

e'Pap Children's Feeding Project

Shell's Report to End of Year Meeting 7th November 2011



Today we come together as volunteers and donors to celebrate the growth and success of our e'Pap Children's Feeding Project during this last year and give thanks for it.

It is particularly good to have you all here because I firmly believe that the success of our project is due to all the various parts of our e'Pap body working together. Working together, inspired by, and with God as our head.

A well known bible passage found in Paul's letter to the Corinthians, talks about all the different organs of the body performing the function for which they are designed and if all work together, the result is a healthy body.

At e'Pap we have exactly that, the leaders and management team, a fantastic group of more than 70 volunteers, dozens of donors all over the world, the teachers, and cooks at all our schools and places of care. All of these work together to enable in excess of 4,000 children to receive a nourishing meal each day.

If a donor like Ingrid, for example, said I can't go into the township and so I cannot help we would not have received £3,100 (R36,425) from her. Instead she said, "What can I do in Orkney to help feed the little ones in the Garden Route?" She walked through 7 towns in 7 days and only spent £7. Well done and thanks Ingrid. It is so good to have you here today. The same goes for our Garden Route Children's Trust (GRCT) in the UK and others. Some years ago Penny Fleming, a good friend of mine, visited us and said to herself "how can I help Shell?" She established the GRCT which is a major source of funding to us each year.

Likewise if all our volunteers said, "I can't go into the townships because of time, anxiety, a job or other reasons" we would not be able to get the e'Pap into the schools.

On the other hand if everyone wanted to work in the townships, who would fundraise for us, take our minutes, look after our finances, design our website, write our very special thank you letters, or audit our accounts?

Some of you may say, “I’d like to get more involved or I have a friend who is good at this and perhaps he/she can get involved,” come and chat to us and we can follow that up.

In looking back over the year, I am going to use some sayings of Steve Jobs to group the highlights. Lally has already introduced Steve Jobs to you.

We have had an Apple computer in our home for donkey’s years. In fact a friend quite recently said to me “you were the very first family I knew who had their own computer at home”. Having a computer man for a husband, we have lived through all the changes to computers and the growth of the computer industry. At the moment Peter is reading, with great relish, the book about Steve Jobs. It describes how he founded the Apple computer company in his parent’s garage when he was just 21 years old. Peter remembers all the background and this has brought back many happy memories. It is then not surprising that, when Steve Jobs died, last month, we thought it a good idea to use a video of a talk he gave to Stanford graduates some years ago, to end the meeting. We also decided to use some of his thoughts on successful business in summarizing our project.

1 Do what you love.

Jobs once said, “People with passion can change the world for the better.”

Well we are not changing the world but I firmly believe that one of the key reasons for the way our project is flourishing and we are changing our little bit of the Garden Route, is that we really love what we do.

I certainly do, and without fail when I have been to visit the schools I come home on a high because of the interaction with a teacher, or hugs from a child or a story about a child who is thriving because of e’Pap or because a volunteer cook now has some purpose in her life and is contributing to the welfare of the children around her.



I also so enjoy the interaction with you volunteers who pop in to collect your stock and in your rush, still spare the time to share what is happening at your school.

Recently Marlise arrived and she was bursting with excitement. Over a cup of tea she shared with me the wonderful things, which were

going on at the Knysna Sekondere in Hornlee. For those of you who do not know, we started feeding the children at this high school because we were told that the need was great but the children were too afraid to admit that they were hungry. It started on a very rocky footing and I have asked Marlise to share briefly with you. She is going to tell us how she went about introducing e'Pap into our very first high school and some of the challenges of adjusting our approach to the teenage environment. She has done some most creative things to make e'Pap "cool", for example making an e'Pap pudding. It will be apparent to all that Marlise loves what she does.

2 Put a dent in the Universe. Secondly, Jobs believed in the power of vision. He once asked the Pepsi Vice President, John Sculley, "Do you want to spend your life selling sugar water or do you want to join me in changing the world?"

Do we put a dent in our universe – the children of the Garden Route? I think so – here are a few dents this last year:



We have put a dent in the hunger in Wittedrift and Kranshoek by adding hundreds of children to our feeding project - children who were coming into school on a Monday morning and fainting because they had not eaten since the Friday.



As Marlisa has told us, we have enriched the life of a child who lives on his own and really needed nourishment.

We have given children confidence in themselves and the fact that they matter.



We have helped a lady who was battling to look after children in her home to have a hope of a real school building, by the volunteer taking the initiative.



We have been able to provide toys, educational equipment, and stationery to many, because of the donations of wonderful donors.



We have helped to establish a little school, Rainbow of Hope in Nekkie's where formally the children were just running around the streets.

We have put a very large dent in the hunger in the Garden Route by adding 15 new outlets and >800 children to our programme this year. Do we make a dent in the Garden Route – I think so.

3 Make connections. Jobs once said, “Creativity is connecting things.” Making connections is at the heart of what we do and the way we operate.....

Connecting volunteers to schools. I really enjoy taking new volunteers up to see the area, I love getting to know them a bit and then finding a school, which I think, will suit them. I then introduce them to the principal and see if there is a connection. If not we look at other alternatives.



Connecting visitors and potential donors with schools. We make connections between township people and donors. This creates connections. Overseas visitors, in particular, would probably not have had the opportunity of making these, if not for the work we do. It enriches both parties.

We make connections **through partner organizations** eg KET, Colors in George, Born in Africa who run after care centres in Plett, Rotary. We are very happy to have Sarija Bewee from B in A and



Sunyata from Colors here today. It is great to be able to partner with these organizations.

We partnered with a very experienced pre-school inspector, Di de Waal, who helped select a Principal for our Rainbow of Hope school and has since been a tower of strength to that principal.

Another exciting connection has been a lady in Bathurst who emailed me while I was in London saying she simply could not wait to chat as she had started helping at a little crèche in Bathurst and wanted to know all about how we operate. I contacted her as soon as I came home and after about an hour on the phone I was convinced that she would be feeding the whole of Bathurst soon and probably the whole of the Eastern Cape if she had half a chance. It is wonderful to meet such enthusiastic people and be able to share a little of how we have grown and succeeded in making a difference in our area.

Another lady comes to mind from PE who we helped start feeding the children at her centre for children with disabilities.

We are partnering with churches here in Knysna, in Plett and in Oudtshoorn and hope to do more of that in the New Year.



In fact the Women's Auxiliary of the Knysna Methodist Church has, for the second year running made over 400 pencil bags and filled them to give to the Grade R children who will be going to Grade 1 next year.

Do we make connections – undoubtedly and will continue to make more and more

4 Say no to 1,000 things. Jobs was as proud of what Apple chose not to do as he was of what Apple did. When he returned to the company in 1997, he took a company with 350 products and reduced them to 10 in a two-year period. Why? So he could put an "A-Team" on each product.

A thousand things? Not us, but we do need to say no to some things.

What are we saying no to and why?

Feeding adults. We have discussed this on numerous occasions and it simply does not fall into our mandate. We are a children's feeding project and our donors know that and give under that premise.

Saying no when e'Pap is not properly used. Occasionally when a school is not reliable we have to stop feeding there. Dawn & Brian have recently stopped one in Plett and started a much more needy school using those resources.

Monitoring teaching. We sometimes have to turn a blind eye if we see teachers not teaching as well as we would like. It is simply not the main focus of our involvement in the school. We can encourage but not criticize.

For those of you who may be new, we always say no to a request for money from a teacher. It very seldom happens but we ask you never to lend money as it can cause problems.

Building and extensions to schools. Why because we simply do not have the expertise or manpower. We would love to help some principals find land and build a new school but unfortunately we have to say no. Occasionally we have a volunteer who has those skills and we say Hallelujah! We are thrilled that we have three such people here today. Mike was involved some years ago, and two of our new volunteers, Gordon & Andrew have chosen to do that off their own bat with their little school. However we as an organization, cannot tackle projects like that, as much as we would like to.

We need always to remember that our **main aim is to feed & nourish the children and build relationships** with the teachers and cooks and then to say no if we have to.

5 Master the message. You can have the greatest idea in the world, but if you can't communicate your ideas, it doesn't matter.

Our message is to feed the children. In a previous meeting we talked about "honing our skill"



We need to feed the children the right food, mix it properly and make sure the cooks understand this. If you pick up problems discuss them with your area rep or one of us and we will try to address these. For those of you who are new, let me just explain who our area reps are and why we have them.

They are mostly members of our committee who keep touch with the volunteers and schools in their particular area. They will be in touch with you from time to time and you are more than welcome to chat to them or Lally, or I about any concerns or joys you would like to share. This just helps with communication.

Over the years we have generated brochures and newsletters that we use to tell our story. As the years pass by we get better bit at a time. We have new editions of both here today. Please take a copy for yourself and a few to hand out to friends and relatives.

We believe we are indeed mastering our message

6 Sell dreams, not products. Jobs captured our imagination because he really understood his customer. He understands the dream.

At the end of the day our dream is not so much about the e'Pap, the Jungle Gyms, the stationery or anything else, it is about just two things



Helping children to be healthier, happier and therefore better able to learn.

Building relationships based on service, respect and love.

The products are the things. The dream is the health and friendships.



To a wonderful extent the team of volunteers and donors that form the e'Pap family have lived that dream to the full this year. We thank each and every one of you for being you, and for contributing in a way that is you. Because of this, we have reached a major milestone

Since we started in 2003, we have provided more than 2 MILLION MEALS.

Now that is worth celebrating, isn't it? Thank you all for contributing to a wonderful year.

Shelley.

To watch Steve Jobs's address to Stanford University

CLICK HERE: <http://www.youtube.com/watch?v=UF8uR6Z6KLc>