-Blox are children's building blocks made from 100% waste from the Barrows factory in Durban. On 29 March 2023, together with Barrows, we proudly launched B-Blox at Thembeke Day Care ECD centre in Hammarsdale. At the launch, 150 children received a set of B-Blox to take home, while a number of sets were gifted to Thembeke Day Care.

B-Blox is part of the Repurpose for Purpose (R4P) initiative where Barrows produces early learning materials using its Excess Business Inventory. By using this waste to make these learning resources, they contribute to a circular economy and recycling which prevents the emissions of many greenhouse gases and water pollutants and saves energy.

Building with blocks has many benefits for young children which include enhancing gross and fine motor skills and coordination, improving attention and problem-solving skills, and offering the opportunity for creativity and imaginative play. This is particularly noteworthy given the fact that 51% of children between the ages of 4 and 5, attending Early Learning Programmes in SA, are falling behind in gross and fine motor skills and coordination.



Climate Change Affects Young Children the Most.

In South Africa, children and young people face a grave and often overlooked threat from the devastating impacts of climate change. According to a recent report by the United Nations Children's Fund (UNICEF), titled *The Climate Crisis Is a Child's Rights Crisis: Introducing the Children's Climate Risk Index (2021)*, South African children are among the most vulnerable to the ravages of the climate crisis. Very young children, in particular, are at risk of suffering disproportionately from harsh weather conditions, water scarcity, and pollution of soil, air, and water.

Climate change is not a distant threat, but a pressing crisis that demands immediate attention. We cannot afford to waste any time in addressing its devastating impact, especially on those who are most vulnerable. However, we also need to focus on the root causes of this problem, and think about long-term, sustainable approaches to tackle it.

In this article, we discuss two DO MORE FOUNDATION initiatives aligned with the World Earth Day themes of 'Sustainable Fashion' and 'End Plastics' including Clothes4Purpose and B.Blox. We also we call on the South African government, private sector, and civil society to prioritise policies and initiatives that increase the resilience and adaptive capacity of young children to the effects of climate change and other emergencies.

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A Powerful Partnership Results in 4 Million Meals

According to the Pietermaritzburg Economic Justice & Dignity group (PMBEJD), approximately 30.4 million people in South Africa live below the old upper-bound poverty line of R1,335. The group estimates that 13.8 million people live below the food poverty line. Given the rising cost of food, many families, including those with young children, are going hungry.

The DO MORE FOUNDATION would like to see fewer young children and their families experiencing hunger. Nutrition support in the form of fortified DO MORE porridge has enabled thousands of children to access this meal through the thousands of ECD programmes that the Foundation supports.

Through its feeding initiative Add Hope, KFC and its customers provide hope for a better future where children can thrive all the way to adulthood by consuming good nutrition. KFC's contributions, combined with R2 donations from its customers, are what make up this initiative that provides 30 million nutritious meals to children throughout South Africa. Proceeds raised through Add Hope go directly to non-profit organisations (NPOs) that focus on ending childhood hunger.

Over the last year, we were fortunate to be the beneficiary of a pilot with Add Hope. Given our successful pilot, we are excited to share that Add Hope will be investing in ongoing feeding, supporting close to 20,000 young children monthly who will receive a bowl of DO MORE Porridge every school day when they attend Early Childhood Development Centres or playgroups nationally. This translates to 4 million meals a year, which ensures that the children are not hungry and they can focus - fuelling them to grow, learn, and play.

Through this ongoing partnership with Add Hope, we are contributing towards a few of the United Nation's Sustainable Development Goals (SDG's), namely number two - alleviating hunger as well as number three - good health and well-being (given that the DO MORE Porridge was formulated by public health experts to meet the nutritional needs of young children between 3 and five years old).



EAT LOVE PLAY TALK Master Training For 2023

Eat Love Play Talk (ELPT) is a community-based programme that packages public health messaging in an interactive and playful way to empower caregivers and parents around making small changes and healthier nutrition choices for their young children and families.

A total of 14 ECD practitioners were trained on how to facilitate our national programme ELPT on 7 - 10 March 2023 at RCL FOODS Head Office in Westville, Durban. The 14 ECD practitioners were from our partner organisations who are implementing the programme on the ground in their local communities. These partners included New Beginnings, LIMA, Lulamaphiko, Khululeka, and the Early Care Foundation.

The practitioners, who are now master trainers, will train 60 more facilitators who will roll-out the programme over 7 months in 6 communities, 40 ECD centres, and 5 RCL FOODS sites. This will benefit 1,190 parents being trained to incorporate elements of ELPT to help approximately 2,438 children thrive.

This initiative has been supported by an investment from the JD Group and the Mandela Rhodes Foundation, Anit Prize 2023.



#DoMore4uPhongolo Newsletter Creating A Place Where Young Children Flourish

In the past six months, there have been many exciting developments in our ECD initiative in uPhongolo - you can read about our model for delivering a broad basket of services to young children in our latest newsletter.

Some of our highlights this month include our work with the Real Reform for Early Childhood Development (RR4ECD) initiative, which engages municipal structures to include young children's rights and needs in the Integrated Development Plan (IDP) review processes; distribution of safety equipment to ECD centres to support their efforts to become fully registered to the Department of Education and receive government's subsidy for their children; and various workshops to upskill ECD practitioners to improve the teaching and learning of young children.

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Simple ways you can #DoMore this month



Together, we can make a BIG difference through small actions. You can provide a meal to a child for as little as R1. Do a little more today to fight malnutrition. Contribute via Zapper, SnapScan, Card payment, or PayPal.

Join the #DoMoreFriday Movement! Are you a business that wants to get your employees involved in the #DoMoreFriday movement to #GiveMore? Proceeds for each T-shirt sold provides approximately 20 bowls of DO MORE Porridge to young children.

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