



YEARLY STATUS REPORT

2024



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LETTER FROM
OUR EXECUTIVE
DIRECTOR

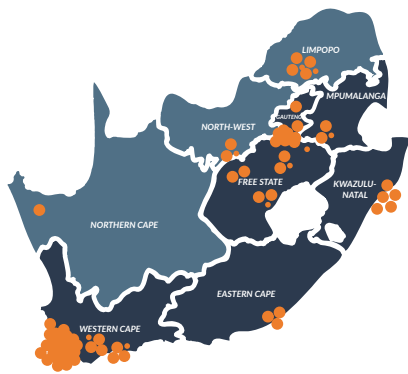
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A LETTER FROM OUR EXECUTIVE DIRECTOR



2024 will forever be a monumental year in the history of the StartWell Project. It was the year we surpassed the 10,000 children milestone while we also focused on firming up important internal processes to ready us for scale. Gratitude is undoubtedly my most prominent emotion.

I believe that the fundamental gauge of our success will be the measurable value we create for chronic malnourished babies and toddlers over their next two to three years of life. This measurable value will be a direct result of our ability to;

- spread the message around the importance of bioavailable proteins for growing children,
- continue designing and improving fit for purpose nutrient rich recipes,
- executing the processing side of these recipes, build capacity to source funding to pay for the meals,
- and ensure the monthly linear growth data is captured and reported on.

To do all this, we are building a super-efficient and passionate execution team.

I also see true scaling and impact coming via the building of partnerships. The stronger our donor and funding partner base grows, the more powerful our stories will become, fuelling the growth engine to gain more trust and market leadership in the aid community. This will translate directly to even more donor support, greater numbers of children supported, and correspondingly, the much-needed downward trend in child stunting data in South Africa. This way we can give the future generation South Africans a good fighting chance to compete in a world where a society's collective 'grey matter infrastructure' will be key.

We at StartWell are grateful to our funding and donor partners for their support, to our implementation partners for taking care of every child, to each other for our hard work, and to all others joining our movement.

Many blessings to everyone and enjoy your rest with us during the festive season.

Org van der Wath

STARTWELL TESTIMONIES

We receive loads of "Thank You-notes" and messages of appreciation from all over South Africa. In a way it keeps us grounded and in touch with the hard work teachers do on a daily basis at creches. It also acts as fuel for us to keep fighting the fight!

QUOTES FROM OUR EARLY CHILDHOOD DEVELOPMENT CENTERS:

"The food provision has improved our service standards in the community. Parents identify me as a good and caring educator, they promise to bring more children in future."

- Ruth Maape

"Encouraged because I will be able to cater healthy food for my kids, which I can't afford to buy now because of a lack of funds."

- Kutlwano Mooketsi

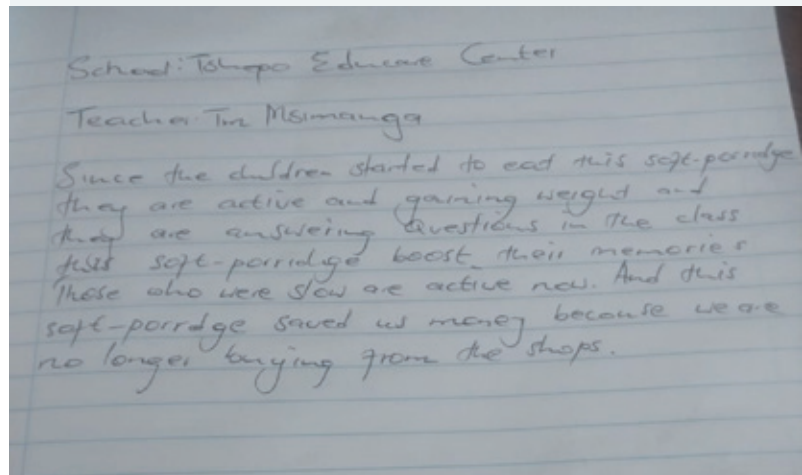
"Food provision helped me to become a better educator because I have more time with children every morning without worrying about cooking breakfast... thank you."

- Goratamang Tswaile

"Parents are happy with their children's weight and height and the improvement of their minds."

- Maria Mmakegomoditswe Mohutsiwa

PRINCIPALS FROM OUR SMARTSTART PILOT NORTH-WEST PROVINCE



PRINCIPAL OF IKEMELENG DAY CARE SASOLBURG



REVIVAL ACTS EDUCARE

TESTIMONIAL

Greetings Sir/Madam
As Revival Acts Educare we are really blessed to receive this porridge. Our children like this porridge so much. As the centre we like to thank u so much for your support..

From: MA
Mahlomola(matron)

10:08

PRINCIPAL OF REVIVAL ACTS EDUCARE WENTWORTH, DURBAN

HIGHLIGHTS

and achievements in 2024

As we look back on 2024, we're filled with gratitude and excitement for all that we've achieved together. This year was one of growth, connection, and remarkable milestones. We've had the privilege of working alongside passionate individuals, dedicated partners, and inspiring communities who continue to champion our mission. Your support has been the driving force behind the successes we celebrate today. We're excited to share a few of the standout moments from this unforgettable year—thank you for being a part of it!



Powerful Partnerships Driving Change: OUTsurance, WeBuyCars, and Atterbury Trust Join Forces to Combat Child Stunting.

These three leading corporate institutions are instrumental partners in our mission. In 2024, we reached an important milestone together. Atterbury Trust launched a vital feeding initiative to combat stunting. Since July 2024, thanks to the generous contributions from OUTsurance and

WeBuyCars, over 2,000 children across four provinces are now receiving daily, nutrient-packed StartWell meals. In addition to addressing immediate nutritional needs, we are closely monitoring each child's growth to ensure progress and make a lasting impact in areas affected by poverty and malnutrition in South Africa.



2. FEEDING MORE THAN 13 000 CHILDREN DAILY

In 2024, we reached a major milestone, providing nutrient-rich meals to over 13 000 children across all nine provinces of South Africa. This achievement reflects our continued growth and commitment to addressing child malnutrition and stunting in under-resourced communities, ensuring that thousands of children receive the nutrition they need to thrive. We aim to reach our 20 000 goal at the end of 2025. Join us in making this happen.



3. OUR NEW NAME

Our name is officially changed.

We are no longer INANI StartWell Foundation, but now proudly the **StartWell Foundation**. While the INANI name held deep meaning for us and our supporters, we've now streamlined our identity to better reflect our core mission: to tackle child stunting in South Africa. This change marks a new chapter in our journey, and we're more determined than ever to continue our fight against malnutrition.

Join us on this journey through our new website and Instagram page!

Website: www.startwellfoundation.org
Socials: [@startwellfoundation](https://www.instagram.com/startwellfoundation)

4. STARTWELL FACTORY ACCREDITATION

Quality is at the heart of everything we do. Our food production facility has earned accreditation from Aspirata for the Global Food Safety Initiative (GFSI) Intermediate Level. This certification ensures that we adhere to the highest standards in food safety and hygiene, allowing us to deliver nutrient-dense meals with the utmost care and reliability to children across South Africa.



5. GROOTSWEM 2024

Our annual fundraising event, GrootSwem 2024, raised nearly half a million rand for the fight against child stunting. In partnership with King Price, 16 courageous individuals swam the 7.5km stretch from Robben Island to Bloubergstrand in icy waters to raise awareness and funds. Our founder, Org van der Wath, participated in his first long-distance open water swim, making the day even more memorable. We can't wait for GrootSwem 2025!



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6. SASDC SYNERGY CONFERENCE

We were honoured to attend the prestigious SASDC Annual Synergy Conference at Gallagher Convention Center in Johannesburg. This event provided a valuable networking opportunity and allowed us to showcase our capabilities in producing nutritious meals to combat child stunting. We are grateful to Corteva for inviting us to this impactful gathering of industry leaders.



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7. SMARTSTART PILOT

In 2024 we launched a 6-months pilot "Nutrition Evaluation Project" with SmartStart in the North West Province. SmartStart is a social franchise which aims to educate, learn and serve 1 million infants and toddlers growing up in under served communities by 2030. The results confirmed or emphasized the positive impact of daily high quality proteins on growing children. We are planning to collaborate on a larger scale starting in early 2025.



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8. WELLBI

WellBi is a dynamic online platform that empowers non-profit organizations worldwide to efficiently manage the data of the children and adults they serve. For our initiative, WellBi plays a crucial role in capturing linear growth data, such as children's heights, allowing us to monitor their growth curves and track progress over time. This data helps us identify children at risk of stunting and assess how they improve, enabling us to take timely action and ensure their nutritional needs are being met effectively.



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9. CLEMENGOLD PARTNERSHIP

In the rural areas of Letsitele, Limpopo, we've partnered with the ClemenGold Foundation to support 516 children in need through the Atterbury Trust, OUTsurance and WebuyCars initiative. These schools are located in areas with limited resources. They face challenges such as outdoor kitchens and basic sanitation infrastructure. Our meals, prepared with care and dedication, are making a tangible difference in these communities, where the need for nutritional support is urgent.

10. NEW PRODUCTS:

We're thrilled to introduce three brand-new products designed to meet your daily nutritional needs. With zero to low sugar, high bioavailable protein, no soy, no preservatives, and whole grains, our products are scientifically formulated to provide a premium, healthy solution. We've created something that's not only delicious but sets a new standard in the market. Visit our website to learn more and taste the difference!

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11. MAAK MY 'N MILJOENÊR

The Top 30 participants in VIA TV's 'Maak My 'n Miljoenêr' visited our StartWell factory in Springs to record an episode with three creative challenges that draw attention to the fight against growth hindrance. The high school students learned a lot, and had fun in the process! We enjoyed the exposure and collaboration with such a creative team.



NEW PRODUCTS

We're thrilled to introduce our new premium range of products designed for the health-conscious market:

Whether you prefer a bowl of cereal or a smooth, satisfying shake, StartWell offers a delicious, nutritious solution that fits your lifestyle. Each product focuses on delivering high-quality, bioavailable protein, minimal to zero added sugar, and whole, natural ingredients – perfect for those seeking a nutritious and wholesome option.

StartWell Plus

Premium high-protein, no-to-low added sugar, high quality ingredient cereal.

StartWell Balance

Affordable, balanced cereal with quality protein and essential nutrients.

HiPro+

Protein-packed meal replacement or shake for energy, growth, and recovery.

StartWell PLUS



StartWell Plus

Start your day with StartWell Plus, the ultimate high-protein cereal designed for those who want the best. With 26% bio-available protein per serving, it's packed with premium ingredients like whey protein, chickpeas, and peanuts to fuel your body with essential nutrients. This nutrient-dense, delicious meal offers a perfect balance of protein and energy, making it the ideal choice for a high-protein breakfast or snack. Offered with a no added sugar variant.

StartWell BALANCED



StartWell Balance

For a wholesome and balanced breakfast at an accessible price, StartWell Balance is the perfect choice. Offering 15% protein per serving, it's a premium cereal that provides essential nutrients with a focus on balanced energy. While it contains a moderate amount of sugar, it's still a great, affordable meal to kickstart your day with a boost of nutrition. Enjoy the benefits of a balanced meal that's both tasty and energizing—without the high price tag of premium options.

StartWell HiPro+



StartWell HiPro+

For those needing a zero added sugar, powerful meal replacement or supplement, StartWell HiPro+ is your go-to choice. Packed with high-quality protein, this super meal can be enjoyed as a bowl of cereal or mixed into a shake, providing a quick, satisfying meal that supports growth, recovery, and sustained energy. With its high protein content, StartWell HiPro+ helps you stay full longer and provides the nourishment you need to power through your day—whether as a meal replacement or a protein-packed snack.

VISIT OUR ONLINE STORE:
www.startwellfoods.com



THE STARTWELL FACTORY 2024

About the StartWell Factory

We often get asked why we need our own food processing factory as most non-profits contract private companies to process for them. Non-profits then have no need for the capital investments and are not exposed to the financial risk of processing.

All valid arguments. It is hard work to run a food processing facility. It requires substantial capital investment which could have spent on the beneficiaries.

Here is the story:

Firstly: Ready-to-eat meals are essential in resource poor setting where healthy food, cool storage, and cooking facilities are not readily available. It is so that humans cannot properly digest raw grains. Grains need to be cooked or more scientifically, gelatinised. The cooking of grains on industrial scale is done via a process called extrusion cooking. The ground grains are forced through a heated barrel where the cooking occurs.



Most of the human food extrusion plants in our country are designed to run maize meal only. This is largely the uniformly milled starch portions of the kernels. The nutritionally important germ is sifted out in the milling process. Sometimes the factory layouts allow for the processing of a mixture of maize meal and soya meal to 'bump up the proteins'.

The fact is, there are no human food extrusion plants in SA which can produce something like our StartWell GROW recipe (containing four whole grains and two whole legumes).

Ironically, there are aquamarine and petfood extrusion plants in SA which theoretically can produce our recipe for us. (Yes, when there is commercial logic or demand, it can be done). Producing safe products fit for human consumption would however not be possible.



Secondly: Now we can control the value chain from just after the primary producer or commercial farmer. All our scaling advantages will largely be benefiting our beneficiaries. Not private enterprises. Now we can go places!

Thirdly and crucially: As we now control the recipe's and the Research and Development around them, we can ensure the children (our beneficiaries) receive the best possible value from meals. Unfortunately, it is just one of those odd market realities: When it comes to recipe formulations in business, shareholder interest can become so overbearing that non-commercial consumers (like children) receive the short end.

The StartWell Foods processing plant is crucial to bring about positive change in the quality of intervention meals or better known as feeding scheme meals in South Africa.



Our Measuring Program

Did you know you can track a child's risk of stunting by measuring their height?

Stunting can be identified by monitoring a child's height over time. Statistically, only 2% of the population should fall at the shorter end of the height spectrum, but in South Africa, 28.8% of children are classified as stunted.

We've partnered with Wellbi, a tech company, to track the height of 6,500 children in our StartWell Nutrition programs. Using an app, we compare their heights to WHO growth standards to assess if their growth is within normal ranges.

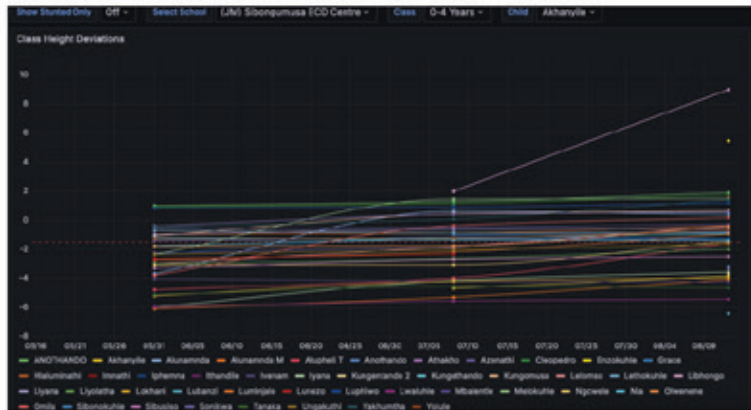
We train teachers or community leaders to measure children's height monthly. After collecting at least three data points, we can track growth patterns and identify potential stunting risks. Over time, this data shows whether a child's growth is improving.

After one year, we can accurately assess stunting rates in schools, identifying how many children are at risk and how many have improved since starting the StartWell nutrition program.

An example of a school in the Western Cape.

Month of measurement	Total kids measured	Total kids at risk of being stunted	% Kids at risk of being stunted
May-24	34	21	62%
Jul-24	37	17	46%
Aug 24	42	16	38%
Total measured more than once			
Total Qty kids "Improved"	31		
% "Improved"	84%		
Total measured more than once			
Total Qty kids "Not Improved"	6		
% "Not Improved"	16%		
QTY Children @ risk of stunting			
QTY Children @ risk of stunting (with 2 or more measurements)	16		
QTY Children @ risk showing improvement	13		
% Children @ risk showing improvement	81%		

This is a sample of an ECD in the Western Cape where we are seeing significant improvement on the children's Z-scores. The Z-scores is a statistical measure of the height deviation from the mean taking into account genetic variances. It again shows; when the children are protein-starved their linear growth stalls. It can recover if high quality proteins are made available on a daily basis



Here you see all the individuals in the school's growth curves. All the data points below the red dotted line is considered at risk of being stunted.



This shows an individual's growth curve and how this individual's growth is improving over the 4 months.





STARTWELL WORKSHOPS

We facilitate workshops around WHO's recommendations at daycares to educate parents, teachers and caregivers around healthy feeding of young growing children.

Providing children with a nutritious meal each day is a crucial step in addressing stunting, but the impact is even greater when the wider community—those who influence the child's environment—also gains knowledge. Our workshops aim to create lasting change by empowering individuals to make informed decisions that will positively affect not just one child, but entire generations.

Our sessions address the three main forms of child malnutrition and the specific consequences of each. We place particular emphasis on stunting and explore how nutrition, especially during the first five years of a child's life, profoundly shapes brain development and long-term health outcomes. We provide a clear overview of the WHO's complementary feeding guidelines, focusing on the importance of providing bioavailable proteins every day.

We also highlight the critical role of regularly measuring a child's height up to the age of five as a key indicator of whether they are at risk of stunting. Tracking growth is one of the most effective ways to monitor a child's nutritional status and take timely action if needed.

Our workshops have been met with enthusiasm and engagement in communities across South Africa. By equipping caregivers with the knowledge and skills to make healthy

food choices, we aim to foster sustainable, positive change in the way children are nourished. Through education, we empower communities to support the growth and development of their children, ultimately leading to healthier generations.





BEHIND THE SCENES AT STARTWELL

During 2024 we worked hard to improve some of our internal processes. Some would refer to the 'below the water stuff'. In both the StartWell Foundation, and the StartWell Foods factory in Springs.

Integrating Manufacturing Software for StartWell Foods.

With fifteen raw materials in our StartWell GROW recipe, keeping track of the raw materials, the work in progress and the finished goods with only spreadsheets, became almost impossible.

With UNLEASHED now fully integrated, we can;

- Fully track raw materials, work in progress and finished goods inventory.
- Manage production based on your orders and the raw materials we have.
- Process and fulfil customer orders.
- Generate reports.

Linear growth tracking software for StartWell Foundation.

Did you know that you can accurately predict a child's adult height when you double his/her 2-years old height? Yes, you have to take it when they are exactly 730 days old!

The importance of this is that 50% of the eventual linear growth occurs over this short period. The rest will happen over the following ± 16 years.

In aviation, flying blind is madness. Not to have a view on each young child's linear growth progress borders on recklessness. Especially as the lost growth cannot be recovered and will cause lifelong impairments to the child's future prospects.

Wellbi™ is a dynamic South African online platform that empowers non-profit organisations in efficiently managing the data of the children. The platform allows us to capture each child's height monthly on a smartphone app so we can track and report on it. Besides that stakeholders now have a view and a chance for early intervention, it also give our donors and important feed-back loop on how effective their spending actually is.



OUR TEAM

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

If we are serious about doing something about a large social issue like child stunting, we need A-team players joining our project. A-team persons are those who consistently deliver exceptional results. They go above and beyond expectations. They possess a unique blend of skills and qualities that make them invaluable to any team or organization. They are the go-to people, the problem solvers, and the innovators who drive success. Our beneficiaries will unknowingly be eternally grateful for the A-team we are building to fight on their behalf. Some part-time, but most as full-time employees.

Joined this year



Cole Kukard

Office administration and orders execution

Cole comes from a business and operations background and finance is his interest. A few times in life you count yourself lucky when you find the “perfect fit”. To continually keep connecting the dots between StartWell Foods and the StartWell Foundation and our many implementation partners across South Africa, takes a special blend of intelligence, commitment and temperament. Cole is a proud, local, Springs boy’tjie and will take our projects to the next level.



Terri Coetzee

Finance & Admin Director



Sydney Mpungose

Operator



Amanda Budleni

Data capturing



Org van der Wath

Executive Director



Suzan Maphatlalatsa

Industrial Cleaner



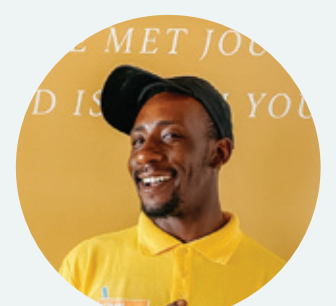
Lisa Verster

Project Manager



Bathabile Manala

Data capturing and orders



Joseph Manala

Driver and general assistant

New Member



Tshimbiluni Mokgele

New Business Development,
Sales & Marketing

Tshimbi is a sales, marketing and communications specialist. Spend a few minutes with her and you will know she brims with deep convictions creating confidence and trust. Her local and international business studies and exposure gives her the ability to see the bigger picture while sweating the details. Her passion for kids in general in our country comes from a principled and profound place. She feels called to help scale our efforts maximise the positive impact on children’s futures. She is based in Gauteng and will join us in January 2025.

New Member



Madine Dercksen

New business and donor
relations

Madine is a recently graduated Chartered Accountant with a very special blend of “brainy and hearty”. We all know that Generation Z’s generally are “pragmatic, and value authenticity and relevance”. From this general pool of already relevance seeking individuals, she will be a flag bearer for growing support for the plight of chronic malnourished young growing children’s. We are looking forward to her contributions and focus to our beneficiaries in the Western, Eastern and Northern Cape. She is based at our Stellenbosch office.



Lehlohonolo Moloi(Lucky)

General Worker



Thami Mtolo

General Worker

Joined this year



Gideon Hefer

New business and donor
relations

We are thrilled to welcome Gideon Hefer to our course. Gideon is a renowned executive in South African agriculture. He brings a wealth of experience, a positive outlook, and a deep commitment to improving food security for chronically malnourished children to the table. With his extensive network and business acumen, we are confident that he is well-equipped to make a significant contribution to our mission.

New Member



Vathiswa Ludidi

Food Scientist

When you blend experience, devotedness, steadfastness and loyalty, you often get a true professional. Professionals are the bricks with which thriving societies are built. In Vathiswa we have such a professional. It is solid and assuring. As we are mostly producing infant and toddlers foods at our processing facility in Springs, the words "beyond compliance" is the motto around our food safety regime. In simple language, Vathiswa leads the charge for us to tick all the boxes.

Joined this year



Louw Rabie

Executive team

A financial expert and straight shooter who has helped many businesses and social enterprises in his career. He has a knack for finding ways to improve things and a gifted eye for details. Since joining our team in June, he's already made significant contributions at our Springs factory and he has jumped in to improve our child-linear growth monitoring and reporting project.



Ayanda Ntshingila

Marketing assistant

New Member



Amanda Mathekg

Sales and Marketing

Amanda's sees her previous exposure to aggressively grow product awareness and market uptake as practice ground for what she is about to achieve for the StartWell Project. Besides the extreme energy she radiates, she is unusually gifted in grasping and harnessing technology to link products and brands with people and communities. She cannot wait to take our stories and convert them into information to connect and grow the right people to our cause and project. Amanda is also based in Gauteng and will join us on a full-time basis in February 2025.



Ewaldt Verster

Creative strategist

StartWell PARTNERS

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

StartWell Funding Partners



StartWell Implementing Partners



BOARD OF DIRECTORS



Org van der Wath

EXECUTIVE DIRECTOR

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

George (Org) is a South African entrepreneur and businessman. He started his career as a schoolteacher in 1992, but his entrepreneurial interests soon led him to the private and later also corporate sector.



Dr Rethabile Melamu

NON-EXECUTIVE DIRECTOR

PhD Chemical Engineering (University of Cape Town)

Dr Rethabile Melamu is a dynamic and self-motivated professional; she obtained her PhD in Chemical Engineering from the University of Cape Town. She is currently the CEO of the South African Photovoltaic Industry Association (SAPVIA).



Will Coetsee

NON-EXECUTIVE DIRECTOR

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

Will Coetsee is a passionate entrepreneur focused on social entrepreneurship which combines ecology, indigenous culture and business principles to create products and services in developing countries.



Mr Lindani Sigxashe

NON-EXECUTIVE DIRECTOR

Founder and CEO of LSIG Consulting

As an experienced businessman who has successfully grown his own private equity investment portfolio, Sigxashe actively participates in every subsidiary, with a specific focus on management and calculated objectives.

Thank you

We are truly grateful for your continued partnership in our mission. Together, we have the power to create lasting change in the lives of countless children. As we look ahead to 2025, we are excited about the opportunities to grow and make an even greater impact, with you by our side every step of the way.



STARTWELL FOUNDATION
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