



2 Somerset Road • Green Point • Cape Town • 8005 • South Africa  
PO Box 6 • Green Point • Cape Town • 8051 • South Africa  
Tel +27 21 418 0322 Fax +27 21 418 6406 Email [info@breadlineafrica.org.za](mailto:info@breadlineafrica.org.za)  
Visit our website [www.breadlineafrica.org](http://www.breadlineafrica.org)

## **EARLY CHILDHOOD DEVELOPMENT – THE STONE WHICH FORMS A STEP IN BUILDING SOLID FOUNDATIONS**

June 2014

Research in South Africa and internationally indicates that the early years in a child's life are critical for learning and development, which starts in infancy long before formal education begins. Early Childhood Development (ECD) plays a fundamental role in assisting children in the process of acquiring concepts, skills and attitudes. To honour 21 years, as well as recognising that high quality childhood interventions have lifelong effects on learning and motivation, Breadline Africa will up the ante as it transforms the V&A Waterfront's Clock Tower Precinct into an ECD hotspot.

Between the 1st and 18th July, Breadline Africa in collaboration with the Desmond and Leah Tutu Legacy Foundation, will erect a refurbished shipping container in the V&A Waterfront's Clock Tower Precinct – apt timing as Mandela month is celebrated globally during July. Programme Director Puleng Phooko says, "The 'pop-up' ECD centre will serve as a means of raising awareness about Breadline Africa's ECD Container Programme. It will also be an opportunity for members of the public to come and have a look at just how functional the refurbished containers are". A 6 meter container classroom and a 6 meter container kitchen will host ECD learners from Joe Slovo for a 3 week period. "The children will get an opportunity to interact in the classroom and of course, no field trip is complete without a warm meal." Additionally, the children will enjoy visits to the Aquarium and the Cape Wheel.

Masande, an educare centre located in Khayelitsha, will be the recipient of the ECD centre that will be on display at the Clock Tower Precinct. Masande, which means 'we must grow', reaches 42 ECD learners between 6 months and 6 years old. The centre has been in existence for several years and despite providing reliable ECD services to the community, the conditions of the centre are shocking to say the least – there are leaks throughout the facility, the toilets are placed outside in the open air, there is a limited number of educational and developmental materials, etc.

Effective ECD depends on the synergy of a number of factors. The basic conditional requirements for an ECD centre include elements such as compliance with health, safety and structural requirements, at least one nutritious meal per day for each child, appropriate educational and developmental material including adequate play facilities, toys and a blanket.

### **Opening Imagination • Enabling Futures**

#### **Breadline Africa (RSA) Advisory Committee**

Henk Kleizen (Chairperson), Prof. Eric Atmore, Farzeen Bhana, Nicola Bosworth, Sally Burt, Frances Greathead (Patron) Nthabi Mohlakoana, Karen Morris, Andrew Warner  
Non Profit Company (NPC): 2006/015075/08 · PBO No. 930021936 · TEU Reference No. EVZ0037/10/06 · NPO Registration No. 053-406 NPO · VAT No. 4480251596

#### **Breadline Africa International Board**

Louise Seligman (Chairperson), Peter Attard Montalto, Prof. Eric Atmore, Alex Chisholm, Sir Robert Dunbar, Louisa Edwards, Ben Elwes, Renée Hopster, Henk Kleizen, Mariella Norman, Marijke Schep, Pippa Smyth, Tony Smyth, Noo Wallis



2 Somerset Road • Green Point • Cape Town • 8005 • South Africa  
PO Box 6 • Green Point • Cape Town • 8051 • South Africa  
Tel +27 21 418 0322 Fax +27 21 418 6406 Email [info@breadlineafrica.org.za](mailto:info@breadlineafrica.org.za)  
Visit our website [www.breadlineafrica.org](http://www.breadlineafrica.org)

In impoverished communities, a large number of children that fall into the ECD age group are affected by poverty and as a result are unable to attend an ECD centre that meets these very basic conditional requirements. “As a society we cannot afford to postpone investing in children,” says Tim Smith, Director of Breadline Africa. “The very heart and soul of Breadline Africa is that of breaking the cycle of poverty – by helping communities help themselves”.

Breadline Africa would like to encourage members of the public and corporates to become involved by visiting the Clock Tower Precinct between the 1st and 18th July, where donations of educational and developmental materials such as books and toys as well as blankets for children that fall into the ECD age group of 0-6 years can be made. Share your donation with the Breadline Africa team by taking a photo and posting it on twitter or facebook, using the hashtag #Masande. Help Breadline Africa and the Desmond and Leah Legacy Foundation make a sustainable difference in the lives of little ones.



## Opening Imagination • Enabling Futures

### Breadline Africa (RSA) Advisory Committee

Henk Kleizen (Chairperson), Prof. Eric Atmore, Farzeen Bhana, Nicola Bosworth, Sally Burt, Frances Greathead (Patron) Nthabi Mohlakoana, Karen Morris, Andrew Warner  
Non Profit Company (NPC): 2006/015075/08 · PBO No. 930021936 · TEU Reference No. EVZ0037/10/06 · NPO Registration No. 053-406 NPO · VAT No. 4480251596

### Breadline Africa International Board

Louise Seligman (Chairperson), Peter Attard Montalto, Prof. Eric Atmore, Alex Chisholm, Sir Robert Dunbar, Louisa Edwards, Ben Elwes,  
Renée Hopster, Henk Kleizen, Mariella Norman, Marijke Schep, Pippa Smyth, Tony Smyth, Noo Wallis