



add™
HOPE

IMPACT ASSESSMENT 2024

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EXECUTIVE SUMMARY

1.1 BACKGROUND

The KFC Add Hope programme is premised on a simple notion: a customer is given an opportunity to donate R2 when they purchase a meal at KFC. Collectively, these simple transactions snowball to have national and long-lasting impact on the lives of beneficiaries. This study delves into the tangible and intangible impacts of the Add Hope programme, aligning with KFC's dedication to comprehensively understanding its societal influence. By investigating the programme's reach, effectiveness, and alignment with broader development goals, this research seeks to shed light on the impact of Add Hope on individuals, organisations, communities, and the nation as a whole.

1.2 RESEARCH APPROACH

The research approach encompassed a comprehensive review of secondary data from KFC Add Hope annual reports and impact stories from partner organisations. Additionally, primary data was collected through interviews with key stakeholders involved in the Add Hope initiative. This triangulated mixed-methods approach allowed for a rich understanding of the programme's reach, combining quantitative insights with qualitative narratives.

1.3 RESEARCH FINDINGS

The logic model of the KFC Add Hope programme presents a framework for impact investment measurement. At its core, the programme aims to create a South Africa in which every child has access to the food they need to grow, learn and thrive. While the Add Hope programme alone cannot achieve this purpose of ensuring every child has access to food, it has made significant progress to achieving this goal. With over 80,000 meals on average provided to vulnerable individuals per day, KFC Add Hope is a landmark initiative in South Africa impacting a notable proportion of the population on a daily basis.





Inputs:

The Add Hope programme receives inputs in the form of financial contributions from KFC customers, supplemented by a fixed percentage of revenue from KFC itself. These resources are vital for the implementation of programme activities and initiatives. The programme receives further inputs in the form of food, materials, human resources, equipment and facilities.



Activities:

The programme undertakes a range of activities aimed at addressing food insecurity and promoting holistic development. These include meal distribution, nutritional interventions, capacity-building efforts, community engagement initiatives, and partnerships with local organisations.



Outputs:

The programme generates tangible outputs, including the distribution of meals and food packages to underprivileged children and families, providing an opportunity for KFC customers to contribute to society, and facilitating the feeding of millions of individuals in need.



Outcomes:

Through its activities, the Add Hope programme has observed various outcomes, including enhanced nutritional well-being, improved access to nutrient-rich food, strengthened service delivery capacity, enhanced resilience in adversity, increased school attendance and engagement, enhanced social skills development, and heightened unlocking of potential among beneficiaries, amongst others.



Impacts:

These outcomes contribute to the inferred impacts of the programme, which encompass improved long-term health outcomes, socio-economic empowerment, educational advancement, and sustainable community development. By addressing immediate needs and fostering holistic development, the programme aims to create lasting positive change in communities nationwide.

The results of the logic model are on page 6.



1.4 LINKING TO SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND NATIONAL DEVELOPMENT PLAN (NDP)

The KFC Add Hope programme contributes to several Sustainable Development Goals (SDGs) and aligns with the objectives outlined in South Africa's National Development Plan (NDP). By addressing hunger, promoting health and well-being, and fostering inclusive partnerships, Add Hope supports SDGs such as Zero Hunger, Good Health and Well-being, and Partnerships for the Goals. It also resonates with the NDP's goals of eliminating hunger in South Africa, and improving health outcomes and reducing the burden of disease.

1.5 CONCLUSION

The KFC Add Hope programme exemplifies the power of collective action, where the humble R2 contributions from customers, added to KFC's donation, have mushroomed into a billion-rand initiative (over R1.03 billion contributed to date). This remarkable growth underscores the profound impact achievable through small, individual acts of generosity amplified on a grand scale. Through its multifaceted approach, the programme has demonstrated significant impacts on beneficiaries, communities, and stakeholders, contributing to national and global development goals.

BENE-FICIARIES

INPUTS

Resources needed to do the work

ACTIVITIES

What is done with the inputs

OUTPUTS

Direct products of programme activities

OUTCOMES

Changes in participants' behaviour, knowledge, skills, status and level of functioning. Short-term outcomes 0-3 years, longer-term outcomes 4-6 years.

INFERRED IMPACT

The fundamental intended or unintended change occurring as a result of the programme within 7-10 years

Underprivileged children and youth

Families in need

Nationwide coverage



FOOD

Nutritious meals



MEAL DISTRIBUTION

Number of Meals Distributed:
325,813,923 meals

Number of People Fed:
1,243,831 individuals

Opportunities for KFC Customers to give back to society:
321,906,549

Observation of:
Enhanced Nutritional Well-being

Observation of:
Enhanced Access to Nutrient-rich Food

Observation of:
Enhanced Physical Health and Well-being

Observation of:
Strengthened Service Delivery Capacity

Observation of:
Enhanced Resilience in Adversity

Observation of:
Enhanced School Attendance and Engagement

Observation of:
Enhanced Social Skills Development

Observation of:
Enhanced Positive Outlook

Observation of:
Heightened Unlocking of Potential (Beneficiaries)

Observation of:
Reduced psychological distress for beneficiaries & caregivers

Observation of:
Dependence of Partners on KFC Funding

Observation of:
Long-term Partnerships

Observation of:
Misconceptions on How Funds are Spent

IMPROVED LONG-TERM HEALTH OUTCOMES

SOCIO-ECONOMIC EMPOWERMENT

EDUCATIONAL ADVANCEMENT

SUSTAINABLE COMMUNITY DEVELOPMENT



MATERIAL / INFORMATION

- Meal distribution plans
- Promotional material
- Impact reports



PROMOTIONAL CAMPAIGNS



HUMAN RESOURCES

- Programme managers
- Distribution partners (3300+ partners)
- Community volunteers
- Nutritionists and health educators



PARTNERSHIP DEVELOPMENT



CAPACITY BUILDING



EQUIPMENT & FACILITIES

- KFC stores (1,100)
- Food distribution and storage centres
- Cooking and meal preparation equipment
- Transportation vehicles



IMPACT MONITORING & EVALUATION



FINANCIAL

- Donations from customers:
R643,813,098
- Funding from KFC:
R391,125,322





BACKGROUND TO KFC ADD HOPE

KFC ADD HOPE: FEEDING FUTURES, ONE MEAL AT A TIME

The KFC Add Hope programme is a well-known initiative implemented by KFC South Africa since 2009 with the primary aim to combat hunger and malnutrition among children. Based on the premise that every child should have access to sufficient nutritious food, the Add Hope programme aims to contribute to the reduction of hunger and food deprivation by providing meals to children through partnerships with local non-governmental organisations (NGOs), non-profit organisations (NPOs) and community-based feeding schemes.

The genesis of the KFC Add Hope programme lies in recognising the pervasive issue of childhood hunger in South Africa. South Africa still grapples with high levels of poverty and food insecurity, particularly among its youth population. According to Statistics South Africa in 2021, about 2,1 million (11,6%) South African households reported experiencing hunger, which not only affects their physical health but also impedes their cognitive functioning and overall well-being.

In response to this pressing social issue, KFC South Africa started the Add Hope initiative. The programme operates on a simple yet powerful premise: by harnessing the collective efforts of KFC customers, employees, and corporate partners, it seeks to provide nutritious meals and, therefore, hope to those in need. KFC Add Hope is a proactive and collaborative strategy to make a tangible difference in the lives of disadvantaged children.

Rather than implementing a top-down, one-size-fits-all solution, Add Hope relies on forging partnerships with local NGOs and grassroots organisations embedded within the communities they serve. These partnerships are instrumental in identifying and reaching children who are most at risk of hunger and malnutrition, ensuring that resources are allocated effectively and equitably.





Customer contribution is the main mechanism through which the KFC Add Hope programme raises funds. When customers order their much-loved KFC meal, they are given the option of adding a small donation to their bill. This creates a micro-donation model that shows how big things can happen from small contributions. Moreover, the Add Hope programme also enjoys a donation from KFC South Africa's corporate budget. This shows the importance of corporate responsibility in a society that is plagued by social ills.

These funds are then used to provide meals to children across the country, both urban and rural. These meals are delivered through a network of feeding schemes and community centres in areas where children are most at risk. Not only are the meals nutritious, but they also take into account the cultural dynamics in South African communities; KFC and its partners work with each individual community to ensure that the meals provided are appropriate for that given context.

Moreover, KFC diligently follows up on these programmes and ensures that each rand is spent efficiently, effectively and for its intended purpose. In its many years of operation, Add Hope has helped deliver millions of meals to children in need. Hundreds of thousands of children across the country continue to benefit from the Add Hope programme. The programme's many beneficiaries attest to the importance of Add Hope beyond the dinner table. The Add Hope programme continues to evolve, and more children across South Africa are now able to benefit from the efforts of the Add Hope campaign. The KFC Add Hope programme has truly become the symbol of small change making big change.



INTRODUCTION TO STUDY

3.1 RATIONALE FOR THE STUDY

The KFC Add Hope programme stands as an exemplary initiative to address community development and hunger relief across South Africa. It is one of the largest corporate and social initiatives in the country, and its efforts to combat hunger and malnutrition have been widely recognised. However, in line with the programme's scale and impact, there arises a need for a comprehensive assessment of its outcomes and contributions. This study serves to fulfil this need, showcasing the demonstrated effects of KFC Add Hope. Through this study, KFC endeavours to explore the broader impact of the programme and its role in fostering hope for individuals and communities.

3.2 RESEARCH APPROACH

DEZ Advisory Services, in collaboration with Dr. Tracey Toefy, a senior lecturer at GIBS Business School, embarked on a journey of discovery to assess the profound impact of the KFC Add Hope programme. Our partnership was driven by a shared commitment to uncovering the transformative power of this initiative and understanding its influence on the lives it touches.

Our exploration began with thorough research, blending insights from desktop analysis and interviews. We were provided with a foundational logic model, which guided our study. Through our research, we refined this model to reflect the outcomes of our investigation.

Engaging in in-depth interviews with key stakeholders, who have played pivotal roles in the development of KFC Add Hope, enriched our understanding of the programme's outputs, outcomes, and impact.

To broaden our perspective and deepen our analysis, we conducted an extensive literature review encompassing academic research, relevant publications, and empirical studies. This allowed us to place KFC Add Hope within the wider landscape of similar initiatives, drawing from international best practices and informed perspectives.

Additionally, our analysis delved into the wealth of existing data tracked by KFC on the Add Hope programme. This repository provided historical insights and stories, enabling us to assess the programme's progression over time. This approach provides us with insights into the overarching goals, strategies, and achievements of the Add Hope initiative over multiple fiscal years. The review of impact stories allowed us to explore the qualitative dimensions of Add Hope's influence on beneficiary communities. These narratives provided rich, contextualised accounts of the programme's reach, and beneficiaries' lived experiences.

Utilising both primary and secondary data sources allowed us to triangulate findings, validate existing evidence, and uncover new insights into the nuanced dynamics of Add Hope's implementation and outcomes. In this report, we will present the findings of our comprehensive study, shedding light on the impact of KFC Add Hope on individuals, communities, and the broader context of hunger relief efforts in South Africa.

3.2.1 NOTE: THE RIGOUR AND IMPORTANCE OF QUALITATIVE OBSERVATIONS IN ASSESSING THE IMPACT OF THE ADD HOPE PROGRAMME

In evaluating the impact of the Add Hope programme, the absence of quantitative data measuring its impact does not diminish the rigour or significance of qualitative observations derived from interviews and impact stories. On the contrary, qualitative data offers invaluable insights into the lived experiences, perceptions, and narratives of individuals directly impacted by the programme. This approach enabled an exploration of the programme's influence on individual, familial, and community-level well-being, capturing both tangible and intangible benefits that may not be captured through quantitative indicators alone. The qualitative data provided us with:

1. Contextual Understanding: Qualitative observations offered a nuanced understanding of the context in which the Add Hope programme operates. By delving into the stories, experiences, and perspectives of beneficiaries, partners, and stakeholders, the qualitative data illuminated the dynamics that shape the programme's impact.



2. Empowerment of Voices: Qualitative research methodologies prioritise the voices, perspectives, and agency of individuals and communities, empowering them as active participants in the evaluation process. By amplifying the voices of beneficiaries and stakeholders, qualitative data honours the principle of ‘nothing about us without us,’ ensuring that their lived experiences and narratives shape the narrative of impact.

3. Ethical considerations: Finally, ethical considerations, particularly concerning minors, pose significant challenges to direct research involving beneficiaries. Many beneficiaries of the programme are children whose identities and personal information require protection. Moreover, record-keeping practices may not always include detailed information about beneficiaries by name, further complicating efforts to directly engage with them for research purposes. As a result, attempting to research certain outcomes by directly accessing beneficiaries would not only be ethically questionable but also logistically impractical. Therefore, relying on alternative sources of information became essential for capturing the breadth and depth of the programme’s impact while ensuring ethical standards are upheld.





OVERVIEW OF FINDINGS OF STUDY: LOGIC MODEL

4.1 THE LOGIC MODEL: A STRATEGIC APPROACH TO IMPACT ASSESSMENT

In the endeavour to comprehensively assess the impact of the KFC Add Hope programme, our study adopted a methodological framework known as the “logic model”. This strategic approach was selected for its capacity to offer a structured and systematic foundation for evaluating the programme’s outcomes and impacts. It aligns inputs with outputs, elucidating the pathways through which the programme affects its participants. The decision to employ a logic model for this study was motivated by several factors that highlight its appropriateness for the task at hand. KFC originally established a logic model, as shared in Figure 1. We have subsequently updated the logic model based on our research findings.

THEORY OF CHANGE.

Purpose:

“We want a South Africa in which every child has access to the food they need to grow, learn and thrive.”

KFC Social Responsibility Trust Objectives:

- To serve as a repository for all the donations and to allocate same to the trust fund
- To make grants to the beneficiaries by way of donations from the trust fund on the basis that the beneficiaries perform one or more of the public benefit activities contained in Part I or Part II of the Ninth Schedule of the Act*
- To conduct any or more welfare and humanitarian public benefit contained in Part I or Part II of the Ninth Schedule of the Act*

INPUTS

Consumer Funding

KFC Funding

Implementing partner staff and resources

Food

INPUTS

Provide meals to children at beneficiary organisations to reduce malnutrition.

Provide meal parcels.

Promote holistic development through partnerships with beneficiary organisations providing a comprehensive range of services.

Support research and advocacy around malnutrition.

OUTPUTS

Number of people fed (by age group, race, geography)

Number of meals provided (by age, race, geography)

Number of food parcels provided

Proportion of children receiving two or more essential services

OUTCOMES

Improved Health
(e.g. height, weight, BMI, reduced malnutrition)

Improved developmental milestones and educational outcomes
(e.g. grades, attendance, ASQ developmental milestones)

RISK MANAGEMENT

FIGURE 1: ORIGINAL LOGIC MODEL



A logic model serves as a visual representation of the theoretical framework that underpins a programme's design, operation, and expected outcomes:

- **Beneficiaries:** The individuals or groups who directly benefit from the programme.
- **Inputs:** Inputs represent the resources, materials, and support required to implement the programme. They can include financial resources, human resources, materials, equipment, and any other assets needed to carry out programme activities.
- **Activities:** Activities outline the specific actions, interventions, or processes that the programme will undertake using the provided inputs. These activities are typically aligned with the programme's objectives and goals.
- **Outputs:** Outputs are the direct and immediate results or deliverables of programme activities and should be quantifiable.
- **Outcomes:** Outcomes represent the changes, effects, or impacts that result from the programme's activities. They are typically categorised into immediate, intermediate, and long-term outcomes. Immediate outcomes are the immediate changes or effects resulting from activities. Intermediate outcomes reflect the short- to medium-term changes that occur as a result of the programme. Long-term outcomes are the broader, more far-reaching changes that the programme aims to achieve.
- **Impact:** Impact is the long-term and overarching effect or influence that the programme seeks to have on individuals, communities, or the broader environment. It reflects the programme's ultimate goals and the changes it aspires to bring about in the long run.

4.2 BENEFICIARIES OF KFC ADD HOPE

The KFC Add Hope programme serves a diverse range of beneficiaries, addressing hunger and food insecurity across South Africa.

THE ULTIMATE BENEFICIARIES OF THE KFC ADD HOPE PROGRAMME INCLUDE:

- **Underprivileged Children and Youth:** The programme focuses on providing nutritious meals to children and youth who are at risk of food insecurity. These individuals often come from low-income families and may lack access to regular, nutritious meals due to financial constraints.
- **Families in Need:** At times, Add Hope extends its support to families facing economic challenges by providing food packages.

THESE BENEFICIARIES ARE REACHED THROUGH:

- Early Childhood Development (ECD) centres
- Public schools
- Outreach programmes
- Child and youth care centres

IT IS IMPORTANT TO NOTE THAT THERE IS:

- **Nationwide Coverage:** The programme operates in all nine provinces of South Africa, ensuring that both urban and rural communities have access to the benefits of KFC Add Hope.

4.3 INPUTS FOR KFC ADD HOPE

The KFC Add Hope Programme operates with a variety of vital inputs that collectively contribute to its functionality and effectiveness. These inputs can be classified into five key areas:

1. FOOD:

- **Nutritious Meals:** The provision of nutritious meals is a fundamental component of the Add Hope programme. These meals are distributed to beneficiaries through various channels, including local store programmes, community feeding initiatives, and national beneficiary partners. The nutrition content of each plate of food is purposefully considered, with meals carefully designed to be cost-effective, nourishing and age appropriate. This ensures that individuals and families receive not only sustenance but also essential nutrients vital for their health, well-being and development. Nutritious food plays a crucial role in addressing food insecurity and malnutrition among vulnerable populations, ensuring that individuals and families have access to adequate nutrition to support their health and well-being.

2. MATERIAL / INFORMATION:

- **Meal Distribution Plan:** A well-structured meal distribution plan ensures efficient allocation and delivery of food by partners, enabling timely support to those in need.
- **Promotional Material:** Marketing materials such as posters, flyers, and social media campaigns raise awareness about the Add Hope programme, encouraging donations and community involvement.
- **Impact Reports:** Regularly published impact reports highlight the programme's achievements, transparency, and accountability, fostering trust and support among stakeholders.

3. HUMAN RESOURCES:

- **Programme Managers:** Dedicated staff oversee the day-to-day operations of the Add Hope programme, coordinating activities, managing partnerships, and ensuring compliance with regulations.
- **Distribution partners:** Distribution partners are essential inputs to the KFC Add Hope Programme, facilitating the efficient delivery of meals to beneficiaries. These partners encompass a network of local store programmes, community feeding initiatives, and national beneficiary partners. Local store programmes collaborate closely with KFC outlets to ensure meals reach communities in need within their vicinity. Community feeding initiatives play a vital role in distributing meals to vulnerable individuals and families. Additionally, national beneficiary partners, such as non-profit organisations, extend the programme's reach by coordinating meal distribution on a larger scale. Through their collective efforts, distribution partners ensure that nutritious meals provided by KFC Add Hope reach those experiencing food insecurity and make a meaningful difference in their lives. Currently, KFC Add Hope boasts 3,300-plus partnerships contributing to its success.
- **Community Volunteers:** Engaged volunteers contribute their time and efforts to support various aspects of the programme, including meal preparation, distribution, and community outreach.
- **Nutritionists and Health Educators:** Experts in nutrition and health provide valuable guidance and education on healthy eating habits, ensuring that beneficiaries receive nutritious meals to improve their well-being.



4. EQUIPMENT AND FACILITIES:

- **KFC restaurants:** The Add Hope programme would not exist without the KFC restaurants which act as a gateway to the customers who graciously donate to the Add Hope programme when they purchase from KFC. Currently, 1,112 KFC restaurants actively contribute to the Add Hope programme, demonstrating widespread engagement and support across the network.
- **Food Storage and Distribution Centres:** Well-equipped storage facilities and distribution centres facilitate the safe handling, storage, and transportation of food items, ensuring their quality and freshness.
- **Cooking and Meal Preparation Equipment:** Essential kitchen equipment and appliances enable the efficient preparation of meals on-site or at community kitchens, catering to large numbers of beneficiaries.
- **Transportation Vehicles:** Dedicated vehicles for food delivery ensure timely and reliable distribution of meals to various locations, including schools, orphanages, and community centres.

5. FINANCIAL:

- **Funding from KFC Customers:** Contributions from KFC customers who donate R2 when making purchases at KFC outlets form a significant portion of the financial support for the Add Hope programme. These voluntary donations directly contribute to providing meals to those in need, amplifying the programme's impact through collective community support. To date, these donations have amounted to a staggering total of R643,813,098 showcasing the generosity and commitment of KFC patrons towards alleviating hunger and supporting communities in need.
- **Funding from KFC:** KFC demonstrates its commitment to addressing hunger and food insecurity by supplementing the donations made by its customers. This funding significantly boosts the financial resources available for the Add Hope Programme, allowing for the expansion of initiatives and the reach of assistance to more beneficiaries. From 2009 until now, KFC's contribution has amounted to an impressive R391,125,322.



4.4 ACTIVITIES WITHIN KFC ADD HOPE

In the logic model of the KFC Add Hope programme, the following activities are identified:

Meal Distribution:

Coordination of meal distribution to beneficiaries occurs through local store programmes, community feeding initiatives, and national beneficiary partners, ensuring efficient logistics and supply chain management to deliver meals to targeted communities and individuals in need.

Promotional Campaigns:

A significant differentiator of the Add Hope programme is that it relies on donations from KFC customers. Therefore, key activities are centred on campaigns to collect donations and collaborating with KFC restaurants to promote and facilitate customer contributions.

Partnership Development:

The programme identifies and establishes partnerships with local store programmes, community feeding initiatives, and national beneficiary partners, collaborating with NGOs, governmental agencies, and community organisations to expand its reach and impact.

Capacity Building:

Training and support for local organisations to enhance their delivery and impact.

Impact Monitoring and Evaluation:

Monitoring and evaluation mechanisms are implemented to assess the effectiveness and impact of the programme, collecting data on the number of meals distributed, beneficiaries served, and impact stories, while analysing feedback to identify areas for improvement.





4.5 OUTPUTS OF THE KFC ADD HOPE PROGRAMME

This section delves into the tangible results and achievements of the KFC Add Hope programme, providing insight into its reach, engagement, and influence. These outputs are crucial indicators for evaluating the programme's effectiveness in fulfilling its objectives.

Number of Meals Distributed:

This output signifies the tangible impact of the programme by quantifying the meals delivered to beneficiaries through local store programmes, community feeding initiatives, and national beneficiary partners. To date, KFC Add Hope has distributed an impressive 325,813,923 meals.

Number of People Fed:

Since its inception in 2009, KFC Add Hope has positively impacted the lives of 1,243,831 individuals by providing essential meals to those in need. The number of children Add Hope has fed over the years (a meal a day) is:

2014 - 70,000
2015 - 100,000
2016 - 110,000
2017 - 120,000
2018 - 123,000
2019 - 150,000
2020 - 150,000 *Covid affected number
2021 - 124,607
2022 - 141,454
2023 - 154,770

Opportunity for KFC Customers to give back to society:

Every R2 donated by customers is not just an input; it is an output, providing customers with an opportunity to give back and do good in society. Based on the total amount given, and assuming every opportunity equates to R2, there have been 321,906,549 opportunities taken by customers to contribute to hunger issues in South Africa

SMART INDICATOR	VALUE	SOURCE
Number of Meals Distributed since 2009	325,813,923 meals	KFC Data
Number of People Fed	1,243,831 individuals	KFC Data
Opportunities for KFC Customers to give back to society	321,906,549 number of opportunities	DEZ Advisory calculation based on KFC data

TABLE 1: PROGRAMME OUTPUTS



4.6 OUTCOMES OF THE KFC ADD HOPE PROGRAMME

Enhanced Nutritional Well-being:

One of the core outcomes of the KFC Add Hope programme is that beneficiaries have increased nutritional well-being, which is essential for their development, especially amongst children.

Enhanced Access to Nutrient-rich Food:

The KFC Add Hope programme goes beyond simply offering a plate of food; it also prioritises providing beneficiaries with access to nutritionally rich meals. This strategic approach is crucial for fostering the long-term development of recipients, rather than merely addressing immediate hunger issues.

Enhanced Physical Health and Well-being:

By consistently providing nutrient-rich food, KFC Add Hope has supported alleviating health problems or ailments among beneficiaries, enhancing their physical well-being.

Strengthened Service Delivery Capacity:

By funding implementing partners, the KFC Add Hope programme has allowed its programme distribution partners to create savings and allocate their scarce resources to other pressing needs. This, in turn, enhances the ability of partner organisations to effectively deliver services and manage resources.

Enhanced Resilience in Adversity:

By providing food support outside of its traditional distribution patterns, KFC Add Hope has strengthened the resilience of communities to withstand and overcome short-term challenges or adversities, such as during Covid-19 lockdowns and flood-related crises in various parts of South Africa.

Enhanced School Attendance and Engagement:

In instances where the child is guaranteed their only meal at school, the KFC Add Hope programme has increased the desire, enthusiasm, and ability of children to attend school.

Enhanced Social Skills Development:

An interesting outcome which was observed through the qualitative data was how KFC Add Hope supported beneficiaries in the development of social skills.

Enhanced Positive Outlook:

By providing children with “hope” with every plate of food, the KFC Add Hope programme has fostered a sense of optimism and resilience among beneficiaries and communities, inspiring confidence in the future.

Heightened Unlocking of Potential (Beneficiaries):

A key theme which was found through the qualitative research was how the KFC Add Hope programme was a critical enabler in empowering beneficiaries to realise their full potential, enabling them to thrive and succeed.

Reduced psychological distress for beneficiaries and caregivers:

Beneficiaries and caregivers have heightened levels of stress or anxiety, as related to the psychological survival responses related to hunger, when they don't know where their next meal is coming from. The KFC Add Hope programme reduces this stress when they have guaranteed access to meals.

Dependence of Partners on KFC Funding:

A possible negative side-effect of the programme is the dependence implementing partners have on KFC funding. Many partners reported a reliance on KFC's financial support to sustain their operations and provide essential services.

Long-term Partnerships:

A cornerstone of the KFC Add Hope programme, and a key outcome, is establishing enduring collaborations between KFC and partner organisations, ensuring sustained support for communities.

Misconceptions on How Funds are Spent:

A negative output of the programme is the potential for misconceptions on how funds are spent to be created.



SMART INDICATOR	VALUE	SOURCE
Observation of: Enhanced Nutritional Well-being	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced Access to Nutrient-rich Food	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced Physical Health and Well-being	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Strengthened Service Delivery Capacity	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced Resilience in Adversity	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced School Attendance and Engagement	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced Social Skills Development	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Enhanced Positive Outlook	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Heightened Unlocking of Potential (Beneficiaries)	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Reduced psychological distress for beneficiaries and caregivers	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Dependence of Partners on KFC Funding	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Long-term Partnerships	yes	DEZ Advisory interviews / analysis of desktop research
Observation of: Misconceptions on How Funds are Spent	yes	DEZ Advisory interviews / analysis of desktop research

TABLE 2: PROGRAMME OUTCOMES

4.7 INFERRED IMPACT OF THE KFC ADD HOPE PROGRAMME

The KFC Add Hope programme has the potential to generate a broad spectrum of social, economic, and personal impacts within the span of 7-10 years. These impacts, while not directly measurable, are inferred based on the outcomes and the far-reaching implications of the programme.

While the outputs and outcomes can be quantitatively or qualitatively measured, the KFC Add Hope programme also generates inferred impacts that unfold over a longer timeframe, typically spanning 7-10 years. These impacts extend beyond immediate changes and reflect the broader social, economic, and personal transformations facilitated by the programme. Although not directly observable or quantifiable, these inferred impacts are deduced based on the cumulative effects and far-reaching implications of the programme's activities and known effects of alleviating food insecurity for individuals and communities.

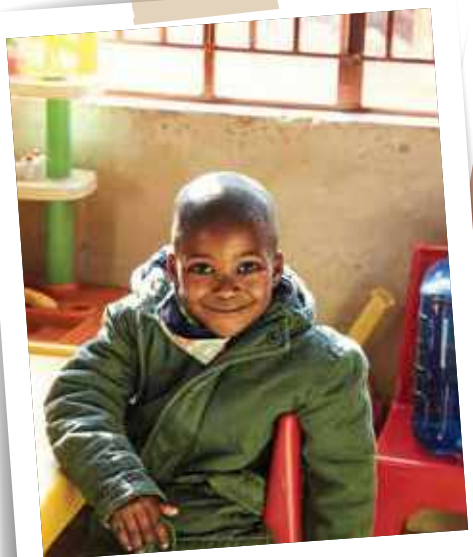
1. Improved Long-term Health Outcomes: Enhanced nutritional well-being and physical health may contribute to reduced rates of chronic illnesses and improved overall health outcomes among beneficiaries in the long term.

2. Socio-Economic Empowerment: The sustained provision of nutritious meals to vulnerable communities can lead to improved health outcomes, reduced healthcare costs, and increased productivity. By addressing food insecurity, the programme indirectly contributes to poverty alleviation, economic stability, and community development. Over time, these socio-economic benefits create a ripple effect, fostering greater resilience and self-sufficiency among beneficiaries and their communities.

3. Educational Advancement: Access to regular meals enhances children’s cognitive function, concentration, and overall well-being, leading to improved academic performance and educational attainment. As students are better nourished and motivated to attend school regularly, the programme supports long-term educational goals and aspirations. Ultimately, this educational advancement equips beneficiaries with the skills and knowledge needed to break the cycle of poverty and pursue brighter futures.

4. Sustainable Community Development: Strengthened service delivery capacity and long-term partnerships may lead to sustainable community development initiatives, addressing systemic issues beyond immediate food insecurity and fostering resilience in communities over time.

While the impacts of the KFC Add Hope programme may not be explicitly measurable, their significance becomes evident over time as beneficiaries and communities experience positive transformations in various aspects of their lives. Given that the beneficiaries are, by definition, at risk for negative outcomes due to their vulnerable status in society, the likelihood of the impact being at least partly attributable to their access to good nutrition is high. These inferred impacts underscore the programme’s enduring legacy and its profound contribution to building healthier, more prosperous, and inclusive societies.



BENE- FIICIARIES

INPUTS

Resources needed
to do the work

ACTIVITIES

What is done
with the inputs

OUTPUTS

Direct products of
programme activities

OUTCOMES

Changes in participants'
behaviour, knowledge, skills,
status and level of functioning.
Short-term outcomes 0-3 years,
longer-term outcomes 4-6 years.

INFERRED IMPACT

The fundamental intended
or unintended change
occurring as a result of the
programme within 7-10 years

**Underprivileged
children and
youth**

Families in need
**Nationwide
coverage**



FOOD

Nutritious meals



MEAL DISTRIBUTION

Number of
Meals Distributed:
325,813,923 meals

Number of
People Fed:
**1,243,831
individuals**

Opportunities for KFC
Customers to
give back to society:
321,906,549

Observation of:
Enhanced Nutritional Well-being

Observation of:
**Enhanced Access to
Nutrient-rich Food**

Observation of:
**Enhanced Physical
Health and Well-being**

Observation of:
**Strengthened Service
Delivery Capacity**

Observation of:
Enhanced Resilience in Adversity

Observation of:
**Enhanced School
Attendance and Engagement**

Observation of:
**Enhanced Social
Skills Development**

Observation of:
Enhanced Positive Outlook

Observation of:
**Heightened Unlocking
of Potential (Beneficiaries)**

Observation of:
**Reduced psychological distress
for beneficiaries & caregivers**

Observation of:
**Dependence of Partners
on KFC Funding**

Observation of:
Long- term Partnerships

Observation of:
**Misconceptions on
How Funds are Spent**

**IMPROVED
LONG- TERM
HEALTH OUTCOMES**

**SOCIO-ECONOMIC
EMPOWERMENT**

**EDUCATIONAL
ADVANCEMENT**

**SUSTAINABLE
COMMUNITY
DEVELOPMENT**



MATERIAL / INFORMATION

•Meal distribution plans
•Promotional material
•Impact reports



PROMOTIONAL CAMPAIGNS



HUMAN RESOURCES

•Programme managers
•Distribution partners
(3300+ partners)
•Community volunteers
•Nutritionists and health
educators



PARTNERSHIP DEVELOPMENT



CAPACITY BUILDING



EQUIPMENT & FACILITIES

•KFC stores (1,100)
•Food distribution and
storage centres
•Cooking and meal
preparation equipment
•Transportation vehicles



IMPACT MONITORING & EVALUATION



FINANCIAL

•Donations from
customers:
R643,813,098
•Funding from KFC:
R391,125,322



FIGURE 2: LOGIC MODEL



CASE STUDIES OF WHAT IT MEANS TO REALLY ADD HOPE

There are countless individual stories that tell the powerful story of how Add Hope is changing the trajectory of children's lives, allowing children to realise their potential and also uplifting communities. These changes happen at the individual, organisational and community level. Here are three mini cases that demonstrate the impact at each level.

5.1 HARRY AT SOS CHILDREN'S VILLAGE

At just four years old, Harry was hot, exhausted and hungry during the six-hour journey from his home in a small rural town to the SOS Children's Village. It was November 2018, and he and his two older brothers were hoping for a fresh start in life at the Village. They had been raised in an environment in which alcohol was abused by their parents, and the children were neglected. It was normal for them to wonder where their next meal would come from, and when that would be. The family lived in conditions of severe poverty.

These adverse conditions did not support healthy development for Harry and his brothers, and they were placed in the Village with the hope of securing a better life for them. The transition was not easy. Even though his home environment was far from ideal, he missed his mother, often crying for her at bedtime. Having his older brothers in the same house in the Village was a big help, and slowly Harry began to adjust to his new life. In the Village home, there was structure and routine, and a loving 'mother' who cared for him, his brothers and all the children in her care – these are some of the critical elements children need to feel safe and secure. In addition, Harry and his siblings were no longer hungry. Along with the other children at the Village, they were getting nutritious meals every day. Harry was now in an environment that would enable him to grow, develop and thrive.

Harry attended kindergarten daily from 7am to 3pm. His days were filled with play and stimulation appropriate for his age. He and his kindergarten-aged peers in the Village enjoyed a wholesome breakfast and waited for the Village bus to take them to school. Each child had a school bag with a nutritious packed lunch and snacks to eat during the school day. In the afternoons, the village became alight with laughter as the children returned home.



When Harry was six, a generous funder of the Village sponsored his fees for Grade R (reception) at a specialist primary school which catered for the specific needs of children from children’s homes. SOS Village provided his school uniform, stationery and school transport. Harry was in a class of just 10 children with two teachers, and remedial teachers, speech and occupational therapists were available to address the children’s additional needs. They discovered that Harry had Attention Deficit Hyperactivity Disorder (ADHD), which impacted his ability to learn. In addition, testing showed that he needed glasses. Harry received the treatment and interventions he needed to thrive, but the school lost its funding and closed down at the end of 2021. Harry was forced to attend Grade 1 in a mainstream school, where he struggled with concentration and became disruptive. Through the intervention of a Village social worker, Harry was placed in a special needs school, where he transitioned beautifully in a small class which encourages activity and allows Harry an equal chance to succeed and reach his full potential.

5.2 SYLVIE DELSOUILLER AT NOAH’S ARK CHILDREN’S HOME

Sylvie Delsouiller cradled the newborn twins who had been trusted to her care, weighing just 1,7kg and 1,8kg at three weeks old. Their mother had died during childbirth, and had left no information about who the father was or where their family was from. The local hospital did not have incubators needed to care for these babies, which was not unusual in state-run hospitals in South Africa. The babies were brought to Noah’s Ark, where they received kangaroo care (skin to skin contact with each baby held on a caregiver’s chest) which is strongly recommended for preterm, low birthweight infants.

To add to their challenging start in life, both babies tested positive for HIV. This meant that they required special infant formula. “There was a time we might not have been able to save those children. We were so blessed that we could buy the right formula for them,” recalls Sylvie. The twins were now six years old and were healthy, had good blood counts and were happy and thriving. For HIV positive children and adults, good nutrition is a critical part of the treatment to ensure a long, healthy life.

Sylvie and her husband and co-founder of Noah's Ark had 50 children at their children's home, ranging in age from birth to 17. They took in children who were orphaned, abandoned or had been removed from their parents' care due to abuse or neglect. Sadly, there were many more children facing these circumstances than they could accommodate. They were completing an extension that would allow them to care for an additional 15 babies. It would make only a small dent in terms of the number of children needing care, but would make the world of difference to the children who received it.

Food was one of their greatest expenses, and there was a time in the past when they couldn't buy good quality food for their children. Government subsidies covered only half of their operating expenses; for the rest they were reliant on donations. The money provided by KFC Add Hope ensured that they could not only feed their children, but feed them balanced nutritious meals daily with menus developed by dieticians to ensure optimal development of the children. "We never really had no food, you always find something to give the children, but I'm speaking about good quality, nutritious food," Sylvie shared, lamenting their feeding challenges before securing the funding from Add Hope.

The meals and snacks are prepared in a central kitchen and the children eat their meals together; only the babies are fed in their houses. Like the twin girls, about one in five of the children at the home were HIV positive. Keeping their immune systems strong required good nutrition. When children arrived at the home malnourished and underweight, they were given additional supplements. The children at Noah's Ark were getting the food, education, love and care they needed to grow into happy, healthy and thriving children.



5.3 GOGO MAVIS AT HOUSE OF CHILDREN, DIEPSLOOT

The reality of the many social problems in Diepsloot weighed heavily on Gogo Mavis' heart. Alcoholism, drug abuse, high unemployment, sexual violence, HIV and high crime rates meant that the children of the community were often neglected or abused and in many homes, there was not enough food to go around. On her days off from work as a domestic worker, Gogo Mavis would take children into her home and take care of them because she knew they were not getting the care they needed.



She used her own money to feed them. In 2001, she left her job and started her daycare full time, using her own scant resources to feed and take care of a few children. Parents struggled to pay the R50 she asked for taking care of their children all day. The daycare grew, and Gogo Mavis made the effort to become a trained Early Childhood Development educator.

Gogo Mavis registered her business as a non-profit organisation, and managed to secure a government grant. However, the grant did not cover the costs of running the daycare. She cooked and fed the children whatever she was able to provide with the little she managed to collect in fees. At her training, she remembered being questioned about her menu and responding by saying, "I cook what I have for the day! If today I find cabbage and pap, I cook that." She couldn't develop a diverse menu as there was no certainty that she would have money to buy the food required to prepare the menu each day. This changed once House of Children secured funding from KFC Add Hope. "Since I have Add Hope, my life changed for the better! My children are eating really, really nutritious meals."

By 2024, Gogo Mavis employed three teachers and a cook to help her care for 37 children aged 18 months to 6 years. The teachers and cook lived in the community and support their families with the salaries they earn. They cared for the children from 6:30 until 17:30, allowing the parents to go to work, typically as domestic workers or other low-paying jobs. Gogo Mavis and her team provide the children with breakfast, a mid-morning snack, lunch and an afternoon snack. She recalls how after vacation periods, children return to school hungry, lethargic and sick because their parents were unable to provide the same quality of food that the children receive at House of Children. After a few weeks back at school, their health had been restored and the children were able to play and learn optimally.

After 23 years of running House of Children, some of Gogo Mavis' children had grown into adults and many had gone on to be positive, contributing members of society, working as nurses, policemen and education trainers. House of Children, led by Gogo Mavis, provides a safe space for young children to thrive, and provides vast support for the Diepsloot community by allowing parents to work, enabling the teachers to support their families and creating an ideal springboard for the children to continue their education journeys.





THE BROADER IMPACT OF THE KFC ADD HOPE PROGRAMME

The influence of the KFC Add Hope programme transcends mere provision of meals, resonating deeply within the fabric of communities and individuals it touches.

BENEFICIARIES:

At its core, the programme uplifts the lives of those it serves, offering more than just sustenance. By ensuring access to nutritious meals, Add Hope nurtures physical health and well-being among vulnerable individuals, reducing the prevalence of malnutrition and related health issues. Moreover, it instils a sense of dignity and hope, empowering beneficiaries to aspire for brighter futures beyond their immediate circumstances. Through improved nutrition, children are better equipped to focus on their education, laying the groundwork for long-term success, breaking the cycle of poverty and reaching their full potential.

FAMILIES:

For families grappling with food insecurity, the impact of Add Hope is profound. It alleviates the burden of providing regular meals, easing financial strain and promoting stability within households. The programme fosters a sense of relief and gratitude among parents, knowing that their children have access to nourishing food that supports their growth and development. Additionally, Add Hope strengthens familial bonds by facilitating shared meals through provision of food parcels and fostering open discussions about nutrition and well-being.

PARTNER ORGANISATIONS:

The partnership between KFC and its affiliated organisations extends beyond financial support, embodying a collaborative spirit rooted in shared values of compassion and social responsibility. By leveraging resources and expertise, partner organisations enhance their capacity to deliver essential services and support to communities in need. Add Hope empowers these organisations to expand their reach, deepen their impact, and implement sustainable solutions to food insecurity and related challenges.



CUSTOMERS:

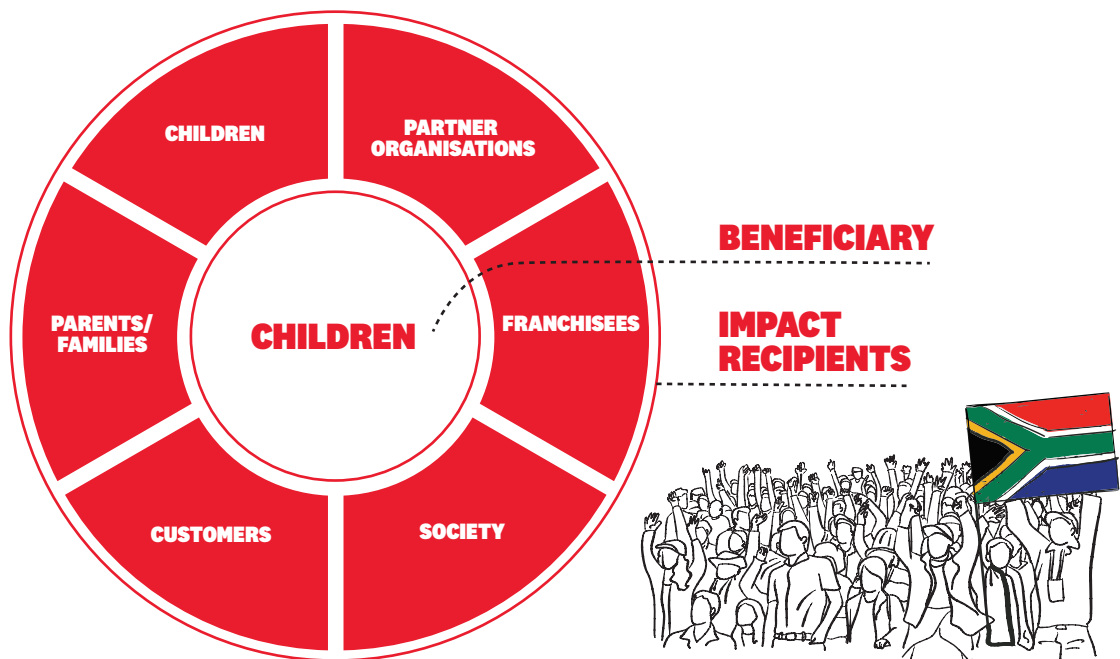
Customers engaging with the Add Hope programme experience a connection to South Africa's upliftment through their participation. By simply opting to add a small donation to their meal purchase or supporting Add Hope-themed promotions, customers become direct contributors to the initiative's success. Their involvement not only helps provide meals to those in need but also cultivates a sense of social responsibility and empathy within the broader community. Through their choices to support Add Hope, customers demonstrate a commitment to making a tangible difference in addressing food insecurity, aligning themselves with values of compassion and solidarity.

FRANCHISEES:

Franchisees serve as vital pillars of support for the Add Hope programme within their local communities. Their active engagement strengthens the programme's visibility, sustainability, and effectiveness, reinforcing KFC's position as a socially responsible brand, and it offers them an opportunity to serve their communities.

SOCIETY:

The ripple effects of Add Hope reverberate throughout society, promoting socio-economic empowerment and sustainable community development. By addressing food insecurity, the programme contributes to managing many of the social ills South Africa is faced with.





LINKING KFC ADD HOPE TO THE SDGS

The KFC Add Hope programme aligns closely with several Sustainable Development Goals (SDGs) outlined by the United Nations, contributing significantly to global efforts to address hunger, poverty, health, education, and social equity.

SDG 1: NO POVERTY

- **Impact:** The Add Hope programme helps alleviate poverty by providing nutritious meals to vulnerable individuals, reducing food insecurity and the financial burden of purchasing food.
- **Data:** With over 80,000 meals provided to vulnerable individuals per day, the programme contributes to reducing hunger and malnutrition, which are key components of poverty reduction efforts.

SDG 2: ZERO HUNGER

- **Impact:** By providing access to nutritious food, the Add Hope programme improves the health and well-being of beneficiaries, reducing the incidence of malnutrition-related illnesses and promoting overall health.
- **Data:** Enhanced physical health and well-being of the beneficiaries of the Add Hope programme are observed through qualitative feedback from key stakeholders. Furthermore, health monitoring initiatives, including assessments of weight, height, and physical development of children participating in the programme, are reported, but these were not available to us at the date of writing.

SDG 3: GOOD HEALTH AND WELL-BEING

- **Impact:** By providing nutritious meals, the programme supports the health and well-being of beneficiaries, reducing the risk of malnutrition-related illnesses and promoting overall health.
- **Data:** Since its inception, the programme has distributed millions of meals annually, significantly reducing hunger among disadvantaged communities.



SDG 4: QUALITY EDUCATION

- **Impact:** Access to nutritious meals through the Add Hope programme improves attendance and engagement in school, as children are better nourished and more able to focus on their studies.
- **Data:** Increased motivation to attend school among beneficiaries is reported, indicating the positive impact of the programme on educational outcomes.

SDG 10: REDUCED INEQUALITIES

- **Impact:** By supporting vulnerable families with nutritious meals, the Add Hope programme reduces psychological distress among beneficiaries' caregivers, alleviating some of the stress associated with food insecurity and poverty.
- **Data:** Beneficiaries and partners report that caregivers observe reduced levels of psychological distress, indicating the positive impact of the programme on mental well-being and the overall quality of life for families.

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

- **Impact:** By giving partner organisations the means to provide nutritious meals to their beneficiaries, the community is uplifted through the creation of employment opportunities within the centres and communities, supporting the economic activity of parents working to support their families and providing safe spaces for children to develop and thrive.
- **Data:** Partners report that Add Hope funding allowed them to support and uplift children, families (through food parcels) and communities by taking care of children who would otherwise be destitute and hungry, allowing them to employ people from the communities to support the centres, and provide meals and care for children whose parents are unable to do so themselves. In this way, the Add Hope programme supports the development of sustainable communities.

SDG 17: PARTNERSHIPS FOR THE GOALS

- **Impact:** The success of the Add Hope programme relies on strong partnerships between KFC, local organisations, and other stakeholders, demonstrating the power of collaborative action in addressing complex social challenges.
- **Data:** The establishment of enduring partnerships between KFC and implementing partners demonstrates a commitment to sustainable development and collective action towards achieving common goals.





LINKING KFC ADD HOPE TO THE NDP

The KFC Add Hope programme aligns with key objectives outlined in South Africa's National Development Plan (NDP), contributing to the country's efforts to eradicate poverty, reduce inequality, and promote social cohesion.

ENHANCED NUTRITIONAL WELL-BEING

- **NDP Quote:** "The NDP aims to eliminate hunger and reduce malnutrition by 2030."
- **Data:** Through the Add Hope programme, KFC provides over 80,000 meals to vulnerable individuals per day, contributing significantly to addressing hunger and malnutrition in South Africa.

ENHANCED PHYSICAL HEALTH AND WELL-BEING

- **NDP Quote:** "The NDP emphasises the importance of improving health outcomes and reducing the burden of disease in South Africa."
- **Data:** Improving access to nutritious meals contributes to improved health outcomes and reducing the prevalence of malnutrition-related illnesses.

ENHANCED SCHOOL ATTENDANCE AND ENGAGEMENT

- **NDP Quote:** "The NDP prioritises access to quality education for all children, aiming to improve educational outcomes and reduce dropout rates."
- **Data:** The provision of nutritious meals through the Add Hope programme improves attendance and engagement in school, aligning with the NDP's goal of promoting access to education and enhancing educational outcomes.

REDUCED INEQUALITIES

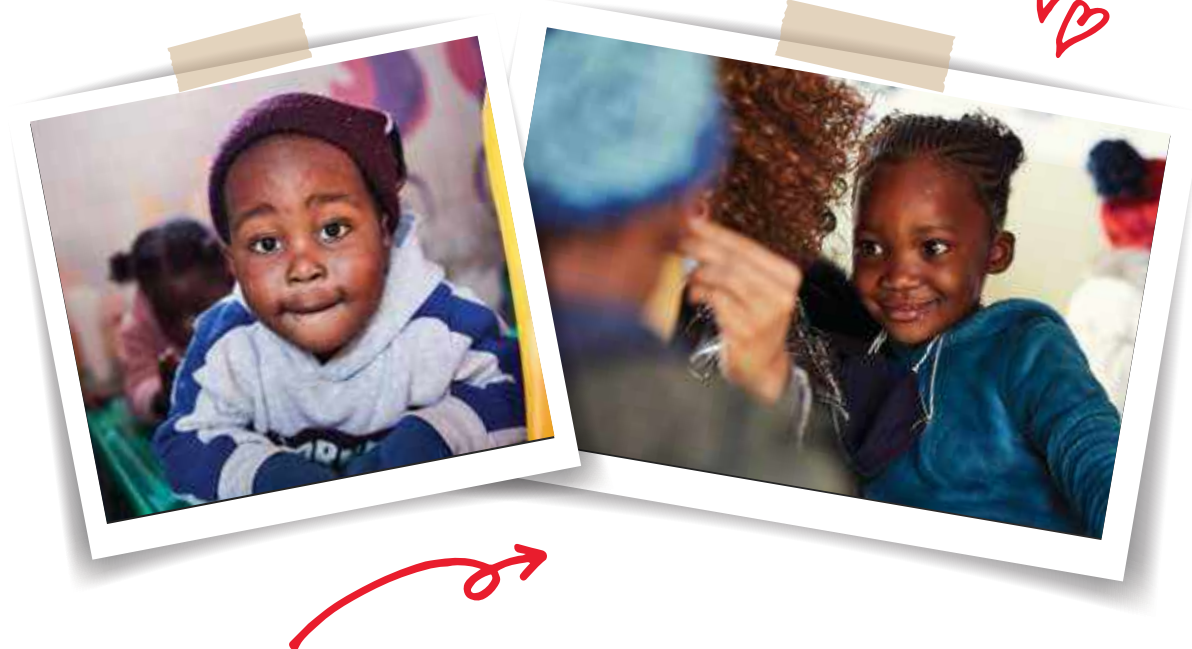
- **NDP Quote:** “The NDP emphasises the importance of reducing inequality and promoting social cohesion in South Africa.”

- **Data:** By supporting vulnerable families with nutritious meals, the Add Hope programme contributes to reducing inequalities and promoting social cohesion by addressing food insecurity, a key driver of inequality.

LONG-TERM PARTNERSHIPS

- **NDP Quote:** “The NDP highlights the importance of building partnerships between government, civil society, and the private sector to address social challenges and promote inclusive growth.”

- **Data:** The Add Hope programme fosters long-term partnerships between KFC, non-profit organisations, and other stakeholders, demonstrating the value of collaborative efforts in addressing social challenges outlined in the NDP.





CONCLUSION:

SMALL CHANGE MAKING BIG CHANGE

The KFC Add Hope programme has left an indelible mark on the lives of millions across the nation. Through its unwavering commitment to combating hunger and food insecurity, Add Hope has emerged as a powerful force for good, touching the hearts and minds of individuals, families, communities, and the nation as a whole.

Over the years, Add Hope has achieved remarkable milestones, distributing millions of nutritious meals to vulnerable children and families in need. This sustained effort has not only alleviated hunger but has also fostered a sense of home among beneficiaries. By ensuring access to food with higher nutritional value, the programme has contributed to improved health outcomes, enhanced cognitive development, and better educational prospects for children, laying a solid foundation for their future success. Significantly, the programme has also contributed to unlocking potential in those who were without hope.

The impact of Add Hope extends beyond statistics and numbers; it is deeply rooted in the stories, experiences, and testimonies of those whose lives have been touched by its benevolence. From the joy of a child receiving a hot meal to the gratitude of a parent witnessing their child's growth and development, Add Hope has created moments of happiness, hope, and inspiration that resonate far beyond a plate of food.

These outcomes resonate with the National Development Plan (NDP), which prioritises inclusive growth, social cohesion, and improved educational outcomes. Through long-term partnerships and collaborative efforts, Add Hope demonstrates the power of collective action in addressing complex social challenges.

The KFC Add Hope programme exemplifies the transformative power of corporate social responsibility when aligned with national development priorities and global sustainability goals. By nourishing bodies, minds, and communities, Add Hope inspires hope, resilience, and a positive outlook, shaping a brighter future for generations to come.

As South Africa navigates the challenges of the present and charts a course forward, Add Hope serves as a shining example of what can be achieved through compassion, collaboration, and collective action. Add Hope has demonstrated that even the simplest act of kindness, a mere R2 donation, can ignite profound change and make a lasting difference in the lives of millions.

QUESTIONS?

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add™
HOPE

The image features the text "add™" in a black, lowercase, sans-serif font at the top. Below it, the word "HOPE" is written in a large, bold, black, uppercase, sans-serif font. The letter "O" in "HOPE" is replaced by a red circle containing a black and white illustration of Colonel Sanders' face, which is the iconic KFC logo. Three red vertical lines are positioned above the top-left curve of the "O" circle.