



INANI STARTWELL FOUNDATION

Growing brains and healthy bodies



Our Vision

“To ensure growing infants, toddlers and children have access to growth nutrients during their early growth years.”

Our Channels



Wholesale



Online Store



Child Feeding
Schemes



Formal & Informal Retail

Our Commercial Products

INANIBABY



STARTWELL CEREAL



SERIOUS SHAKE



HIGH PROTEIN GRAVY



Our Mission

Our mission is to address childhood stunting in poverty-stricken communities. Our work includes increasing awareness and securing funding for the provision of nutrient-rich meals to children between the ages of 6-months and 5-years. We strive to make a real difference in local communities by leveraging collective social efforts towards social change and transformation.

Why combat Stunting?

Did you know that the first 2000 days of a child's life are the most crucial? During this time, the brain is highly receptive to growth and stimulation, making it a critical period for development.

Studies show that children who receive adequate stimulation and development during their early years are more likely to achieve better life outcomes and financial independence later in life.

However, many South Africans are unaware that almost one in three children in South Africa suffers from stunted growth due to a lack of proper nutrition.

Childhood stunting occurs when growing babies and children fail to reach their height-for-age growth markers, leading to impaired physical growth and delayed cognitive development.

The primary driver of stunting is a poor nutritional diet during the first 2000 days, or the first 5 years of a child's life.

By providing proper nutrition and stimulation during these critical early years, we can help ensure that children have a better chance at achieving their full potential and becoming financially self-sufficient later in life.



Currently

±300 schools

±9000 children

5 provinces

±198 000 monthly meals

History of the Inani StartWell Foundation

The Inani StartWell Foundation was established in July 2018 by Org van der Wath, with a mission to address the issue of childhood stunting in South Africa by improving the nutritional value of feeding scheme meals. The foundation recognized the importance of nutrient-dense morning meals in improving learning outcomes in the classroom and ensuring healthy growth for children.

Over the course of three years, the foundation worked tirelessly to develop and test the StartWell nutrient-rich cereal, focusing on finding the perfect balance between nutrient integrity, texture, taste, flavor, and cost. Thanks to the efforts of private food scientists, dietitians, and academics from leading universities in South Africa, the recipe was refined to ensure that it provided optimal support for child growth while also being delicious and appealing to sensitive palates. During this period, approximately 200 children were fed from a lab-sized "outsource extrusion plant."

As the foundation progressed with meal development, Org started advocating for funding to build a cereal cooking factory. In April 2020, the foundation received a significant donation of R7mil from a philanthropist based in Switzerland, which allowed for the construction of the StartWell extrusion plant in Springs, Gauteng. This new plant has the capacity to feed more than 200 000 children a daily StartWell portion. By July 2021, the foundation



Our very first delivery in 2018



Mandela Day 2020 with The Kolisi Fondation



StartWell Factory launch 2021

had produced its very first StartWell cereal, and with its new factory, it could start expanding its reach and feed more children.

By the end of 2021, the foundation had already doubled the number of children it was feeding to about 500, and by the end of 2022, it had increased tenfold to feed approximately 5 000 children. As of mid-2023, the foundation is currently feeding up to 9 000 children every day. It continues to innovate towards more nutrient-dense products while working tirelessly to expand its reach and feed more children in need.

The Inani StartWell Foundation is committed to making a positive impact on childhood nutrition in South Africa, and it has already made significant strides in achieving this goal. By supporting this foundation, you can help improve the lives of thousands of children and contribute to a brighter, healthier future for South Africa.



Fund raising event in 2023 with Nika Capital & King Price



Factory visits with King Price 2022



The start of Sapiro village project in Sasolburg 2022



ECD visits with the Noakes Foundation in Gugulethu 2023

Why INANI StartWell would be a perfect match for you

A non-profit organisation established to improve the quality of instant cereal and lunch meals served to children through feeding scheme institutions.

We have established ourselves as a leading role player in the fight against chronic malnutrition and eliminating childhood stunting amongst SA children.

We offer businesses an opportunity to invest in the health and development of the children who will shape our nation's future. We want to ensure that price competitive and incrementally better quality 'ready-to-eat' meals are available to

NGO's and Government institutions to feed needy children.

How? We research, design, process and sell nutrient-dense meals at pioneering low costs to reach growing children in deprived communities in South Africa.

Your support will help us to make it happen!
Currently 350 000 South African children are added to the 'stunted pool of children' every year.

At full capacity, our processing plant can serve more than **200 000 toddlers and preschoolers from poverty-stricken communities a daily meal portion.**



01

BECOME A FUNDER & PHILANTHROPIC SUPPORT



02

MAKE A DONATION



03

INTERESTED IN FEEDING CHILDREN



04

CSI SPENDING

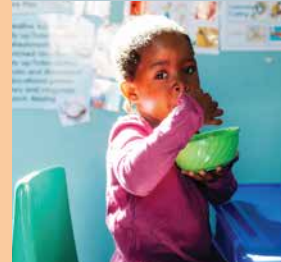
05

INVEST IN OUR COMMERCIAL AVENUES



06

CONNECT US WITH YOUR CONNECTIONS



Get involved in our projects

1. Become a Funder & Philanthropic Support

We are almost through our incubation stages and need capital to fund the growth of our cause. If you are interested to become a financial supporter of any kind you are welcome to contact us:

Contact us at: org@inaniswf.org.

2. Make a Donation

Bank Name: First National Bank

Account Name: INANI StartWell Foundation NPC

Account Type: Current

Account Number: 62760073892

Use Reference: STARTWELL/Name

18A Tax Certificate available

Send proof of payment to info@inaniswf.org



3. Interested in Feeding Children

Support a specific crèche, school or Early Childhood Development Center (ECD).

The Inani StartWell Foundation developed an innovative way to address and monitor early child development by introducing a project called "The Village Project."

This project equips, educates, and supports independent teams within their own communities to actively engage and support Early Childhood Development centers (ECD's) and other feeding scheme initiatives. Together we identify one or two schools in your community that need help. We then determine how many children there are and how many StartWell meals to order.

On a monthly basis the allocated team will order and arrange the logistics to supply the school with StartWell cereals.

We can also arrange an optional growth measurement program.

Part of the initial implementation the team can install a measuring device to monitor height-for-age growth of the children. This data must be collected monthly and entered into our online data program.

In this way, the team will quickly notice if there is a child who may be experiencing stunted growth.

4. CSI Spending

Get your company involved.

Inani StartWell Foundation offers companies the opportunity to score valuable points on their B-BEE scorecard. You can now transform individual lives, impact communities and ultimately benefit the economy as a whole.

The Inani StartWell Foundation is a registered NPO with a Level 1 B-BBEE recognitional level and you can earn B-BEE Scorecard points on the Socio-Economic Development (SED) element.

We will issued you with a Section 18A tax certificate for the donation received.

Businesses can also contribute to StartWell Foods (Pty) Ltd – our 'not-for-profit' food processing business that processes and sell ready-to-eat meals rich in nutrients.

The company needs to generate revenue to pay our monthly overheads running a world class food factory. The company is 100% owned by Inani StartWell Foundation. StartWell Foods (Pty) Ltd enjoys a level 2 B-BBEE recognition level.

You can gain BEE Scorecard points on the Enterprise Development (ED) element.

*Should you need assistance/advise on B-BBEE compliance speak to us or your BEE consultant for more information.

5. Invest in our Commercial Avenues

We currently have various products that are commercial-market ready. Please look at our product options. We need resources, networks and experience to successfully establish these in the retail channels.

inaniBABY

- 6-24 months BABY Cereal (whole-, multi-grain loaded with dried dairy)
- Market ready for feeding scheme projects
- Market ready for formal retail channels

StartWell Grow

- High protein instant cereal
- Ideal for young growing toddlers and children, but also active high intensity individuals
- Market ready for feeding scheme projects
- Market ready for formal retail channels

Serious Shake

- StrongLife
 - A well balanced recipe specially designed and packaged for physical labour force and underground miners
- Active Pro
 - An instant meal for the healthy, active individual
 - Ideal to take to market via formal retail channels

6. Connect us with your Contacts

Connecting with the right individuals is a crucial part of our success story. If you can think of an institution, company, trust or person that would serve as a fruitful partner please create an introduction. To connect with someone via the "Get in touch" route is a long journey, but connecting with a specific decision taker can create a massive initiative.

You can mail an introductory email to Lisa.

Contact us at: lisa@inaniswf.org.



"Stunting affects 30% of our current youth"

Founder's Story

I had a burning desire upon completing my MBA studies in 2015 to create or invest in a business that could make a positive difference in South Africa.



Three years later, in 2018, an incredible opportunity presented itself that could potentially be the answer to my quest. I was offered the chance to acquire a food factory that produced "nutritious feeding scheme meals" for thousands of children across the country.

Digging deeper into the company's product range was disheartening. Although the food factory made great profits, the nutrient content of the meals was questionable. The meals served to children through state and NGO-managed feeding programs were mainly maize based porridge loaded with sugar, salt, and added vitamins. For lunches there were flavoured soy. Any dietitian would describe the meals as being energy-rich but nutrient-poor as they lacked essential nutrients like quality proteins. I was further shocked to realise that the so-called "super nutritious breakfast and lunch servings" dished to deprived growing children were unlikely to ever reach the plates of the same aged children growing up in middle and high-income households.

Determined to make a change, I founded the INANI StartWell Foundation in 2018. The aim of this legal structure was to shift more

focus towards achieving nutrition benefits for its beneficiaries - growing children (in contrast to a private food processor which will always prioritise focus towards shareholder interests).

I knew that the foundation needed its own "food extrusion plant" to research, design, and produce nutrient-rich meals at the lowest possible cost. Through many appeals to philanthropists and donors, the required capital funding was secured in 2020 to commission a customized food extrusion plant.

The INANI StartWell Foundation became one of the very first not-for-profit organizations to produce their own meals in their own factories. Thanks to the team's hard work and dedication, the foundation has been able to make great strides in improving the quality of meals provided to children across the country. I believe that my team and I are well on our way to build crucial partnerships which will yield positive impact on early childhood nutrition in South Africa.

Org van der Wath
EXECUTIVE DIRECTOR
INANI STARTWELL FOUNDATION

A handwritten signature in orange ink, appearing to read "Org van der Wath".



"We serve as a tool to change the next generation."

We call on you to be an active citizen in your community by making a donation, or to become involved with our various initiatives.

We welcome strategic partnerships to have a bigger impact in addressing silent hunger within South Africa and ultimately also globally.

If you are a company, religious organisation or individual and wish to partners with us, kindly contact us via email.

Our website
www.inaniswf.org

Need more info?
info@inaniswf.org

Start feeding children today | Place an order
orders@inaniswf.org

