



Our special memento of the 2010 World Cup: a football club container

What an exciting time it's been in Cape Town during the 2010 World Cup! My ears are still ringing from the sound of vuvuzelas, blown by the tens of thousands of football fans as they passed our offices on the way to Green Point Stadium.

While visitors were streaming in from all over the world to the warmest welcome ever, as our beautiful new stadiums got the finishing touches that had everyone oohing and aahing, as hundreds of thousands of happy people attended exciting matches all over the country, we were working on a little football

project of our own... and here it is! A beautifully converted container for the Phakamani ("empowered to inspire") organisation of New Crossroads.

Thanks to you, the children of this township who are just crazy about football, have a new fully equipped locker room – and because it doubles up as a meeting hall, others in the community get to benefit too!

The cherry on top was this lovely thank-you letter from Phakamani: "I am sending this email on behalf of our community and the soccer kids.

The container has arrived and all the community is happy, and all have hope now since the container is to benefit them. I am glad to be the one who has to say thank you because from the beginning you managed to lift my strength for the team and the rest of the community. Thanks a lot to you and Breadline Africa. We will surely be able to sustain our aims and objectives."



World Cup decorations everywhere -- from Breadline Africa staff to our containers!

The tale of the BBC Box: the final chapter

Many of you followed the epic tale of the BBC box, a single shipping container, as it travelled the world before coming to rest on our shores, finding a new home as one of Breadline Africa's poverty-busting containers. In our last newsletter, we told you all about the grand handover to Breadline Africa, and how excited we were to have been chosen to give the BBC Box a new home and purpose.

In the months since then, our welders, fitters and painters have been very busy, and we are thrilled to show you the Beeb Box in its

brand-new form: as a fully-kitted soup-kitchen that will serve the poor of Eerste Rivier (First River), a semi-rural community outside Cape Town.

The Box was welcomed in style and formally opened by the Lady Mayoress of London, Claire Anstee (who with her husband the Lord Mayor, was in Cape Town on an official visit). She was met by local dignitaries and excited children, who entertained the visitors with choral and dance performances. Thanks and deep appreciation were expressed to all who had a hand

in bringing to the Box to its new home – the BBC, NYK and Maersk shipping lines, and the principal of the RR Franks school Mr C J Pieters, which is hosting the new kitchen in their grounds.

The container that once sailed the ocean waves has come to rest in a tiny part of the Western Cape that knows great hardship. In its new form as a community kitchen for the hungry, it will meet the most basic of human needs by nourishing children, the elderly and patients at a clinic nearby. We think it's the Box's greatest adventure yet!



Claire Anstee graciously welcomes dignitaries at the official opening of the new BBC Box soup kitchen, before the first meal is served.

A very special thank-you to an incredible response

Last year, we were in despair. Breadline Africa's flagship projects are its can-do containers, which become clinics and classrooms, soup kitchens and toilet blocks. But we support many more projects that tackle poverty throughout Southern Africa. And we had promised help – and containers – to good people, people in need.

But the bottom line stared us in the face. The world was in the grip of a recession. There was a shortfall in our funds. We simply could not give many deserving causes and projects the support we had offered. And so, with a

heavy but hopeful heart, our Director Tim Smith wrote you a special letter of appeal.

We were staggered by your overwhelming response as in spite of the economic downturn pinching everyone's pockets, the support poured in.

Thanks to you, we no longer face the terrible task of turning away our partners in the war against poverty. We are so very, very grateful to you all. Not just for your generous donations, but for your encouragement, which inspires us to forge ahead with our work.



Director Tim Smith with one of the many children we support -- thanks to your generous hearts.

Saron soup kitchen

The tiny town of Saron, entirely dependent on seasonal agricultural labour, is getting ready for their container soup kitchen to help them through the hard times. This project was especially close to our hearts, because rural poverty often takes a back seat in Africa – out of sight and out of mind. Thanks so much for remembering these hard-pressed people!

Philippi clinic

Your warm responses to our appeal for a portable clinic for the sick and frail members of this hard-pressed squatter community are really appreciated. Our fitters are hard at work converting a container, and we hope to deliver it soon



Children like these little ones really rely on our winter food parcels.



Containers rolling off the "assembly line" to begin a new life of service!

Can-do news: a reportback on our container programme

Old shipping containers are rolling into the yard where our workers are working at full speed to meet the ever-growing demand for converted containers. Since the World Cup, we've had many more requests for container football clubhouses and locker-rooms!

We are asked for our special converted containers everywhere we go. Portable, secure and strong, they provide instant, practical solutions to pressing needs, and are in huge demand by community organisations. So no matter how many we buy and refurbish, we need more! May I ask you to make a contribution to my special container fund? I would be so grateful as with your assistance we can even more people on our container waiting list.



Skilled labourers work their magic on old shipping containers...

Donating online made foolproof: all your questions answered

We know that many of you are "connected" and do a lot of your business online, including your banking. And you probably know that's possible to donate to Breadline Africa via our website, but you might feel a bit nervous about entering your credit card details online.

We've prepared a special "how to donate AND be safe" set of instructions for those of you who'd like to donate directly from your desk, and are interested in learning more. Just drop us a line, and we'll send you these step-by-step details right away.

More fundraising news: what the trustees have been up to

As Breadline Africa faced the daunting effects of the worldwide recession, our trustees committed themselves to a special fundraising project for containers during 2009 and 2010. They have been very busy, and as of July 2010, the UK trustees have already raised in the region of £37 600, while the Irish trustees have raised almost €10 000. These amazing figures add up to at least ten

containers which will be converted into classrooms, ablutions blocks and soup kitchens.

Here is Louise Seligman's (Chairperson: Breadline Africa International Board) story of how she did it:

"In these tough economic times, the trustees felt we had to do whatever

we could to help. I asked my family and friends to give donations to Breadline Africa instead of birthday and Christmas presents. And instead of cards, I sent my friends an appeal letter at Christmas – many responded magnificently, although I am not sure I have any friends left! But looking at the figures raised to help some of the most deprived and vulnerable children in Southern Africa, it was all worth it."

Do you want to come to the party?



The seaside party has become an annual institution, something that everyone at Breadline Africa looks forward to, and an important part of our local identity and presence. Our communities all know about it, and we get a lot of support right here at home.

It's a wonderful opportunity not just to give hundreds of children a day of

pure joy, but to collaborate with local partners and friends. Our volunteers come out in force, and the local council always provides carers, games and entertainment staff.

Last year due to a lack of funds we were only able to take four groups to the beach (approximately 700 children). But this year our goal is to raise enough

funds to take over 1,000 children and we know with your help this is achievable.

Each year we look for sponsors to provide T-shirts, food and transport, so this is your opportunity to join hands with our local sponsors and come to the party! So please look out for our special appeal which will land in your mailboxes in October.

And here's more for our friends online

The words "social media" are all the rage now, and it seems as if everyone is "Facebook friends" or "twittering". Well, we're among them. Check out these links to keep right up to the minute with what's going on at Breadline Africa.

To receive our latest "tweets", simply sign up for Twitter and follow @breadlineafrica – the speediest way to keep up with our updates, news and competitions.

You can also sign up for Facebook (www.facebook.com) and find our page by searching for Breadline Africa.

And that's not all! For short video clips showing what we do daily, log on to www.youtube.com, search for Breadline Africa on YouTube, and then click on the "subscribe" button.

There's more – to see our photos, log on to www.flickr.com/photos/breadlineafrica.

All this, and don't forget our website www.breadlineafrica.org, where you can sign up for our email newsletter, or visit our blog at www.breadlineafrica.org/blog.



Kids show us how's it's done: our young fundraising heroes

Our good friend Hilde Wiltein, from Bruges, is a graphic designer. Hugo and Sophie Braeken-De Baets asked her to design a website to announce the birth of their daughter Laura, and they got chatting about Hilde's recent visit to South Africa and the Breadline Africa projects she had visited. Abracadabra! Hugo and Sophie decided that instead of christening gifts for Laura, they would ask friends and families for donations for a special centre for rural children. Hilde

designed a magical fairy godmother website, and people generously gave nearly €5000!

This donation will be used to build a safe space (called Tsosanang, meaning Wake up!) in the Limpopo village of Bolabedu, where children do their homework under a tree. Their new centre will give them somewhere to work when it rains, as well as a space to store desks, chairs, books and sporting equipment.



Jane Kgoahla, Tsosanang Project Manager, in the space designated for the new centre.



Ravit and Zac Gazit, from London, are so proud of their eight-year-old son, Ore, and we are too – as well as amazed and overwhelmed at what he's come up with. A visitor to his school offered a challenge – to make a difference in the world – and all on his own, Ore decided he wanted to help children in Africa. With lots of help from his dad,

he's launched a charity website, with all the profits going to Breadline Africa. Please visit it here: <http://www.oresfunshop.moonfruit.com/>

An excited Ore tells us he can't wait to send us a donation cheque – he's hoping to raise at least £500. We look forward to seeing what this young man does next!



Marie and her mother Ann de Loof, from Belgium, enjoyed a holiday with a difference – they came to Cape Town and ran a five-day art workshop for children in Khayelitsha during their stay. This was so successful that Marie, an accordion player, was inspired to organise a series of concerts with her friends back home. Their goal

was to raise funds for more art workshops for deprived Khayelitsha children. A wonderful idea, and we've already held the first one, under the guidance of Wendy Hitchcock. Twelve teenagers from Khayelitsha, all with artistic talent but no chance to develop it, attended for a week and had a grand time. Thanks to all!

Marie de Loof, Zoliswa Mazwi (14 years old) of Khayelitsha, who is hearing-impaired, experienced a whole new world thanks to the art workshop sponsored by young Marie de Loof.

Our hearts are skipping a beat...

We're so touched by a novel fundraising idea from the children of Ireland's North Dublin Muslim National School, who held a skipathon at their school in June in aid of Breadline Africa. We're grateful to principal Aideen

O'Shea and Edel McConnell, who came up with the bright idea, and here's a great big thank-you to all the children who took part, as well as those who signed their sponsorship forms – they raised €376.16 for us!



David and Pat Syme, West Lothian, Scotland at the BBC container



Lyn Anderson (second left), Harborough and Di Horton, Cape Town with the women of Mothers Unite



Suzanne Martin, Jan Corrish Bowden, Peter and Noo Wallis (Irish Trustees) and Nigel Martin from Ireland



Jo Callanan, Irish Trustee



Shirley Morrish from Leeds with Frances Greathead, UK Trustee



Monica and David Stevens, Hemingford Grey, UK



Catherine Jane Legg of Hertfordshire



David and Rhiannon Hodson, from Devon and Richard Stowe from Surrey



Tim Smith, Penelope Fisher - London, Tony and Pippa Smyth, UK Trustees



Jude Perring, Nicky O'Donoghue and Theresa Boyd, from Poole, at the Empilweni counselling centre in Khayelitsha

Let's not forget our knitting angels

Some of you show that you care with your hands – we're always pleased to get beautiful, warm knitted garments from you. Mrs Saunders, a special friend and supporter, wrote us this heartwarming letter:

"This project is really valuable for both the receiver and the knitter. Several of the knitters I recruited were quite isolated until they became involved with us. Only this weekend I persuaded an old school friend

who is fighting bone cancer to use her knitting and crocheting skills to benefit the children in the townships. She might even encourage other 'nimble knitters' to join her at her home, as she doesn't get out very easily now. This has the potential to provide a whole new dimension to her life, and it will benefit those who receive these 'creations.'"

We love the idea that our nimble knitters might also be reaping some benefits from their work!





Edna's column

Dear Friends,

I hope you enjoyed the Football World Cup as much as I did! What an incredible experience – with the fan-walk

passing right by our front door, we were able to watch the crowds of soccer fans, with their painted faces, team colours and hilarious hats on their way to watch matches at our beautiful stadium just down the road. And who could ever forget the vuvuzela? Every day, as the horns started blowing early in the morning, we were reminded that for the first time, Africa was hosting the World Cup!

Our congratulations to Spain, for winning their first ever World Cup, and also to the Netherlands, for being such worthy runners-up. You showed us all some magnificent moves – thanks for the memories!

A word of thanks to the Breadline Africa supporters who travelled to our country to attend the matches, especially those who popped into our offices to share their excitement. We decorated the office for the occasion, wanting all our visitors to feel at home. It was great to be part of the magical spirit of the tournament!

Through all the excitement, you kept supporting us, and writing to me. Thank you for your prayers and for always encouraging us in the work that we do. When I look back at what we have achieved over the years together, all the needy communities we have been able to help, I am always thrilled, and it's with thanks to your loyal support.

And it's not just adults supporting us. I've had so many amazing letters from children sharing their fundraising ideas, we decided to add a special "Kids Corner" section to this newsletter, telling you all about their activities. Many children do fundraising through their schools and churches, and some even visit us with their parents. Here's Daniel, visiting us at the tender age of nineteen months! So if you know of any children supporting Breadline Africa, please let me know, so I can pass on the news! I'd love to see your photos as well.

The World Cup may be over, but our door is always open. If you visit Cape Town, please do come and see us at our office and share your news.

As always, thank you so much for your love and care for us here in Africa.

With love,

Edna.

PS: As technology gets "smarter" every day, there are so many new ways of communicating with one another. Please check our special section for the latest news on keeping in touch!



Breadline Africa's youngest supporter, Daniel, visits us with his parents Antonia Etim and Giles Finnemore.

Don't forget: £1 = £1.28 at no cost to you

We need your signatures! By filling out the Gift Aid Declaration on the back of the enclosed reply slip, it allows us to claim 28% back on the donations you have already given us. And this means 28% more communities can benefit at no extra cost to you!

Helping people help themselves

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