



YEARLY STATUS REPORT

2023

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We are now feeding
more than **10 000**
children a daily meal



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A LETTER FROM OUR EXECUTIVE DIRECTOR



October 18, 2023, will globally stand as a pivotal moment for growing children in resource-poor communities. The World Health Organization has published its "Recommendations for Complimentary Foods for Infants and Young Children aged 6-23 months".

This evidence-based document will serve as a resolution to endless nutritional debates fuelled by vested commercial interests, misleading science, and a lack of awareness. Scientifically there is no doubt. Although humans are unique creatures, we are mammals and our children need access to specific nutrients during the formative years. It's time to spotlight Animal Source Protein-Malnutrition and its profound negative impact on children's physical development.

The core of the WHO's recommendations:

1.Recommendation 1

- *Stresses the significance of "First 6-month exclusive, and then continued breastfeeding up to 2 years and beyond."*

2.Recommendation 2

- *Underscores the pivotal role of dairy in kids diets.*

3.Recommendation 4

- *advocates for a diversified diet, boldly asserting that "Animal source foods, including meat, fish, or eggs, should be consumed daily."*

Governments, regulators, dietitians, the media, households, philanthropists, donors, and feeding scheme projects now need to reconsider the qualities and nutritional potential of the food we suggest and supply to addressing chronic malnutrition.

Explore the document [[Link to the Doc](#)].

I think the tide is turning and our anticipation for 2024 is high. We will continue on our mission to build collaborative partnerships aimed at reducing stunting statistics in RSA.

Let's always remember that an infant or toddler grows 0.33mm every day, and missed growth days are challenging to recapture.

Wishing you an extraordinary holiday season overflowing with blessings!

Org van der Wath & Team

STARTWELL TESTIMONIES

05/12/23
Hello madam/Sir

We as Ikemeleng Day Care Centre we will like to thank you a lot about the Startwell cereal that has being given to us. It has help us a lot children are:

- (i) improving on eating appetite
- (ii) the learners become active when eating the startwell cereal.
- (iii) they gain weight
- (iv) the weak ones become strong when eating startwell cereal.
- (v) it makes well development of fine and gross motor
- (vi) children who are sick recovers from illness after eating startwell cereal it got all the bodies needs e.g vitamin

thank u a lot.

**PRINCIPAL OF IKEMELENG
DAY CARE
SASOLBURG**

TESTIMONY

We as Kesikiloe Day Care Centre would like to give gratitude and thanks giving to the entire team of sponsors and donors for everything they have help our centre with for the past year.

Before you came we were struggling to maintain nutritional breakfast with vitamins for the little ones due to lack of funding and you came along like an angel sent from heaven.

The past year we've had less children getting sick like we used to and all thanks to the porridge that you have been giving our children with our finds we manage to grow our school because we have less problem to worry about.

From KESIKILOE Day Care Centre we would like to wish you a blessed festive season filled with joy and more laughter. God bless you all."

**PRINCIPAL OF KESIKILOE
DAY CARE
M.E NHLAPO**

Good day everyone

As Little Angels Day Care Centre, we would like to continue to receive the instant Porridge from startwell cereal as it is one of the important nutrients that our learners get. We have not yet received any allergic reaction from any child because of the instant porridge. The Some of the learners who were underweight we see a very good growth and weight gain from them.

The Learners really enjoy the porridge and they always want some more. We also think that the instant porridge has helped their skin and have no skin problems. It gives them energy and ability to learn. They are always active and they can balance as it helps with their muscle control.

Babies gain mobility because the instant has vitamins and nutrients needed for the child's growth

Thank you

**PRINCIPAL OF LITTLE
ANGELS DAY CARE
SASOLBURG**

HIGHLIGHTS

and achievements in 2023

We joyfully reflect on 2023 and take a stroll down the memory lane. This was truly a year filled with abundant highlights and amazing accomplishments. Incredible connections were once again made with individuals, friends, partners, groups, and NGOs who enthusiastically rallied behind our cause. Our gratitude knows no bounds for each and every one of you who played a role in creating these memorable highlights. Join us as we share a handful of delightful moments.



1. PROF. TIM NOAKES NETWORKING BREAKFAST

In collaboration with *Eat Better South Africa* and *The Noakes Foundation*, we hosted a networking breakfast on May 10th. Thirty executives and decision-makers were carefully selected and invited with a specific goal in mind: to raise awareness about nutrition for individuals and communities, ranging from babies and toddlers to families and caregivers.

The morning commenced appropriately with a bowl of StartWell GROW Cereal, precisely at the same time that thousands of less privileged children received their portions in crèches and pre-schools across South Africa. Org van der Wath, Jane Bullen, and Prof. Tim Noakes elaborated on their passions and contributions to nutrition in their respective fields. The event served as a testament to the shared commitment of our three organizations: the INANI StartWell Foundation, dedicated to early childhood development; Eat Better South Africa, advocating for balanced diets and mindful eating; and The Noakes Foundation, pioneers in nutrition and metabolic health research.

We look forward to hosting more of these networking opportunities in 2024.

2. GROOTSWEM 2023

In partnership with King Price, the second "GROOTSwem" event successfully raised R 500,000 for children's meals. Building on the lessons learned from the previous year, we are excited to see the event evolve into an annual challenge for the adventurous with giving hearts.

Among the brave participants were King Price's 'Torch Bearer,' Rhett Finch, Head of Culture Marno Boshoff, Atturbury Trust Executive Trustee Zahn Hulme, and Johnne van Huyssteen from GROOT Ontbyt. We anticipate the participation of many influential individuals and captains of industry in braving the crossing to shine a spotlight on child stunting in South Africa.



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3. ACCREDITATION

In October, our manufacturing facility achieved an impressive 88% GFSI compliance score for food safety and quality. This accomplishment has been meticulously verified and officially certified by Aspirata, confirming our adherence to the stringent criteria outlined in the Global Markets Programme Protocol for Manufacturing at the Intermediate Level. This recognition underscores our unwavering commitment to maintaining the highest standards in the production of safe and quality food products.

4. THE BOLAND VILLAGE PROJECT

We have partnered with the Jannie Mouton Foundation to feed over 3,700 children in the Paarl, Stellenbosch, Klapmuts, and Franschhoek areas a daily StartWell GROW meal. The nutrient-rich meal at the beginning of their school days is designed to empower these children to excel in their places of learning. This initiative also enables us to collaborate with various NGOs that share similar passions for enhancing children's early learning in the Boland region



5. CHRISTMAS WITH SAFRIPOL

Thanks to the a successful Toy Collection Drive by the SAFRIPOL team, more than 1 600 kiddies received Christmas gifts at their schools in Sasolburg and Durban.

This is above and beyond the daily SAFRIPOL sponsored Startwell GROW they receive every day.



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6. REACHING THE 10 000 MARK

Total children receiving a daily morning StartWell meal reached the remarkable 10,000 mark! We soared past this incredible milestone thanks to the collective efforts of amazing partners and committed staff members' unwavering commitment to making a difference in South African children's lives. The target is to at least double this by end of 2024!



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7. PRIVATE LABEL

The StartWell factory has recently delivered 12 metric tons of special design products to one of the leading child feeding scheme organisations in South Africa. In the spirit of progress, we're thrilled to announce our plans to ramp up contract processing work next year. By mid-2024, two major retailers will be partnering with StartWell Foods to bring you specially crafted Private Label Products.



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8. INANIBABY AGENCIES

We continue to explore alternative, more cost-effective means to reach and nourish babies, infants and toddlers growing up in resource poor communities. Teaming up with ForAfrica and Innovation Edge, the inaniBABY Agencies idea emerged. We secured the funding and resources to train and equip 30 inaniBABY Agents in Limpopo, KZN and Gauteng. This project has the potential to address chronic malnutrition while creating income and livelihoods in resource poor settings.



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9. FUNDRAISING BICYCLE RACE

On Sunday, the 19th of November, five dedicated cyclists from Kruik Gemeente took on the challenge of cycling 97 km to make a difference! Three of them fearlessly conquered the hills of Jan Smuts Drive on single-speed bikes – all for a great cause: to raise funds for children in Thembaletle, Secunda. And here's the heartwarming outcome: thanks to their amazing gesture, 130 children will be receiving the StartWell morning meal starting from January 2024.

10. CAPE UNION MART PARTNERSHIP

Cape Union Mart, Old Khaki, and Poetry have partnered with us to contribute to the initiative of feeding children in need and addressing child stunting in South Africa.

Starting from July 1, 2023, whenever you make a purchase at any of these stores, you will have the opportunity to donate R1.00 or more to the INANI StartWell Foundation.

Thus far, the project has been in a pilot phase, helping us provide a daily meal for 300 children. Beginning in January, we will initiate the collection of R1.00 per bag, which could enable us to potentially nourish thousands of children.



11. MEETING DR. IMTIAZ SOOLIMAN

Gift of the Givers undertook the project management of PHENYO CHRISTIAN COLLEGE in Nellmapius, just outside Pretoria, funded by KTC-ZA. During the official launch of this project two like minded visionaries had the opportunity to shake hands: Inani StratWell foundation founder Org van der Wath and Dr. Imtiaz Sooliman.

Thanks to the generous donation from King Price Insurance, the children at the school are now receiving a daily StartWell GROW meal to begin their school day.





MAKING MEMORIES

with Prof. Tim Noakes

In this email response from Professor Tim Noakes, he acknowledged Org van der Wath's vision to make a substantial impact in the feeding scheme environment by manufacturing high, bio-available protein nutrient-dense meals for underprivileged growing children.

Fast forward five years, and this visionary dream became a reality. The Tim Noakes Foundation and the INANI StartWell Foundation translated words into action as they embarked on a journey, boarding a mini-bus to visit newly identified projects in need of improved nutrition.

Addressing chronic malnutrition necessitates a dual perspective – one grounded in scientific understanding and the other in practical application. Achieving alignment among scientists regarding the essential daily food types for growing children is crucial.

In a collaborative effort, we have joined forces with Eat Better South Africa and the Noakes Foundation to bring this understanding to life. This year, our collective support was directed towards two schools in Gugulethu, ensuring that each day, students received a vital StartWell GROW portion and our brand new product, the nutritious Biltong Gravy lunch. This practical application of nutritional knowledge aims to make a tangible impact on the well-being of the children in these communities.

----- Forwarded message -----
 From: Timothy Noakes <timothy.noakes@uct.ac.za>
 Date: Wed, Aug 26, 2020 at 5:12 PM
 Subject: Re: The story of corn-soy-sugar blends
 To: Inani Start Well Foundation <info@inaniswf.org>
 Cc: Jayne Bullen <jayne@thenoakesfoundation.org>

Dear Org,

This is AMAZING! Exactly what we at the Noakes Foundation have been pushing for, for years.

We need please to meet to discuss a common strategy.

I'll ask our COO Jayne Bullen to be in touch if you are agreeable.

Warm regards,

Prof Tim Noakes



NEWS ABOUT OUR PRODUCTS

Our three main products are *inaniBABY*, *StartWell Grow* & *StartWell Active*.

The key differentiating factors are the focus on bio available protein-rich ingredients, whole foods, diverse ingredients, low sugar and no soy.

- 1 - **INANIBABY** (6-18 months)
- 2 - **STARTWELL GROW** (18 months - 6 years)
- 3 - **STARTWELL ACTIVE** (6+ years)

In 2023 alone we've served at least 1.3 million meals.



THE NEW STARTWELL PRODUCT: HIGH PROTEIN BILTONG GRAVY



"This product can really shift the needle in addressing chronic malnutrition"
- Dietitian Tamzyn Murphy

We crafted a novel and delicious Biltong Gravy through months of dedicated research, innovative thinking, rigorous trial and errors and extensive tastings. This 'nutritional beast, boasts 11g of highly bioavailable proteins per 30g serving. This meets 100% of a 2-year-old toddler's daily protein requirement. The formulation comprises 35% fine biltong powder, 12% skimmed milk powder, 9% buttermilk powder, 5% egg powder, and 5% soy protein isolate. The ingredient combination not only ensures a rich and flavourful gravy but also provides a well-rounded nutritional profile.

OUR MEAL COMPARED TO OTHERS IN THE MARKET:

STARTWELL MEAL	CORN-SOY BLEND
<ul style="list-style-type: none"> Whole Maize Whole Wheat Whole Chickpeas Whole Peanuts Whole Sorghum Whole Oats Full Milk Powder Buttermilk Powder Whey Protein Vitamins & Minerals Brown Sugar 	<ul style="list-style-type: none"> Maize Soy Sugar Vitamins & Minerals
<p>43% - of the proteins are from dairy (animal sourced)</p> <p>29% - of the proteins are from selected grains</p> <p>28% - of the proteins are from selected legumes</p>	<p>Soy and maize are the sources of protein</p>





THE STARTWELL FACTORY 2023

About the StartWell Factory

The StartWell factory is a cutting-edge automated plant designed to minimize the chances of human errors and contamination, all while ensuring strict food safety standards. This high-tech facility excels at maintaining consistent production quality, reducing waste, and improving overall efficiency. Notably, the factory's cleanliness surpasses industry standards. By optimizing production processes, the foundation can leverage these advantages to provide better quality food to more children.

StartWell Package Team

In our world, distributing of products has become a finely tuned art. It's not just about getting items from point A to point B; it's about mastering the intricacies of transport, distribution, storage, meeting retail outlet requirements, and optimizing the end-use experience.

A heartfelt shoutout goes to our fantastic team of packing experts who work tirelessly behind the scenes. They're the unsung heroes ensuring not only food safety but also the seamless distribution and ultimate satisfaction of our valued customers. A Team that truly makes a difference!



A WORD FROM OUR FINANCE DIRECTOR



What a whirlwind year this has been! INANI StartWell Foundation has witnessed significant growth over the past year, as we have set a new goal to double our impact in feeding children.

I am particularly proud of the year's increase from 5 000 to more than 10 000 children receiving a daily donated StartWell GROW meal. Nourishing 20 000 kiddies by the end of 2024 is our next target. I really cannot for 2024 to start.

To achieve this ambitious goal, we are implementing a comprehensive strategy that involves strategic partnerships, increased fundraising efforts, and

expansion of our programs. We are committed to providing nutritious meals to as many children as possible.

Working as a financial administrator in a non-profit space can be a rewarding and impactful experience. Not only do you get to contribute to the financial stability and success of the organization, but you also have the opportunity to witness firsthand the positive change that the organization brings to the community.

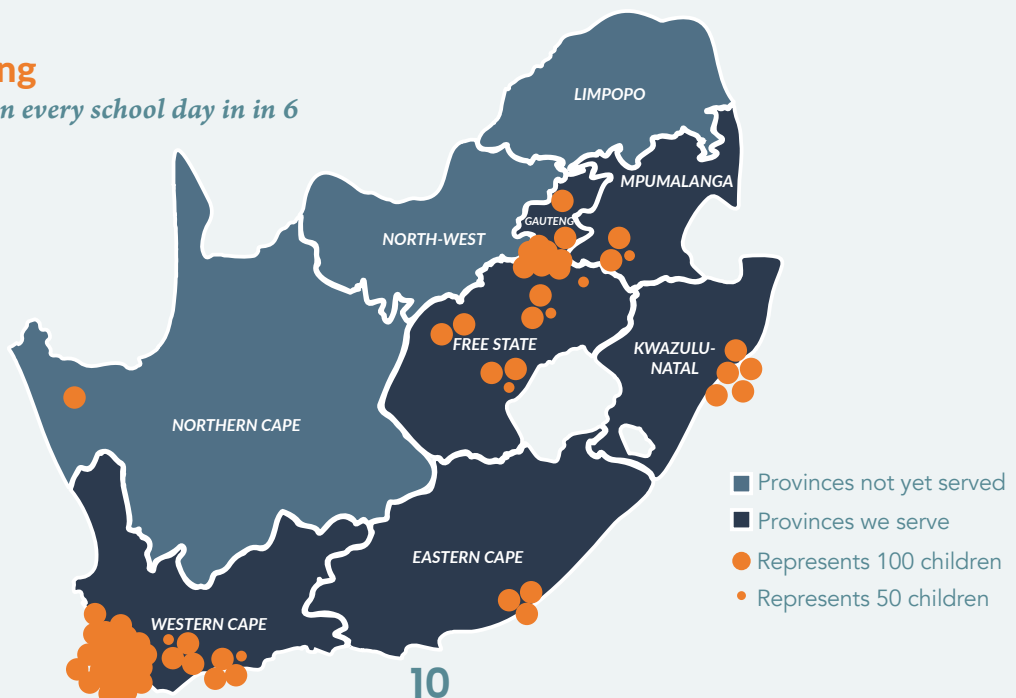
This year we welcomed several new team members, bringing fresh perspectives and new expertise. There is an overwhelming sense of excitement and anticipation for the 2024 year and we cannot wait to share this with you!

Terri Coetzee

Currently nourishing

More than 10 000 children every school day in 6 provinces in South Africa

All meals are donated





inkosi
inani
BABY

inaniBABY BOX
8 x 50g sachets

inaniBABY

Exploring the Genesis of our Baby Cereal

In 2018, we introduced the StartWell GROW meal, specifically crafted to nourish toddlers and children aged 18 months to 6 years. Recognising the need for a nutrient-rich option for babies, we proudly launched inaniBABY cereal in 2023. Scientifically designed for infants aged 6 to 18 months, it serves as an excellent introduction to solids and a complimentary food for babies.

Our inaniBABY cereal recipe is thoughtfully curated, providing 6 - 12 month babies a variety of whole grains, legumes, and milk powder. Packed with bio-available proteins and fats, it boasts a preservative and colorant-free composition.

InaniBABY is now available in selected Spaza shops country wide!

With over 150,000 informal retail outlets (spazas) strategically positioned close to people's homes, these outlets are integral to communities. Leveraging the expertise of Clover through Retail Development Solutions (RDS), we successfully launched inaniBABY Cereal in 4,500 Spaza shops across South Africa. This innovative channel enables us to reach chronically malnourished babies, offering our superior-quality baby cereal at a more affordable price point than current leading brands. It's a step towards ensuring the well-being of the tiniest members of our communities.



inaniBABY single sachets
50g sachets

inaniBABY Jar
650g resealable value pack.





THE VILLAGE PROJECT

Every child receiving a daily StartWell meal is part of a Village Project.

"The Village Project" inspires and equips teams from corporate institutions to faith-based communities across South Africa to address the nutritional needs of children attending crèches and ECDs.

We mobilize individuals or small groups within community pockets to support kindergartens/ECDs in their immediate area. Together, we identify schools in a selected community that require assistance, determining the number of children and the quantity of StartWell meals needed.

On a monthly basis, the allocated team order and coordinate logistics to supply the school with nutrient-rich morning meals. Ensuring the children grow sufficiently is paramount, and part of the initial implementation involves the installation of a measuring device. Monthly data is collected and entered into our online data program, enabling the team to quickly identify any child experiencing stunted growth.

Presently, we have 29 active Village Projects serving more than 10,000 children daily.

If you would like to be part of a Village Project or start your own, please don't hesitate to phone or send us an email. Your company, office, cell group, or family could potentially change a group of children's lives forever.



GET INVOLVED

For more information please contact us:

LISA VERSTER
lisa@inaniswf.org
079 495 9606

OUR TEAM

Our team fighting hard to ensure children get a bowl of nutrient-dense cereals every school day.

The saying goes: "With a great committee you will have super meetings. With a great team super stuff will happen". Our dynamic and hardworking team is expanding and exhilarating in their roles.

First of all, some exciting team member news:

In September, **JG Greyling** assumed a leadership role within the StartWell Foods team, overseeing our endeavors in the fiercely competitive domain of food processing and manufacturing. With a background as a supply chain executive, JG is poised to guide us in streamlining our processes, ensuring optimal efficiency, and maximizing value for our beneficiaries. We are enthusiastic about his integration into the team and anticipate the constructive influence he will exert in advancing our mission.

In other exciting news: Schae-Lee Olckers Achieves a huge milestone!

We're thrilled to announce that Schae-Lee is now officially **Dr. Olckers!** She successfully completed her thesis on wheat proteins, earning her Ph.D. in Food Science this year. Schae-Lee's theoretical foundation not only adds depth to her practical skills but also enhances her contributions at the project.

At the forefront of our ready-to-eat products for feeding schemes, Schae-Lee is actively shaping positive change month by month. Her 'Blue Ocean' mindset in approaching challenges is both inspiring and refreshing. There's a palpable sense of excitement as we witness her delve into uncharted territories, refusing to settle for anything less than excellence in the meals we provide. Join us in congratulating Dr. Olckers on this remarkable achievement!

Linda Dube embarked on her journey with us as a casual laborer in 2022, and today, she stands as our highly competent Packaging Plant Team Leader. Her transformation from her initial role is truly remarkable, illustrating how individuals can transcend their circumstances. Linda's stellar attitude, punctual attention to detail, friendly demeanor, and unwavering willingness to contribute resonate profoundly, especially in our collective mission to benefit chronically malnourished children.

In her role leading the packaging team, Linda's exemplary approach serves as a contagious inspiration, setting an important tone for her fellow team members. When asked about her vision for the future and where she sees herself in 10 years, Linda responds spiritedly: "I envision having my own business selling African food."



JG Greyling

Executive team member



Dr. Schae-Lee Olckers

Food Scientist



Linda Dube

Packaging Team Leader



Sydney Mpungose

Operator



Jerome Aylward

Production
Supervisor



Terri Coetzee

Finance & Admin
Director



Org van der Wath

Managing Director



Lehlohonolo Moloi (Lucky)

General Worker



Suzan Maphatlalatsa

Industrial Cleaner



Lisa Verster

Project Manager

AND THE REST OF OUR COMMITTED TEAM



Bathabile Manala, Sakhile Dube, Fanele Mtshali

YES VOLUNTEERS

We have actively participated in the Youth Employment Scheme (YES) since mid-2022, providing valuable exposure to young adults in various facets of food processing, packaging, and life skills training.

Witnessing the remarkable transformation in these individuals over the past 12 months has been truly inspiring. They have demonstrated significant maturity and growth, earning our trust with numerous responsibilities.

While many have chosen to pursue other opportunities as their 12-month tenure with us concludes, one standout individual, Mpho, continues to shine. Starting as a reserved young woman hesitant to tackle challenges, she has evolved into one of our most reliable employees. Mpho now fearlessly takes on any task that comes her way, showcasing her newfound confidence and competence.

Our gratitude extends to our partnership with YES, as this unique program allows us to contribute to the development of the youth, fostering growth and empowerment in a distinctive manner.



INANI PARTNERS

Thank you to every single friend, family member, specialists, corporations, organization & individuals who have partnered with us to make 2023 a success.



Let's plastic responsibly ♻️



Safripol
 InteliGro
 King Price
 SERR Synergy
 Atterbury Trust
 Eden Gemeente
 Invia Gemeente
 Judea Hope
 Grit Rock Paarl
 Villion Farms
 Eat Better South Africa
 Tim Noaks Foundation
 Atterbury Trust
 Zero2Five Foundation

Maria van der Merwe Consulting
 African Child Feeding Scheme
 Stellumthombo
 Pebbles Project
 Valcare
 NIKA Capital
 Township Help NPC
 Love to Give
 Kaleidoskoop Gemeente
 Food 4 Hope
 KTC-ZA
 IDC - Industrial Development Corporation



BOARD OF DIRECTORS



Org van der Wath

EXECUTIVE DIRECTOR

BA Languages (NWU), MBA (University of Stellenbosch), Nutrition Executive (Gain)



Themba Mnguni

NON-EXECUTIVE DIRECTOR

LLB, Advanced Company Law I and II certificates (Wits), Advanced Certificates in Labour Law and Competition Law (University of Pretoria), Postgraduate Diploma in Business Management (MANCOSA).



Dr Rethabile Melamu

NON-EXECUTIVE DIRECTOR

PhD Chemical Engineering (University of Cape Town)



Marlo Janse Van Rensburg

NON-EXECUTIVE CHAIR

BCom Law (NWU), BCom Honours (NWU), Financial Planning (Wits), MBA (University of Stellenbosch)
Various post graduate qualifications



Will Coetsee

NON-EXECUTIVE DIRECTOR

BSc Biodiversity and Ecology, MBA (cum laude)
Social Entrepreneurship (University of Stellenbosch Business School)



Thank you

Thank you for being part of our journey. Together we have an opportunity to make an impact in so many children's lives. We look forward to a productive and fruitful 2023 with you at our side.



INANI STARTWELL FOUNDATION
YEARLY STATUS REPORT 2023

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