

FoodForward SA Website Project Proposal

1. Organisation Overview

FoodForward SA, founded in 2009, is South Africa's largest non-profit food redistribution organisation. They act as a crucial link, taking surplus food from farmers, manufacturers, and retailers and getting it to communities in need. Their mission is to fight hunger and food insecurity by reducing food waste. Their vision? A South Africa where no one goes hungry.

Their main audience includes corporate food donors, potential retail partners, community organisations, and individual volunteers and donors.

2. Website Goals and Objectives

The main goal of this website redesign is to boost digital engagement to better support FoodForward SA's mission, specifically by increasing donations and forming new partnerships.

Primary Goals

- Increase online donations: Make it easier and more appealing for individuals to donate money.
- Attract new corporate partners: Create a clear path for new businesses to collaborate.
- Raise awareness: Educate people about food insecurity and FoodForward SA's positive impact.
- Streamline volunteer sign-ups: Simplify the process for people who want to donate their time.

Key Performance Indicators (KPIs)

- **Donations:** Aim for a 20% increase in monthly online donations within six months of the new site's launch.
- **Partnerships:** Generate leads for at least 10 new corporate partners each quarter.
- **Community:** Get over 1,000 new newsletter subscriptions every month.
- **Volunteers:** Increase the volunteer sign-up rate by 15% through the new, easier system.

3. Current Website Analysis

The current FoodForward SA website has some strong points but also some clear weaknesses that need to be addressed.

Strengths

- **Informative:** It's great at explaining what the organisation does and showing its impact.
- **Secure Donations:** The online donation system works well and feels trustworthy.
- **Clear Mission:** The content effectively communicates the urgency of their cause.

Weaknesses

- **Too Much Text:** Some pages are really dense with text, which can be overwhelming and might cause visitors to leave the site too quickly.
- **Confusing Navigation:** The menu and site layout could be simpler to help visitors find key actions like "Donate" or "Volunteer" more easily.
- **Low Engagement:** There aren't many interactive elements to get users involved or show them the real-world value of their contributions.

4. Proposed Website Features and Functionality

The new website will be built around a few essential pages and key functions designed to improve user experience and achieve the organisation's goals.

Essential Pages

The site will include standard pages: Home, About Us, Our Programs, Donate, Partner With Us, Blog, and Contact Us.

Key Functionality

- **Interactive Donation Impact Calculator:** This is a big one. On the donation page, a user could enter an amount like R100 and see a real-time message like, "Your donation will help feed 40 people!" This makes the impact feel personal and tangible.
- **Simple Volunteer Sign-Up:** A dedicated, easy-to-fill-out form will make it simple for interested volunteers to provide their details and availability.
- **Integrated Social Media Feed:** A live feed on the homepage will display recent posts from FoodForward SA's Instagram and X (formerly Twitter) accounts, showing off community involvement and recent events.
- **Prominent Newsletter Sign-Up:** A clear and easy-to-find form will be included in the footer and on key pages to encourage visitors to stay connected.

5. Design and User Experience

The design will be clean, modern, and hopeful, reflecting the life-giving work that FoodForward SA does.

5.1 Colour Scheme & Typography

- **Colour Palette:** We'll use FoodForward SA's current colours but in a fresh, modern way. The main colour will be Primary Green (#2E8B57), which symbolises growth and life. An Accent Orange (#FF8C00) will be used to highlight calls to action and create a sense of urgency and energy. We'll use a clean Neutral White (#FFFFFF) for backgrounds and a readable Text Grey (#333333) for body copy.
- **Typography:** We'll use Montserrat for headings. It's a strong, modern font that looks professional. For the body text, we'll use Roboto, which is very easy to read and pairs perfectly with Montserrat.

5.2 Wireframe

This simple wireframe shows the planned layout for the homepage. The goal is to make a clean, easy-to-follow flow that guides users to the most important parts of the site.

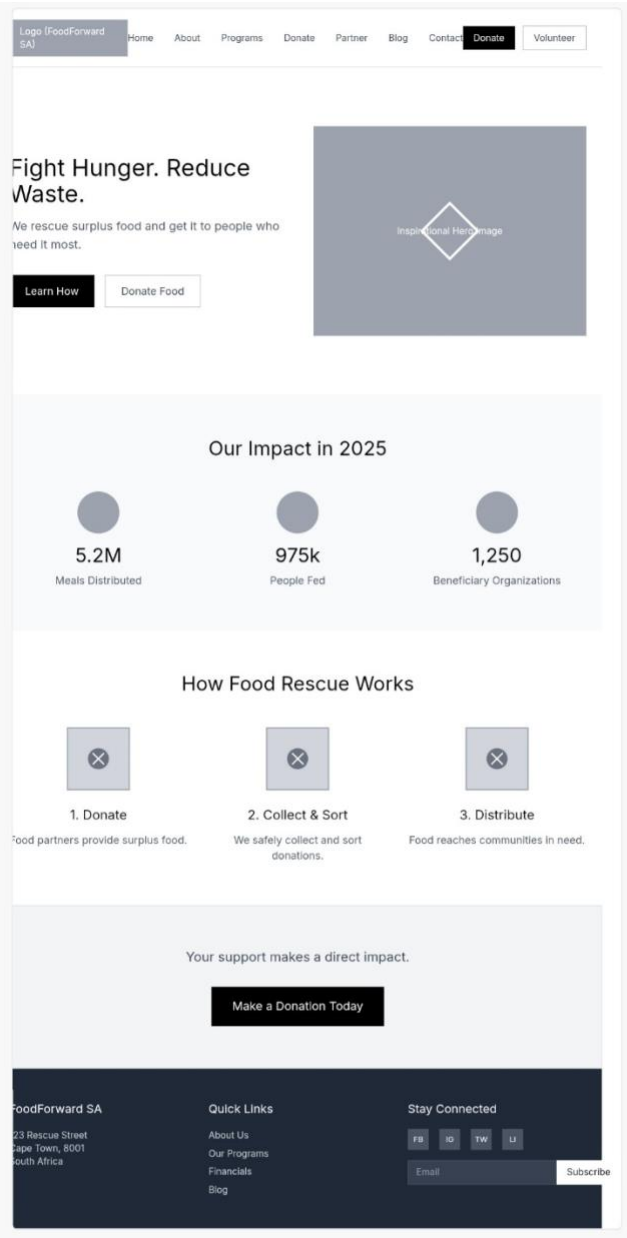


Figure 1: Low-fidelity wireframe for the FoodForward SA homepage.

5.3 Sitemap

The site structure is designed to be intuitive, helping visitors quickly navigate to what they need.

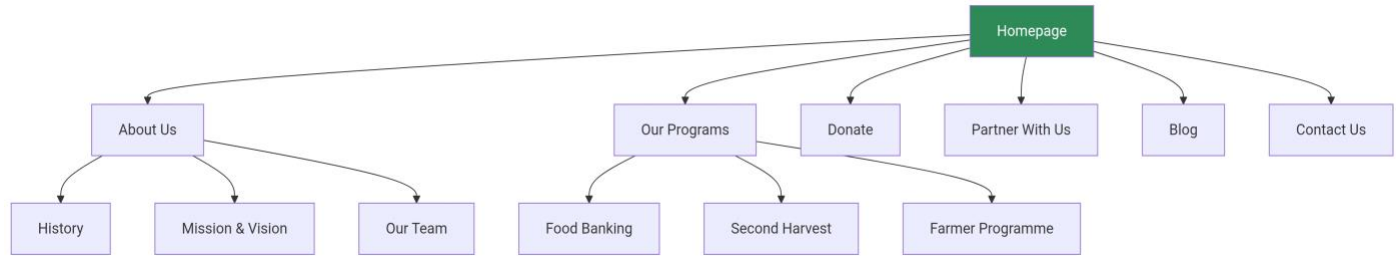


Figure 2: Visual sitemap outlining the website's page hierarchy.

6. Technical Requirements

- **Hosting & Domain:** We'll use a local South African host like Afrihost to ensure good performance and support. We'll keep the existing domain name, foodforwardsa.org.
- **CMS:** The site will be built on WordPress. This is a great choice because it's user-friendly and will allow the FoodForward SA team to easily update their blog and other content without needing a developer.
- **Languages:** We'll use standard front-end languages: HTML5, CSS3, and JavaScript, to create a fast, responsive, and mobile-friendly site. The backend will be PHP, which is the core language for WordPress.

7. Timeline and Milestones

This timeline is structured to fit within a typical student assessment schedule.

Week 1: Planning (Part 1 Submission): We'll finalise the proposal, sitemap, and wireframes and gather all the necessary content.

Weeks 2-3: Development (Part 2 Foundation): This is where we'll set up the hosting, and build the basic HTML and CSS structure for all the pages, ensuring it's responsive on different devices.

Week 4: Functionality & Polish (Part 2 Completion): We'll integrate WordPress and build out the key features like the donation calculator and volunteer forms. The final content and media will be added here.

* **Week 5:** Testing & Deployment (Part 3 Final Submission): We'll thoroughly test the site on different browsers and devices, fix any bugs, and then launch the final website.

8. Budget

This is a realistic budget for a small-scale, professional WordPress project for a non-profit. The costs are in South African Rand (ZAR) and US Dollars (USD) for clarity.

Service	Description	Cost
Web Design & Development	Custom WordPress theme, building pages, and implementing features.	R 9,000
Content Population	Adding all text, images, and other media to the site.	R 3,000
Project Management	Managing communication, planning, and quality control.	R 3,000
Annual Hosting	12 months of hosting.	R 2,400
Annual Domain Renewal	The yearly fee for the org.za domain.	R 250

Subtotal		R 15,000
Total Project Cost		R 17,650

9. References

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