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26 April 2022

To Whom it May Concern,

**LETTER OF ENDORSEMENT OF DO MORE FOUNDATION'S "BUILD OF WORLD OF PLAY"  
SUBMISSION**

The Southern Africa Food Lab was established in 2009 to promote creative responses to the problem of hunger through multistakeholder dialogue and action. The Food Lab specializes in convening collaborative processes and dialogues in the food sector, and acts as an intermediary in difficult conversations in necessary collaborations.

Through this work, we have advised and partnered with the DO MORE FOUNDATION since its inception and have witnessed its extraordinary growth and impact over the past few years. The FOUNDATION's approach to sustaining change and maximizing impact by catalyzing public, private and civil society sectors to collaborate under a single vision and enable change for young children and their communities is regarded as a key social innovation in the food space in South Africa.

We as the Food Lab are aware and proud that the DO MORE FOUNDATION is raising their hands to Lego's Build a World of Play challenge with their proposal that "Everyone gets to play". "Everyone gets to play" being a collective impact model leveraging corporate-public partnerships toward sustainable implementation of the National Integrated ECD Policy in South Africa. Using the National Integrated Early Childhood Development Policy (2015) as their road map for scale.


We would like to endorse the DO MORE FOUNDATION's proof of concept and vision that "everyone should play and young children should be a priority". We believe that our support of their model will ensure a multiplier effect to the Lego award and we are proudly in support of their initiative to collaborate to achieve their goal.

We look forward to continuing to strengthen our shared work and relationship.

Kind regards



**Tatjana von Bormann**



SCOTT DRIMIE

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