

FoodBank South Africa calls for 'Food Fast' on World Hunger Day

FoodBank SA is encouraging the people of South Africa to commit to fast for 12 hours from 7am to 7pm on 28 November 2015, World Hunger Day and make a R40 donation, which will cover the cost of providing food to someone for a month. Then, break the fast by getting together with family, friends and colleagues at the end of the day, share a meal, and reflect on the impact hunger has on the lives of millions of South Africans.



Over 11 million South Africans do not know where their next meal is coming from and yet a third of the food produced in South Africa ends up in landfill sites. FoodBank South Africa's vision is of 'a South Africa without hunger'. Established in 2009, as a non-profit organisation, FoodBank SA provides a co-ordinated central logistical infrastructure that collects food from manufacturers and retailers and ensures that this food is redistributed to help feed thousands of hungry people every day. "In 2014, we raised enough funds to ensure that an extra 354 people had access to a meal for a full year. This year we aim to double that," says Kate Hamilton, Fund Development Manager.

In a bid to demonstrate just how small a R40 donation is and to raise awareness around World Hunger Day, FoodBank SA is currently running a social media campaign on Facebook and Twitter. It invites people to take a picture of something they have spent R40 on that they would be willing to go without to help feed someone for a month, and to share it! Companies are encouraged to challenge staff and competitors to help raise funds for this worthy initiative.

For more information, go to www.foodbank.org.za.