



Business Plan 2020 - 2024

Feeding a 1000 Futures

For the Love of Kids

Children. We love them. Unconditionally. For their fearlessness. For their joyfulness. For their smiles. And for the love they give us. Children are our future. We have to nurture them. Everywhere in the world.

That starts with good food. It is the fuel for the day. That should be easy, but in large parts of the world, children do not have access to good food. They may not get three meals a day, and in some cases, they may eat the same unhealthy foods, day in day out. This must change.

That is why there is Ubuntu Mundo. Ubuntu Mundo is a network of small-scale projects aimed at feeding children all over the world. A nutritious meal after school every day. It's that simple. And it is Ubuntu Mundo's goal that after a few years, each individual project site will be self-supporting. Each community growing and preparing its own food, sustaining itself and its children. That's what makes Ubuntu Mundo unique. Not a drop in the ocean, but the entire ocean in a drop.

The Foundation

UBUNTU Mundo ("UBUNTU") believes every child in the world is unique, and all children deserve access to basic human rights — nutrition, healthcare and education. Through a targeted nutrition program, Ubuntu's mission is to increase the general health, academic success and future opportunities of vulnerable children in places in the world facing severe social and economic challenges. We target areas where a majority of the population lives at or below the poverty line, and we partner with the local community to create sustainable programs that provide solutions that address their particular challenges. Today Ubuntu is on the ground in rural South Africa, providing a second meal each day for the poorest children in their local community.

UBUNTU Mundo (formerly known as Ubuntu-Europe) is an umbrella term referring to the work of Ubuntu-Mundo, Ubuntu-USA (a 501(c)3 approved friends of friends entity) and Ubuntu South Africa (operating entity for projects in South Africa).

Ubuntu is an ancient African word (origin Xhosa and Zulu), meaning "humanity to others" or "I am what I am because of who we all are".

Archbishop Desmond Tutu offered the following definition:

"A person with Ubuntu is open and available to others, affirming of others, does not feel threatened that others are able and good, based from a proper self-assurance that comes from knowing that he or she belongs in a greater whole and is diminished when others are humiliated or diminished, when others are tortured or oppressed."

Our Story

In early 2016, while volunteering in Mpumalanga Province, in the North East of South Africa, Cecilya Bravo and Roland Oosterhout (the founders of UBUNTU), met the children of Bodlayabongolo. They saw the dire need facing the community, and recognized an opportunity to make a real difference in these children's lives. Working with local community members, they formed Ubuntu Mundo and began a program to feed children.

For school children, the government provides one meal a day on school days. For many children, this is their only meal of the day.

As is common in this region of South Africa, hunger is a painful constant in these children's lives. The suffering from hunger doesn't only affect the health of these vulnerable children, but also diminishes their ability to learn, perpetuating the cycle of poverty.

While the challenges facing these communities are great, providing a healthy second meal is a simple way to have a meaningful impact in these children's lives.

Mission

Feed the Children of the World.

Vision

To focus on vulnerable, disadvantaged and orphan children as they are most at risk due to the fact that these children are more likely to suffer from poor health and nutrition.

To provide school age vulnerable and orphan children with a nutrition and health program which can have a positive impact on the education of a child and therefore its chances in life.

To identify pregnant, vulnerable woman and provide them with proper food supplements as malnutrition during pregnancy has long lasting effect on a child's general health and abilities.

To provide infants and pre-school vulnerable and orphan children a preventive supplementary feeding and healthcare program which can have a significant impact on the development of a child.

Approach

We target areas where a majority of the population lives at or below the poverty line. Reason being is that a health and nutrition program which targets poor children has the greatest benefit. It is well-documented that vulnerable and orphan children suffer twice at the hands of disease and poor nutrition. First, the diseases that affect children and their education are most prevalent in poor countries. And second, when diseases strike a rich and poor child at the same time, the poor child is more likely to be negatively affected from a learning perspective. This creates inequality at an educational level as well.

On the positive side, delivering nutrition and health programs to the vulnerable will bring double benefits and can close the inequality gap from an educational perspective. Another very important benefit of a nutrition and health program is that it can enhance people's capabilities to pursue a better life that they have reason to value.

As described in our vision, UBUNTU would like to identify the vulnerable, disadvantaged and orphan children who would benefit the most from a nutrition and health program. This program would start at the pregnancy of the mother of the vulnerable child all the way through primary school. Improving children's nutrition and health brings substantial benefits for cognitive development and education.

Community involvement is a key success factor for setting up a long-lasting and sustainable program. The community is the heartbeat of the program. Change can only be realized when it comes from within. Our role is to mobilize and catalyze the community, help them find solutions and share their stories and accomplishments. It is Ubuntu's aim that each project will have a pathway to self-reliance and be completely carried by the community.

UBUNTU would like to build partnerships with other NGO's whom have a similar mission and vision, and with local healthcare facilities or clinics. With other NGO's it could exchange best practices and it could take advantage of economies of scale. With local healthcare facilities or clinics agreements could be reached how to set-up, implement and monitor a health program that would benefit the vulnerable and orphan children from conception to the end of primary school. Ubuntu is exploring relationships with 2 organizations who are active in the same region.

Project Locations

South Africa

As stated above, the Founders of Ubuntu Mundo, volunteered in early 2016 in the greater Bushbuckridge area located in the province of Mpumalanga.

According to a report ("An analysis of poverty in Mpumalanga 1996-2012") published in November of 2013, Bushbuckridge has the most people living in poverty by local municipal area. The poverty rate in Mpumalanga was 36.9% in 2012, while Bushbuckridge was above 40% in the same year. In addition, the poverty gap, which is equal to the total value by which the incomes of poor households need to be raised each year to bring all households up to the poverty line and consequently out of poverty, has widened for Mpumalanga, and Bushbuckridge. This means that the poor people are getting poorer.

Regional Statistics

- **The majority of the population lives at or below the poverty line**
- **30% of the population is HIV positive**
- **55% unemployment**
- **80% of the population is below 34 years old**
- **Many children are orphaned and are taken in by community members similarly stretched beyond their resources**

Project 1: Bodlayabongolo, Bushbuckridge Mpumalanga

Operating since June 2016, Ubuntu has provided a second meal to hundreds of children, having served over 75,000 meals. Ubuntu provides meals 5 days a week, 52 weeks a year. On school days, that meal is the second meal for the children in the program. During school vacations, the meal from Ubuntu is likely the only meal the children eat.

2019 Activities

- **On average 150 children participating**
- **More than 21,000 meals served**
- **60% of students in the program have increased Body Mass Index**
- **Children participated in the following after-school classes: painting, sewing, beading and dancing**
- **Greenhouse and kitchen constructed**
- **Organic/permaculture garden planted, vegetables used in meals for children and sold to community members**
- **27 jobs created for local community members**
- **Basic medical equipment provided to a local clinic**

UBUNTU prepares a balanced healthy meal consisting of vegetables (a combination of spinach, cabbage, onion, carrot, beetroot or tomato, all of which are grown in the Ubuntu garden), protein and starch. Once a week, we also supply a piece of fruit, and we have planted fruit trees to help support that effort.

In addition to providing nutritious food, Ubuntu created an after-school program to inspire the kids to express themselves, be more confident and self-reliant, and learn a skill. Keeping them connected with their culture, children learn traditional dancing, sewing, woodworking, beading and painting.

From the beginning, Ubuntu has aimed to establish a self-sufficient feeding program. To that end, it acquired two parcels of land and built a borehole powered by solar energy to provide running water, as well as a greenhouse, a kitchen and a thriving organic/permaculture garden. In addition to feeding the children, the project supports the surrounding community. The surplus produce grown in the vegetable garden is sold to the local community at favorable prices, so the benefits of a thriving garden ripple beyond the children of Ubuntu. Not only does the garden provide reliable access to fresh, organic produce for the community and children, but the revenue also helps fund the program. In addition, Ubuntu employs community members in both the kitchen and the garden, to date giving over 60 people full-time, part-time or temporary jobs.

Ubuntu is working towards also providing meals on weekends in the future. There are currently 175 children in the program. We aim to have 300 children attending the community kitchen daily by the end of 2020. We are working with local organizations to identify the most vulnerable children in the community and invite them to join the program.

Ubuntu feels comfortable that this pilot project now can serve as a blue print for similar projects in the region or other parts of the world.

Project 2: Rooiboklaagte, Bushbuckridge Mpumalanga

Based on the success and lessons learned of the first project, Ubuntu intends to open a second project in the region. A kitchen will be constructed in the Rooiboklaagte community. Ubuntu is aiming to have the kitchen operational and start providing healthy meals to 100 vulnerable children during the second half of 2020.

For Profit Company

Ubuntu is currently conducting research and due diligence for establishing a for-profit company ("Ubuntu Inc."). The for-profit company will allocate 100% of the net profits to support the Ubuntu Mundo initiatives. The initial thinking is to work with local artisans to develop business opportunities for their craft to empower their entrepreneurship. The products could be brought to both local- and high-end export markets.

Fundraising & Budget

In order to raise the required funds to implement the business plan, UBUNTU will target different audiences, like individuals, companies, governments and private foundations and non-for-profit organizations.

The Board pays all administration and operational cost of UBUNTU as 100% of donations will go directly to our projects.

| In USD | 2020 | 2021 | 2024 |
|---------------|------|------|-------|
| # of Children | 400 | 600 | 1,000 |

Expected Income Sources

| | | | |
|-----------------------------|--------|---------|---------|
| Individual Donations/Events | 60,000 | 70,000 | 70,000 |
| Feeding Partners | 10,000 | 15,000 | 25,000 |
| Private Foundations | 15,000 | 25,000 | 35,000 |
| Government Grants | 0 | 0 | 15,000 |
| Total Expected Income | 85,000 | 110,000 | 145,000 |

Expected Food Cost, CapEx and Reservation

| | | | |
|---|--------|---------|---------|
| Food Cost | 30,000 | 50,000 | 90,000 |
| Capital Investments | 45,000 | 40,000 | 30,000 |
| General Reservation | 10,000 | 20,000 | 20,000 |
| Total Expected Food Cost, CapEx and Reservation | 85,000 | 110,000 | 140,000 |