



BREADLINE AFRICA

WE CAN BREAK THE CYCLE OF POVERTY



July News 2009



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Contact Details

Web: www.breadlineafrica.org
Email: info@breadlineafrica.org.za

Cape Town

Unit 4, Howard Studios
Sheldon Way
Pinelands, 7405
Cape Town
South Africa

Tel: +27 21 532 0281
Fax: +27 21 532 0284

Postal Address

Private Bag 14
Capemail, 8003
South Africa

Edna's Column

Dear friend of Breadline Africa

In this newsletter:

- [Breadline Africa chooses Idea Bounty winner](#)
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Cape Town experiences or suffers some of the worst winters in South Africa. The recent flooding and bitterly cold weather has badly affected the people who are living in the informal settlements in the Western Cape. The families I really want to help are like those living in the desperately poor and isolated shantytown of Overcome Heights. When I visited, I went into so many poor homes, and spoke to people literally fighting for survival. You can read more about this desperate situation [here](#).

We are also pleased to announce that we have chosen the winner for our Idea Bounty brief. Overall, Breadline Africa's experience with Idea Bounty has been fantastic. In terms of the ideas submitted, the scope and quality has been incredible and we were impressed with the level of research that went into our work and the fundraising industry in general. The most common theme around the submissions was the demonstration of community involvement and approaching corporates... both aspects that are vital in fundraising.

Finally, in this month's emailer, is the very informative interview with Donald Jackson. Learn all about non-profit making organisations and the mobile platform.

With love,

Edna
Project Officer

Titus

P.S. I love to hear from you – please do email me with your feedback.
edna@breadlineafrica.org.za.

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Breadline Africa chooses Idea Bounty winner

After 6 weeks of receiving the most innovative, well researched and exciting ideas, the Breadline Africa team held a lengthy meeting to choose the winner (lots of coffee was consumed by all!). We are proud to say that after sifting through some amazing ideas, we have one clear winner. Shaun Dunne, who works as a developer for a Business Publishing Company in London, will be

walking away with the prize for the best idea. In his spare time he says being a father of one keeps him busy and he enjoys coding web applications. He is also starting to move away from the publishing world and wants to do more freelance work under his new company - Lunar Park Designs. To learn more about him, [here is the interview with him...](#)

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Inside the mind of...Donald Jackson

The Breadline Africa team had the pleasure of interviewing Donald Jackson, one of Port Elizabeth, South Africa's finer exports in terms of technology and utilising the cellphone technologies for the purposes of business. He is smart, tough and gave us some great pointers in terms of how non-profit making organisations or charities or voluntary organisations could utilise the latest technology to raise funds and gain awareness. [For more read here...](#)

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Featured Project: Winter food parcels

People in the isolated shantytown of Overcome Heights are suffering. People like Eileen, who is caring for her orphaned grandchildren even though she herself is too sick to work. Mary, who has taken an abandoned baby off the street, even though she doesn't know how she is going to feed her own children, let alone another little mouth. And Samuel, who has no way of feeding his family while he completes his training as a community volunteer.

The people I feel I must reach out to are so poor, they don't even have pots to cook in – and most pitiful of all is the lack of any food to cook. The plight of the elders (echo Louise's comment on this – elderly or old/older people) and the very young is especially desperate.

So I'd really like to give each needy family a much-needed food parcel crammed with all sorts of nourishing essentials to make a hot pot of soup while they are struggling to make ends meet.

If you are able to help us support this initiative, please consider [donating now](#).



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Closing Note

"Everywhere I go, I see very much the same thing. I see the same compassion for people who live half a world away. I see the same concern about events beyond these borders. And, increasingly, I see the same conviction that we can and we must join together to stop the scourge of AIDS and poverty." - Bono

Breadline Africa South Africa
E-mail info@breadlineafrica.org.za
P.B.O No. 930021936
Registration No. 053-406-NPO

Breadline Africa United Kingdom
E-mail blafrikauk@tiscali.co.uk
A Charity Registered in the United Kingdom
No. 1075525
Give As You Earn Reg No. 000185302

Breadline Africa Ireland
E-mail info@breadlineafrica.ie
UK Charity No. 1075525

Stichting Breadline Africa Nederland
Telefoon: 0297 566607
Bank: ABN-AMRO 54.28.62.255
KVK: Amsterdam 34113873

