

Shoprite combats stunting with fundraising drive

The Shoprite Group has a fundraising drive in all of its 764 Shoprite, Checkers and Checkers Hyper supermarkets countrywide in an effort to combat stunting, which impacts 1.5 million South African children, with 3 out of every 10 children suffering chronic malnutrition.

A percentage of the sale of each packet of Shoprite Ritebrand and Checkers Housebrand soup is going to the Lunchbox Fund.

“Since its inception just over 18 months ago, this initiative has generated enough to provide 650 000 meals to more than 4 000 primary and secondary school children,” says CSI Manager, Lunga Schoeman. “We’ve created a sustainable source of funding to further support the Shoprite Group’s extensive hunger relief efforts in communities across South Africa.”

The three-way partnership between Sizani Foods, the Lunchbox Fund and the Shoprite Group links commercial activity to a charity, giving the initiative longevity, explains Brian Moore, Director at Sizani.

“One of the challenges when you run a non-profit organisation is getting sustainable funding - funding you know you can rely on, that will replenish itself year on year,” says Sue Wildish, Managing Director at the Lunchbox Fund.

“The partnership exists because of Shoprite, and it’s created a massive opportunity for people to be fed who wouldn’t have been fed before,” comments Moore.

The Shoprite Ritebrand and Checkers Housebrand packets of soup are among the lowest-priced meals available in its supermarkets and are often purchased by those who cannot afford more expensive food items. For this reason, the soup is also fortified with vitamins and minerals to increase its nutritional value.

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