



HeronBridge COLLEGE

Educating young South Africans with Heart

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Dear HeronBridge College Parents

RE: Rise Against Hunger

By now I am sure you are aware that we are in the thick of raising funds for our annual Rise Against Hunger Event (RAH). This is our 7th year of doing this. For the new parents, we partner with the HeronBridge Training and Resource Centre (HTRC), who have as their core business the training of Practitioners in NQF level 4 and 5 Early Childhood Development. This is their 9th year of operation. HBC has been partnering with HTRC for 9 years in our Outreach programme that runs across all three schools. HBC has committed to ensure on average 700 preschoolers get a meal a day for the year. The goal this year is to raise R140,000.00 to produce 40,000 meals that HBC delivers over the next 10 months. We are supported / partnered by others and deliver approximately 70,000 meals a year.

The reason why we do this is that we believe that to fulfil our tag line; educating young South Africans with heart, we need to try and get our kids to have a deeper understanding of their role and responsibility as citizens of SA. A Simon Sinek quote; *"If you wanna have a happy, successful, fulfilling, confident life, you have to commit yourself to take care of the people around you, that's just how it works."* The heart of Christianity is to see and respond to the needs of the less fortunate, but to respond in a way that costs us something and connects me to the need in a real way.

In the last week of school each grade will come and spend an hour packaging the raw materials into bags and boxes for storage and later delivery. So our kids raise the funds, package the meals and deliver the meals to schools we visit regularly in the year through our Outreach programme. We wish to make a long and deep impact in the preschools we work with. We have seen dramatic and heart rending stories of what food security means in these desperate preschools with precious little ones.

This year we have tried to be quite creative in our fundraising and to link it to entrepreneurship and innovation. Each grade has been challenged to raise funds but doing it by making money. To this end:

- the grade 8s are doing a Dragon's Den type initiative where they form companies and come up with a viable business plan and product or service they wish to offer. Mentors guide the 'companies' to the point of presenting to Dragons and later even investors.



- The grade 9s are hosting the “Hartsfees”. This is our annual Afrikaans day but this time with a difference. The grade is setting up all the stalls, entertainment, and food. Proceeds come to RAH. The grade will learn much about event management, the business aspect of this event and doing it all for a good cause.
- The grade 10s are putting together a short story e-book with a compilation of short stories they produce. This book will be published, and proceeds come to RAH.
- The grade 11s hosted the Major Production and provided all the eats and drinks. Again all profits go to RAH.
- The grade 12s are hosting a soon to be announced event that will take place on the evening of 2 August. All proceeds go to RAH.

The grade innovation / entrepreneurial projects while being a good fundraiser has also had really great educational and 21st century skills development. The projects will not bring in the required amount though, so I make an appeal to the HBC community to donate to this worthy cause. Rise Against Hunger is an NPO with PBO status. This means that all donations made to them allow the donator to receive an 18A tax certificate. This is for individuals as well as companies. Companies will also receive the relevant BEE points. If you would like to donate in your personal capacity or company, please get a hold of me and I can direct you accordingly.

Thank you for taking the time to read this. Thank you in advance for your support of our efforts to educate young South Africans with heart.



Blessings
Ingo van der Merwe
Chaplain
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