



# BREADLINE AFRICA

WE CAN BREAK THE CYCLE OF POVERTY



June News 2009



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NAME: Breadline Africa



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## Edna's Column

Dear friend of Breadline Africa

In this newsletter:

- [Breadline Africa featured on Idea Bounty](#)
- [Featured Blog post: Inside the mind of...Alistair Fairweather](#)
- [Featured Project: Capricorn container classroom](#)

It's winter in Cape Town. Which means we at Breadline Africa are busy helping those who do not have shelter, warm clothes or hot food during these cold, windy months. One of the ways we are helping is with our Capricorn container classroom. I recently met an amazing woman, Carol Jacobs. She lives in one of the poorest townships in Cape Town and is a founder member of a group called Mothers Unite, who have been feeding hungry children for seven years. They started with thirty children – now they're feeding over a hundred with a daily meal! Learn more about this project below...

We are also pleased to announce that we are the first charity ever to be featured on [Idea Bounty](#). Idea Bounty allows clients to reach out to a global creative audience to generate innovative marketing and communication ideas. We are excited about the ideas that we will receive as we believe there are a number of brilliant minds out there that will help us with creative an innovative campaign to raise funds online.

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](mailto:edna@breadlineafrica.org.za).

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## Breadline Africa featured on Idea Bounty

Idea Bounty is a creative crowd sourcing platform which links clients with briefs and creatives with innovative ideas. [Idea Bounty](#) allows clients to reach out to a worldwide creative audience. The website has attracted a number of high profile brands from [BMW](#)

to FNB and [Castle Lager](#).

Thus I am very pleased to announce that [Breadline Africa](#) is the first charity to host a brief on Idea Bounty as they have decided to mark their sixth month of business with a brief that focuses on helping a really worthy cause. The whole Breadline Africa team is very excited about finding an innovative online fundraising idea that will aid the various [projects](#) that we support.

[You can click here to check out this great article...](#)

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## Inside the mind of...Alistair Fairweather

I had the pleasure of meeting up with Alistair Fairweather, the Social Media Manager for 24.com, to kick off the very first in our series of 'Inside the mind of...'[' blog posts. On a monthly basis, I will be interviewing some very smart techy people and focusing on the way NPOs could use their company's technology and websites. For more read here...](#)

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## Featured Project: Capricorn container classroom:

The Mothers Unite group [wants to set up an education and care centre that will reach out to all the children in the Capricorn community.](#)

In the mornings, **they aim to provide a nursery-school for children** between the age of one and five – with toys, educational games, love and cuddles – and in the afternoons, **there will be an aftercare service for older children.** Sountil parents come home from work, there'll be a hot meal and a safe haven where children can do homework, and enjoy supervised games, crafts and sports.

Because of the growing need these brave women see all around them, they are desperate to realise their dream. **Now what's needed is the physical structure – and I would like Breadline Africa to give them a converted double shipping container.**

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***

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