

# INANI Start Well Foundation (NPC)

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## **INANI Start Well Foundation building the first Non-Profit Food Factory in South Africa**

### **IMMEDIATE RELEASE**

The Non-Profit Company, INANI Start Well Foundation, are in the process of building the first ever not-for-profit whole food factory in South Africa. This food factory's sole purpose is to manufacture nutrient-dense morning meals at pioneering low costs for children from poverty-stricken communities. The INANI Start Well Foundation created a solution to a massive social issue called 'childhood stunting' and they need your help to bring it to life.

Stunting and malnutrition is a harsh reality in many South African children's lives. It hugely impacts a child's ability to learn, develop and ultimately grow into their full potential.

Bonang Mohale the former CEO of Business leadership SA said, *"Investing in a stunting free South Africa should be everybody's business"*.

In recent celebration of Mandela Day (18 July 2020), INANI Start Well Foundation teamed up with Zelda Le Grange and the Kolisi Foundation. Together, we supported beneficiaries in and around Hermanus with hundreds of food parcels. These parcels are strategically designed to provide food support to a family of six people for one month. INANI added their nutritious StartWell meal to every beneficiary package, along with various other contributors like Boxer, Pick n Pay, Marina Sea Salt & Sexy Socks.

*"Our children are the rock on which our future will be built, our greatest asset as a nation. They will be the leaders of our country, the creators of our national wealth who care for and protect our people."*

– Nelson Mandela

With the Covid-19 pandemic upon us, the need for nutritious meals for children has substantially risen. The effect of Covid-19 on childhood stunting rates are already astronomical and are continuing to grow as children are deprived of much needed nutritious food.

The fact is that Non-Profit Organisations often struggle to secure funding. *"Due to the low profit margins, traditional financing institutions are not interested in assisting us with loan funding. We have already secured 65% of the required capital and need your assistance to make our dream a reality,"* says Mr. Org van der Wath, Executive Director of the foundation.

The INANI Start Well Foundation has launched a fundraising campaign in order to build this first ever non-profit whole food factory by offering a platform to the people of South Africa to make a difference. The NPC has created various pledges and the campaign will be running until the end of August 2020.

### **Become part of this amazing project.**

Visit [www.inaniswf.org](http://www.inaniswf.org) for more information.

To contribute to the INANI Start Well Foundation, you can visit:  
<https://www.givengain.com/cc/inanistartwellfoundation/>