

MAKE PHILANTHROPY WORK

We aim to uphold the principle of “doing good is good business” in all our investments.

Making a positive contribution by responding effectively to local as well as national needs, helps to build and maintain trust and loyalty in our brand. We empower our stores to engage effectively with their local stakeholders, such as through supporting local charities, volunteering, donating goods or services and helping local people during crises or emergencies. Our stores in disadvantaged areas provide jobs and opportunities where they are most needed.

The Ackerman Pick n Pay Foundation (the Foundation) was founded in 1997 as a fund for philanthropic purposes. The Foundation complements Pick n Pay initiatives by supporting community organisations that have programmes or activities in place that generate income to make the community self-reliant and financially independent.

COMMUNITY FOOD GARDENS

The Ackerman Pick n Pay Foundation has supported community food gardening since 2013 as part of its commitment to ensuring food security and income generation.

The Foundation partners with several organisations across the country to establish rural and urban food gardens, as well as convert a few of them into training gardens. These projects both feed communities and allow for the sale of surplus produce. To date we have established 376 community food gardens that are enabling almost 4 000 families to feed themselves across 62 municipalities. Sixteen of the communities are supplying Boxer Stores and 39 communities are selling excess produce. Levels of sales have increased, despite the impact of the drought on agriculture. In KwaZulu-Natal, over a six-month period, more than 11 000 units of produce were sold. Small farmer forums have been established to ensure a constant supply to stores. To date more than 100 home food gardens have been started.

PROMOTING WATER RESILIENCE

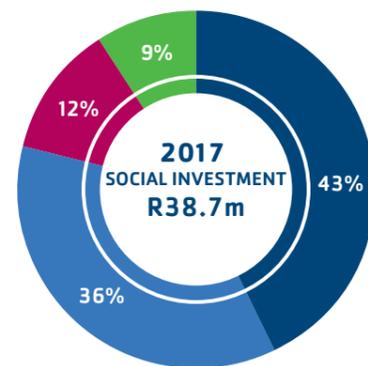
As a pro-active initiative, the Foundation has rolled out a Water Resilience Programme in partnership with Siyazisiza Trust, which supports community based, small agricultural projects with drip irrigation, water tanks, boreholes and water conservation training. As part of the programme, 32 initiatives with 782 hectares under irrigation have been implemented that are benefiting more than 3 200 people directly and indirectly. These families now have the skills to grow their own food and to conserve one of the earth’s most precious resources.



Fifty Hippo Rollers were donated to the Siyathuthuka community in the Nyamane area outside of Jozini, KwaZulu-Natal



The Ackerman Pick n Pay Foundation supports a Water Resilience Programme which supports small agricultural projects in KwaZulu-Natal



- Community
- Education and youth development
- Health
- Environment

“SANParks, through the Kids in Parks programme, in partnership with the Departments of Environmental Affairs and Basic Education, and Pick n Pay, has over the past 12 years afforded more than 53 800 learners and 2 600 educators the opportunity to share in a fully sponsored, three-day fun-filled wildlife experience in a national park.

Fundisile Mketeni, South Africa National Parks CEO. sanparks.org

SUPPORTING EDUCATIONAL PROJECTS

PICK N PAY SCHOOL CLUB

The Pick n Pay School Club has been operating for 14 years and is one of the most influential and dynamic public-private educational initiatives in South Africa. The Club makes much-needed educational resources available through private sector funding. It reaches 3 025 schools (725 high schools and 2 300 primary schools), comprising more than 5.7 million educators, learners, parents and guardians. The free educational material supplied by the School Club – books, posters, overview brochures, recognition stickers, certificates, and mirror decals – is specific to learners’ grades, aligned to the curriculum, and written by experts. The material also addresses nutrition, health and sustainability topics. School Club also runs the Pick n Pay Hero Awards, which recognises young heroes who have gone the extra mile in inspiring and motivating other youngsters.

Through the Kids in Parks programme, our partnership initiative with government and SANParks, we identify and provide the opportunity for 5000 previously disadvantaged children to visit a national park every year and learn about South Africa’s natural and cultural heritage.



TURNING STORES INTO CHILDREN’S LEARNING CENTRES

Early language skills are vital for children’s success. Pick n Pay is working with South Africa partners to deliver an innovative project called Sifunda Ngokuthetha (which translates to ‘we learn by talking together’) aimed at turning an everyday trip to a supermarket into an opportunity for enriched caregiver-child interactions. An initial trial was conducted at our store in the small township of Dunoon near Cape Town, over a 10-day period. The model involves placing eye-catching, colourful signs featuring engaging language and mathematics prompts at several locations within a store, prompting caregivers to start conversations with children that will expand their vocabularies and help them learn. Examples of the playful signage included: “Find a Juice. What is it made of?”; “How many tomatoes are in the packet?”; “What colour is spinach?”, and “What’s for Dinner?”. Parents/caregivers who participated in a brief survey at the store responded positively to the initiative, commending it for inciting enjoyable, educational interactions with their children. Pick n Pay will trial the high-impact, low-cost early learning intervention at a further five stores in FY2018.

DONATING TO ORGANISATIONS THAT ADDRESS CHALLENGES AT SCALE



Pick n Pay is the biggest retail donor to the food security agency FoodForward SA (formerly FoodBank). Through our partnership, FoodForward has been able to provide food to more than 4 450 beneficiary organisations across the country, which in turn provide more than 11 million meals a year.

“FoodForward SA continues to drive efficiencies in the foodbanking model through innovation. In FY2017, we reduced our cost per meal by 20% and increased our rescued food tonnage by 30%. These and other successes would not have been possible without valuable partnerships with caring corporations such as Pick n Pay, which has shown an ongoing commitment to the fight against hunger.

Kate Hamilton, Fund Development Manager at FoodForward SA. foodforwardsa.org

Pick n Pay Clothing donates its excess clothing to the Clothing Bank’s development programme, which trains and supports black women in running small informal clothing retail businesses in their communities. In 2016, we increased the amount of clothing we donated by 55%.

“Clothing Bank is testament to what impact can be achieved when industry partners, government and non-profits collaborate for change. Pick n Pay generously donates excess product from its clothing stores and as a result we have been able to support over 712 unemployed South Africans (95% are mothers) to become self-employed business owners earning profits in excess of R30 million in the last 12 months.

Tracey Chambers, CEO and co-founder of The Clothing Bank. theclothingbank.org.za



Sifunda Ngokuthetha (we learn by talking together) signage at the Pick n Pay store in Dunoon, Cape Town