



The
Lunchbox Fund

Feed a child. Nourish a mind.

2012

Annual Report



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Introduction

The Lunchbox Fund is an NGO fostering education via nutrition since 2005.

We provide daily meals for orphaned and impoverished school children in townships and rural areas of South Africa.

This is often their only meal of the day.

Our Vision

Children who don't have enough to eat, don't have the capacity to work towards a proper education.

Our simple (and loving) intervention of a substantial and nutritious meal at school encourages attendance. When a child stays in school, his or her risk of HIV infection, abuse and unwanted pregnancies is greatly reduced. Once a child is in school learning, he/she is connected and involved. In this way both bodies and minds are nourished. The child feels cared for and everything becomes possible.



Our Model

The Lunchbox Fund identifies schools, or forms partnerships with locally based, in-community NGOs or community organizations in order to identify and evaluate schools.

We then fund distributors or the Community Partner to buy and deliver food, monitor the feeding scheme, implement a Project Manager and deliver reports to us. This allows for a sustained Lunchbox Fund community presence and constant 'in situ' evaluation.

Community Driven

Community involvement and ownership is key to sustainable non-profit interventions.

Through recruiting local Gogos (grandmothers) and Mothers to prepare the food and paying them a stipend for their work – we actively involve local women in the project.

This creates an 'on the ground' monitoring network that enables community members to assist the school in identifying children at risk, in need of nutrition and those not attending school.

Our feeding scheme becomes a 'for the community by the community' solution rather than an imposed, one-size fits all, program.

Quarterly on-site inspections by Lunchbox Fund personnel further ensure the local partners are fulfilling their brief accurately.





Establish Partnership With A Local Legally Registered & Proven NGO Or Community Organisation



Identify Needy Schools



Identify Children Requiring Feeding



Evaluate Food Volume Required



Create A Register Of Participating Children



Provide Finance / Ingredients



Annual Or Bi-annual Report



Report To Sponsors / Funders



Quarterly Reporting & Evaluation



On The Ground Monitoring Of Program



Recruit Local Gogos / Mothers To Prepare Food





“2012 saw the formal creation of The Lunchbox Fund (SA). With renewed confidence in the strength of our model and optimistic vision for the future we fine-tuned our South African arm to create a solid, registered entity that would draw funders’ and donors’ attention to the four million children that need feeding.”

- Topaz Page-Green, Founder

2012 ACHIEVEMENTS:



Find out more:
 Feedie



WHAT'S IN THE LUNCHBOX?

BROWN BREAD

MANGANESE

- protein and fat metabolism
- blood sugar regulation
- normal bone growth

SELENIUM

- vital antioxidant
- inhibits the oxidation of lipids
- regulates thyroid hormone on fat metabolism

DIETARY FIBER

- lowers blood cholesterol
- stabilizes blood sugar levels
- helps prevent many bodily disorders

PEANUT BUTTER

PROTEIN

- essential for growth & development
- provides body with energy
- helps maintain proper acid-alkali balance

MONOUNSATURATED FATS

- necessary for normal brain development
- protect against cardiovascular disease
- cholesterol reduction

RESVERATROL

- cardio-protective effects
- anti inflammatory effects
- anti viral effects

VITAMIN B3

- memory enhancer
- proper circulation
- aids digestion

ARGININE

- enhances immune function
- muscle metabolism
- assists in release of growth hormones

VITAMIN E

- powerful antioxidant
- boosts immune system
- tissue repair

MAGNESIUM

- bone building & strengthening
- helps process & transportation of energy
- contraction & relaxation of muscles

IRON

- important for growth
- oxygenating red blood cells
- healthy immune system

ANTIOXIDANTS

- neutralize free radicals
- maintain immune system
- maintain healthy organs & tissues

FORTIFIED MAIZE MEAL

RIBOFLAVIN (VITAMIN B2)

- improves energy metabolism
- maintains healthy blood
- assists oxygen delivery

FOLATE

- vital for new cell creation
- helps prevent brain & spine birth defects
- reduce risk for colon cancer

THIAMINE

- maintains healthy cardio-vascular functioning
- assists in energy production
- breaks down fats & protein

SOYA MINCE (PROTEIN)

ISOFLAVONES

- reduce heart disease
- improve bone health
- lowers risk of osteoporosis

PHYTATE

- anti-inflammatory properties
- lower glycemic load (sugar level)
- prevent cardio-vascular disease

PHYTOSTEROLS

- lowers cholesterol
- anti-oxidants help fight cancer
- maintains collagen production

SOY PROTEIN

- contains all essential amino acids
- lowers cholesterol & high blood pressure
- prevents osteoporosis

OMEGA 3 FATTY ACIDS

- reduce inflammation
- lowers incidence of depression
- improves cognitive function

SAMP

COMPLEX CARBOHYDRATE

- ideal source of energy
- protects muscle tissue
- good for digestive system

PROTEIN

- develops hormones in growing children
- supports strong muscle tissue
- creates antibodies

SUGAR BEANS

ZINC

- boosts immune function
- improves cardiovascular health
- assists in diabetes prevention

IRON

- produces energy
- healthy muscle development
- develops & maintains a healthy brain

FRUIT

BANANAS

POTASSIUM

- healthy nervous system
- regular heart rhythm
- maintaining body's h2o balance

VITAMIN B6

- normal brain function
- physical & mental health
- immune system function

FOLATE

- strengthens immunity
- protein metabolism
- prevents depression & anxiety

APPLES

PHYO-NUTRIENTS

- disease prevention
- prevent cell damage
- anti-bacterial agents

BETA CAROTENE

- powerful antioxidant functions, limits cell damage
- lowers risk of cardiovascular & lung disease
- decreases oral cavities

VITAMIN K

- builds healthy bones & teeth
- maintains healthy blood clotting
- lowers risk of cancer

ORANGES

VITAMIN C

- assists wound healing
- protects against eye disease
- strengthens immune system

CALCIUM

- builds & protects bones & teeth
- helps muscle contraction & relaxation
- assists blood clotting

THIAMINE (VITAMIN B1)

- maintains muscle tone in digestive tract
- promotes health of nervous system
- improves resilience to stress

PEARS

VITAMIN B12

- regulates nervous system
- maintains healthy digestive system
- essential for healthy skin, hair, & nails

OMEGA 6

- develops brain & muscle
- maintains healthy immune system
- improves vitamin absorption

PHOSPHORUS

- helps develop bones & teeth
- provides more energy
- increases mental function

RICE

AMINO ACIDS

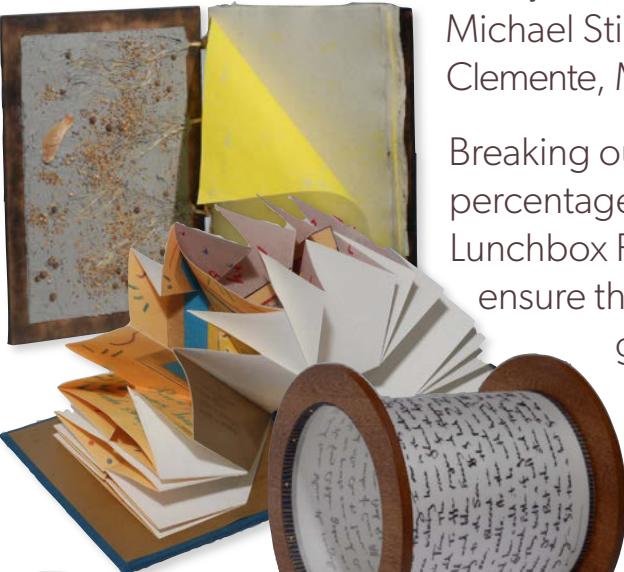
- balance blood sugar levels
- promote bone growth
- tissue repair

VITAMIN B5

- production of adrenal hormones
- production of neurotransmitters
- maintains healthy intestinal tract

Fundraiser In New York City

Every year we host a Live Auction Fundraising Event. Our annual gala for 2012 was The Lunchbox Fund Bookfair. One of a kind handmade art books created by Sir Ben Kingsley, Chuck Close, Deepak Chopra, Archbishop Desmond Tutu with South African artist Paul Du Toit, Hugh Masekela, Mario Batali with Jim Dine, Tony and Kelsey Bennett, rock photographer Bob Gruen with Yoko Ono, Michael Stipe, Phillip Glass, Salman Rushdie with Francisco Clemente, Mick Rock and Shepard Fairey and Sting.



Breaking our record to date, we raised \$220 000. A small percentage of the funds raised at this event are used to cover The Lunchbox Fund's core organization infrastructure costs. This way we ensure that 100% of any donation made to The Lunchbox Fund goes directly to our feeding projects.

The rest of the funds go directly to our feeding schemes. In 2012 we invested \$170 000 in growing our South African operation.



March 21, 2012

Stars Turn Out for the Lunchbox Foundation's Bookfair Auction

FROM:
WHO Issue 03/23/2012



An intellectual and creative crowd descended on New York's Del Posto Wednesday evening for the Lunchbox Foundation's Bookfair auction, including Salman Rushdie, Jay McInerney, Chuck Close, Michael Stipe, Philip Glass, Carla Gugino, Piper Perabo, Parker Posey and Alan Cumming, who performed a mash-up of Katy Perry, Adele and Lady Gaga hits and "Cabaret" standards.

A beaming Topaz Page-Green, Lunchbox's founder, had persuaded her friends to contribute one-of-a-kind handmade books to raise money for the charity, whose mission is feeding impoverished and at-risk school children in South African townships. "I was struck by her passion," said Rushdie. "In the beginning, it started with me giving some money, I became a member of the board of advisers. All of us did it because it's a great cause. We were suckered in by the incredible gravitational pull that is Topaz."

Most of the books were being sold through a silent auction that began at the event and continues through March 31 on eBay. Three went under the live hammer. Rushdie's story with illustrations by Francesco Clemente sold for \$17,000, Archbishop Desmond Tutu's book with paul du Toit's art, went for \$11,000 and Close's color Polaroid triptych, "The Story of Topaz," fetched \$110,000.

"It's amazing what she's accomplished," Close said prior to the auction. "And she doesn't look bad either."

Event lead sponsor, healthy aging expert and nutritionist Dr. Nicholas Perricone, compared Page-Green's work with his own efforts in Beaulieu, where he works with street children. "I started a school and clinic there," he said. Estée Lauder group president John Demsey had Occupy Wall Street on the brain. "I hear they're coming to Midtown," he said. "We're occupying Del Posto for Not Occupy Wall Street."



Topaz Page-Green, Dr. Nicholas Perricone and Helene Christensen
Photo By Kevin Mazur/WireImage



Financial Recap from Foundation to Date

Our 2012 US financial position is the strongest to date.



This spurred us on to create The Lunchbox Fund South Africa. We were registered on 13th September 2012 and stand as a Non-Government, Not for Profit, organization with tax exemption status (from 2013).

As a result, we really increased our capacity to invest in additional schools, extending our feeding program to two more provinces, prepared 250 000 meals. And fed nearly 2000 children at school every day.

The Lunchbox Fund has been awarded Section 18A status by the South African Revenue Service (SARS). This means that any donation to the fund is tax-deductible to the fullest extent of South African Tax law.



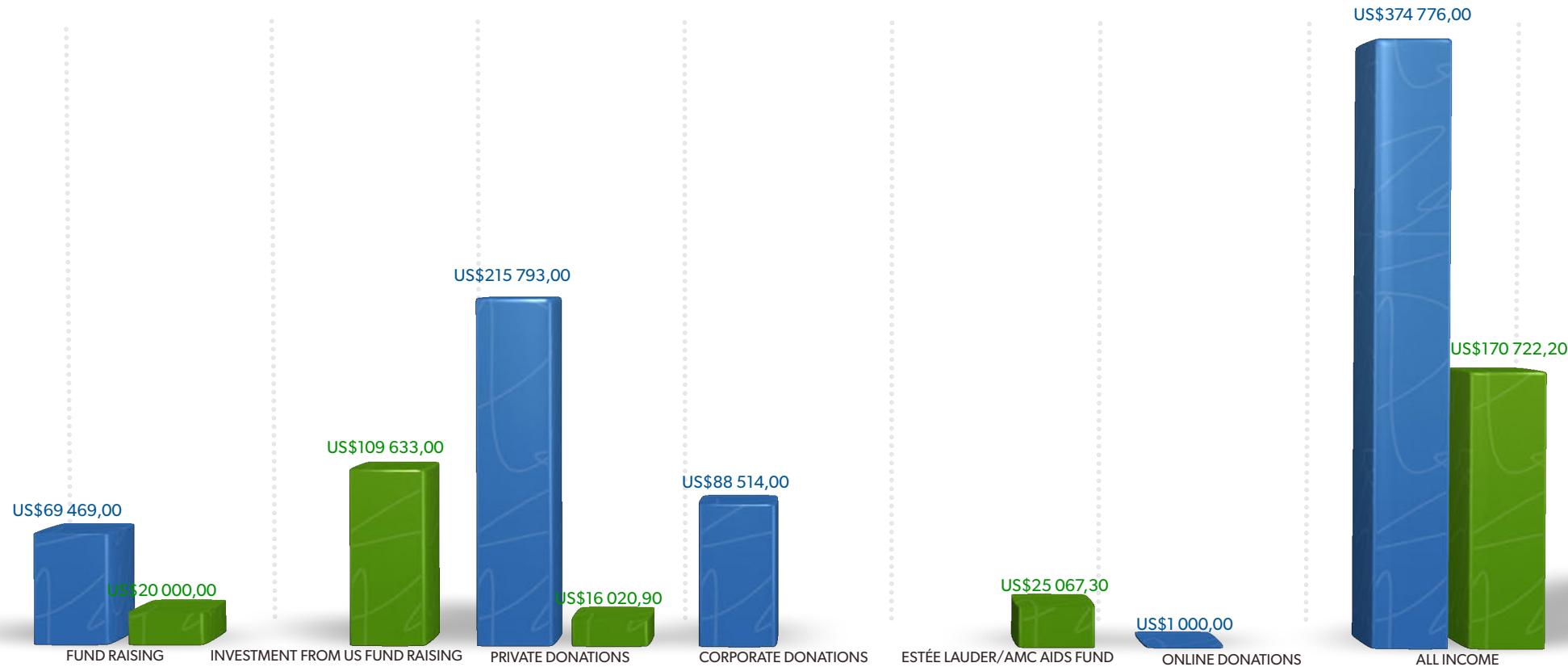
2012 Financial Summary

We invested income from US Fund Raising activities into the South African Operation. The Lunchbox Fund SA also received private donations and was awarded a grant by the Estée Lauder Group, through their MAC AIDS Fund. We raised additional funds through donations and a charity event in SA.

i. Revenue Stream - USA and SA

■ USA 2012

■ South Africa 2012



* South African figures depicted here as US Dollars (averaged R10:\$1)

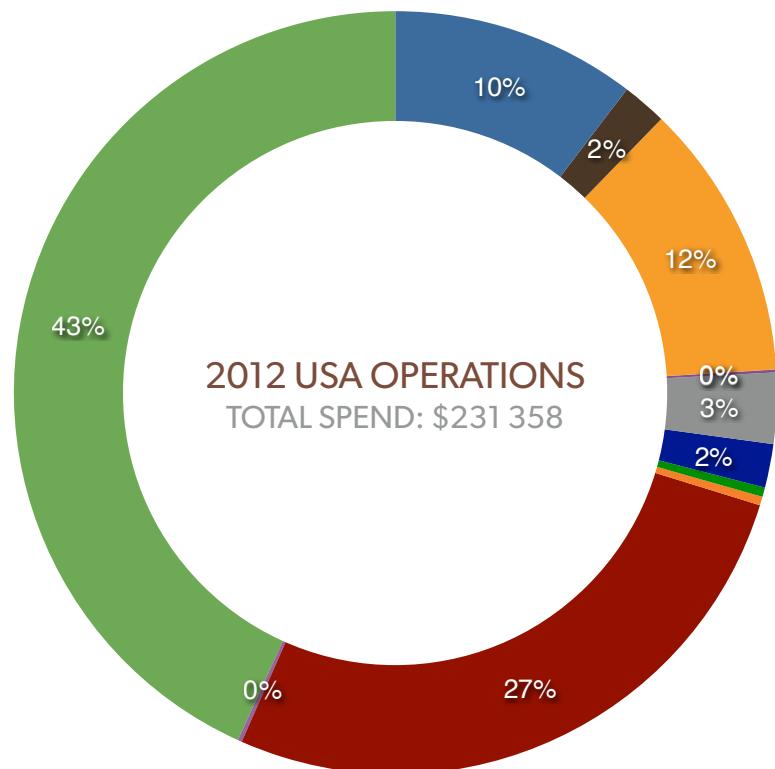


ii. Cost Of Operations - USA and SA

USA Operations

In 2012 our total income was \$374 776. 100% of our staff and operating costs were funded by private donors and events. And 100% of our financial and legal governance costs were provided Pro Bono.

Here's how our core funding was utilized



USA Operations	2012
Payroll	US\$24 000,00
Bank Charges/Exchange Conversion	US\$4 382,00
Professional Fees	US\$27 200,00
Legal Fees	US\$25,00
Insurance	US\$271,00
Office Equipment & Supplies	US\$6 950,00
Travel	US\$4 275,00
Other Fees	US\$921,00
Shipping, Printing & Posting	US\$850,00
Events	US\$62 078,00
Marketing/Entertainment	US\$406,00
Investment In South Africa	US\$100 000,00
Total Spend	US\$231 358,00
Net Assets At End Of Year	US\$143 418,00

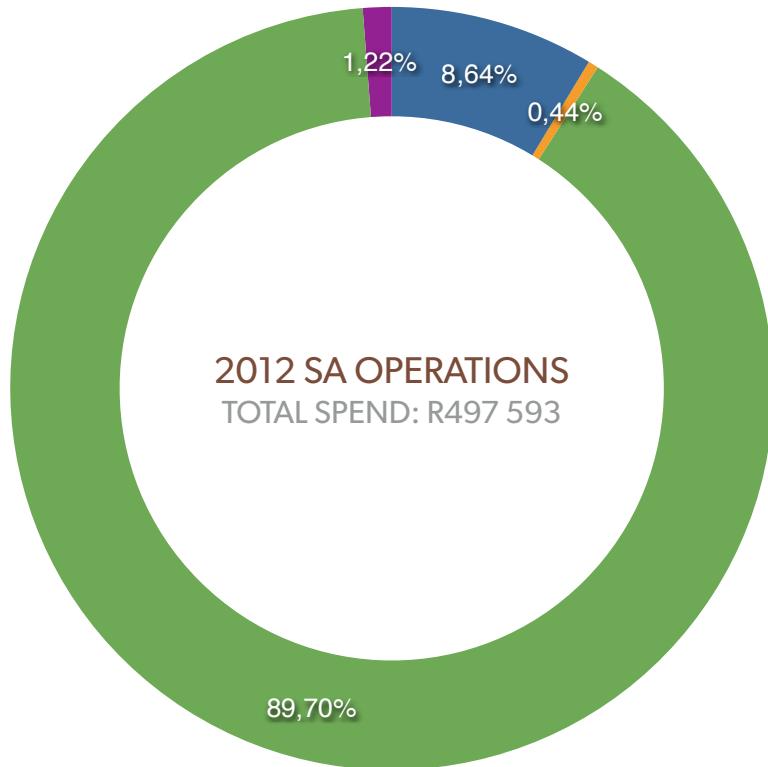


ii. Cost Of Operations - USA and SA

South African Operations

In 2012, our total income was R1 707 222 which we invested in creating a new infrastructure, including ramping up the number of children we feed, paying stipends to local volunteers and registering our organisation as a South African charity. 100% of our staff and financial and legal governance costs in SA were provided Pro Bono.

Here's where the money went:



SA Operations	2012
Payroll/Volunteer Stipends	R43 000,00
Bank Charges	R2 172,00
Food Packages To Schools	R446 356,00
Organization Set-Up Costs	R6 055,00
Local Travel	-
Total Spend	R497 593,00
Net Assets At End Of Year	R1 209 629,00

This left us with a balance of funds/profit for further growth in 2013 of R1 209 629 which we will be using to move into other provinces in South Africa, reaching more schools, feeding more at-risk children.





“It is our moral obligation to give every child the very best education possible. In order to learn children need to be nourished. The Lunchbox Fund ensures that each child is equipped to embrace the future and change it for the better. I wholly endorse the work done by The Lunchbox Fund in meeting this need.”

- Archbishop Emeritus Desmond Tutu, Patron of The Lunchbox Fund

Executive Board

USA

Mario Batali
Topaz Page-Green
Joaquin Phoenix
Rain Phoenix

SA

Beate Horrell
Tracy McGivern
Topaz Page-Green
Gillian Wilkinson

Advisory Board

Peggy Bader
Rosetta and Balthazar Getty
Robin Gibbs
Hugh Masekela
Francois Pienaar
Salman Rushdie
Felicia Mabuza-Suttle



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www.thelunchboxfund.org



www.wethefeedies.com

Charity Registration Information

USA

The Lunchbox Fund
Registration Number: 2653536
Enterprise Type: Registered Public Charity 170(b) (1) (A) (vi) / 2370Id
Tax Exemption Status: 501 (c) 3

SA

The Lunchbox Fund South Africa
Registration Number 2012/168298/08
Registered: 13/09/2012
Enterprise Type: Non-Profit Company
Tax Exemption Status: NGO/NPC Section 18A (SARS)



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