

KFC Add Hope donates R5m to the Gift of the Givers

KFC Add Hope has partnered with humanitarian aid organisation, Gift Of The Givers (GOTG), to spread some extra Hope to those that need it most over the festive season.



Source: [Pexels](#)

This additional relief is over and above both organisations' current programmes and will focus on some of the remotest areas across the Western, Northern and Eastern Cape as well as the Free State.

The R5m donated by KFC Add Hope to the Gift of the Givers is over and above KFC's regular commitment and is in addition to the R2 from customers and will be used to serve an additional 26,500 children and 318,000 meals – focused on children in those areas who would typically receive their only nutritious meal at school or early development centres.



Liberty, SA Harvest join hands to feed over 30,000 South Africans

22 Dec 2021



As the schools are closed over the festive season and some of these areas are often inaccessible to additional feeding programmes, food security is severely impacted - which coupled with job losses and increasing food prices - puts already hungry families in truly dire positions.

Started in 2009, the KFC Add Hope initiative provides over 30 million meals per year and supports more than 140 NPOs. On the back of KFC's 50th year in the country, KFC's Add Hope celebrated its own milestone - distributing over 220 million meals since inception.

Andra Nel, KFC CSI manager, commented: "GOTG have been lauded as heroes for their ongoing community support and hunger alleviation projects and we are truly excited by this partnership and to be able to work closely with them to extend both our efforts to reach some of the most vulnerable over the festive season – being able to reach additional areas and kids over and above our normal Add Hope programme."

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