

TRADE PLUS AID, TOGETHER WITH CITY OF JOHANNESBURG SOCIAL SERVICES REGION 9 AND CLEVELAND POLICE STATION, CO-ORDINATE A FEEDING PROGRAMME FOR THE DESTITUTE AND IMPOVERISHED IN THE AREA.

Background

The Trade plus Aid Design Studio is adjacent to the Cleveland Police Station in a light industrial area of Johannesburg, about 8 km from the CBD. Cleveland has a dramatically escalating urban population and current figures estimate that **5 million people in Gauteng do not have a roof over their heads**. The social impact, health and security concerns are all too obvious and the reality of the 2002 South African economic environment is such that **unemployment is as high as 65% in these informal settlements**. With this unemployment rate, finding work of any kind is very difficult. People are often unable to feed themselves or their children for days at a time.

Owing to the possibility, remote as it is, of finding work, a large



proportion of this burgeoning influx of

people has settled near the semi-industrial district of Cleveland, creating informal settlements consisting

mostly of one room shacks built out of any material that is available, primarily **strips of corrugated iron, metal scraps, cardboard and plastic sheets**. There are no amenities and the unsanitary conditions have led to many turning to theft and drug trafficking to survive.

In an effort to improve living conditions in an informal settlement just outside Johannesburg, the SA government installed 90 public toilets and five running water faucets. **That's 90 toilets and five water taps for over 7 000 people!**

This is exacerbated by the high incidence of HIV infection, with 1 700 new infections in South Africa being reported per day. **25% of the teen and adult population** in SA have are reported to having been infected. Correct medication and nutrition are vital to somebody living with HIV and this is near impossible under these living conditions. It is also estimated that over **60 000 illegal immigrants** cross the borders into South Africa each month in search of a better life, further increasing poverty levels.

The W.H.O. rated SA 175th for healthcare efficiency out of 191 countries.

Community feeding scheme



Matthew Hayden of Trade plus Aid Design, the Cleveland Police Station and the Department of Social Development Region 9 manage this feeding scheme.

The project offers a cooked meal to the destitute in the surrounding area with an emphasis on delivery of meals to the poorest of the poor.

A nutritionally balanced, thick soup of Soya and chickpeas is be prepared in the canteen facilities of the Cleveland Police Station. These excellent amenities have been made available indefinitely, for the project to use at any time. Johannesburg Social

Services provides the manpower to cook the soup and keep the kitchen in an appropriate condition. This soup is placed in 25kg containers and transported in the two vehicles made available by the police station. These vehicles then take the prepared soup to designated areas for distribution.

Initially the project will run **twice a week in the evening**, with an estimated **600 meals** being provided each time. As an operational system takes shape, the project will be extended to accommodate as many meals as possible in the evening as well as assisting the schools in the area in the mornings. With the correct assistance, a target of **4 000 meals** a week will be attained.

The communities served by this project

The custodians of this project distribute to specific sectors of the community, with emphasis on:

- a) **People who live on the streets.** Those whose shelters are rudimentary and are obviously in great need.
- b) **Those who live in formal structures.** These communities usually build individual shelters and occupy an undeveloped piece of land.
- c) **School children.** There are many children in surrounding schools whose learners attend school without even a meal per day. This project identifies specific schools whose pupils are living well below the poverty datum line and whose family circumstances are such that they are unable to provide meals for these children.



Project co-ordinaters

This project is coordinated by:

Matthew Hayden – For Trade plus Aid

Senior Superintendent Mboweni – Cleveland Police Station

Sonti Ledwaba – Social Development Manager Region 9

Trade plus Aid Design Studio has, over the past 10 [?] years developed an excellent business relationship with the Cleveland community based on the capacity to deliver and a shared vision of poverty eradication with sustainable support projects. Under the care of Matthew and partner, Kevin Atkinson, the Trade plus Aid studio has grown from a small basement workshop producing windchimes for craft markets, to a high-production facility supplying for international demand, never losing the handcrafted essence of the product, and consequently meeting with success in both the U.S.A and Europe. This was made possible with the assistance of Trade plus Aid.

It is our intention to make business part of the community and localize charitable assistance in the immediate vicinity of the manufacturing facility. This is intended to help the people who form part of

the immediate society which our trading partners are exposed to on a daily basis, striving to alleviate poverty for the most destitute of the those members of the community that are our neighbours.



Set up costs -Once off

To equip the kitchen with all the necessary pots and equipment that is required to effectively run the project, including plates cups and washing equipment Pounds 1770-00

Feeding Programme Estimate

	<i>Total number of Meals</i>	<i>Cost per meal</i>	<i>GBP</i>
Year 1 Set Up Cost	145600	0.06	8,736.00
			1,770.00
			<hr/> 10,506.00
Year 2	260000	0.06	15,600.00
Year 3	364000	0.06	21,840.00
Year 4	416000	0.06	24,960.00
	1,185,600.00		£72,906.00