



# **Business Plan 2020 - 2024**

## **Feeding a 1000 Futures**

## **For the Love of All Children**

All children deserve a great start in life -- having their basic needs met should be the foundation for every child to thrive. But many children live in poverty, fear and uncertainty. Too many children are unsure of their next meal and face chronic hunger.

This is where Ubuntu Mundo's work begins -- with food. We provide a nutritious hot meal to children. Every day. 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.

There's something magical about childhood. It is a time of exploration and pure joy. Ubuntu Mundo was born out of the love of all children — their giggles, their smiles, their curious minds and their song-filled voices — and in each child, we see limitless potential. We work to bring back the magic of childhood to every child -- a hot meal every day, a smile to every face and a giggle to every voice. And we create a welcoming place where the talents and dreams of every child can emerge.

Ubuntu Mundo is a network of small-scale projects that become part of the local society. That is the heartbeat of our program. The security of a sustainable, reliable program with community involvement. We believe these projects can be self-supporting over time, bringing real value to the local communities.

We start with food, improving the lives of children, and create sustainable operations, empowering and lifting entire communities. That's what makes Ubuntu Mundo unique. Not a drop in the ocean, but the entire ocean in a drop.

## **The Foundation**

Ubuntu Mundo 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 Mundo's mission is to feed the children of the world. 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 Mundo is on the ground in rural South Africa, providing a second meal each day for the poorest children in their local community.

Ubuntu Mundo 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."*

**Ubuntu** -- I am because we are  
**Mundo** -- We come together, the world over, to uplift one another

## Our Story

Ubuntu Mundo is not about any one person, but like most things it began somewhere, with someone, and for us it is actually two people — Cecilya Bravo and Roland Oosterhout, the founders of Ubuntu Mundo. A couple in life and in work, Cecilya and Roland bring their distinct styles and unique talents to all they do. Working tirelessly together, they complement and strengthen one another, growing this global initiative from the simple idea of feeding children into creating value and opportunity for entire communities.

## Our Mission

To feed the children of the world, and to establish roots in distressed communities and support local efforts to uplift futures.

## Our Vision

We see a healthy world where no child goes hungry and all communities thrive.

## Our Values

We believe in the smile on a child's face and that joy is contagious.

We believe that reliable access to healthy food is a cornerstone for a brighter future.

We believe in growing responsibly and keeping our promises.

We believe in creating systems that bring real long-lasting value to communities.

We believe in using sustainable practices to protect our natural world.

## **Our Approach**

Whenever crisis strikes — social injustice, political unrest, climate disaster or disease — distressed communities bear the heaviest toll. These are the places Ubuntu Mundo seeks out. We target areas where a majority of the population lives at or below the poverty line, and focus on the most vulnerable community members -- the children.

We strive to create sustainable solutions that create real value for the communities we serve.

We provide an essential service, and ensure that our program is reliable and sustainable, strategically growing at a pace supported by our gardens and financial resources.

Key to our mission is that our programs become self-sustaining over time.

- Each project is operated by local Ubuntu Mundo affiliates or by independent NGOs with missions that align with Ubuntu Mundo.
- Each project grows and prepares its own food to feed children every day.
- Surplus produce is sold in local markets at fair prices, making fresh farm products available to the community, and generating revenue for the project.
- We partner with local artists and entrepreneurs to grow business initiatives within the community. These partnerships provide additional funding for the feeding program and educational enrichment, and create jobs, and support community business owners and the local economy.

We start with food, improving the lives of children, and create sustainable operations, empowering and lifting entire communities.

## Feeding Children

Tragically, in too many parts of the world, children do not have reliable access to the most basic human rights, including regular access to nutritious food.

Enter Ubuntu Mundo. We step in with one simple but impactful action — providing food insecure children a nutritious hot meal daily. We operate 5 days a week, even during school breaks and holidays.

## Empowering Communities

Lasting change can only be realized when it comes from within, so the local community is the heartbeat of the program, and Ubuntu Mundo plays a supporting role — we mobilize the community, help them find solutions that make sense for them, and share their stories and accomplishments.

Ubuntu Mundo works in distressed communities, with high unemployment and other structural and economic hurdles that prevent local families and community members from thriving.

Ubuntu Mundo creates jobs and supports local artisans and entrepreneurs, generally women who often struggle to get traction in places facing severe social and economic challenges.

Ubuntu Mundo addresses immediate needs by feeding children. To achieve this in a sustainable way, it builds kitchens, establishes local gardens, and creates income generating businesses that support the feeding program. Those businesses improve the local economy by creating jobs, supporting local artisans and investing in infrastructure. Ubuntu Mundo helps struggling communities create an economic engine to power the health and opportunity for all community members.

In addition, Ubuntu Mundo builds partnerships with other NGOs with similar missions and vision, and with local healthcare facilities or clinics.

## Enriching Education

As vital as a daily meal is, Ubuntu Mundo is not just about food. Ubuntu Mundo supports the children with after school programs in the arts, teaching skills and creating space for the children of Ubuntu Mundo to express themselves, find their voices, and share their joy. Individual talent, great beauty and enormous creativity already live within all children. Ubuntu Mundo supports them, with nutritious food and arts education, to unlock their individual strengths and shine.

## **Project Locations South Africa**

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.

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.

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

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.

### **Project 1: Bodlayabongolo, Bushbuckridge Mpumalanga**

Operating since June 2016, Ubuntu Mundo has provided a second meal to hundreds of children, having served over 340,000 meals. Ubuntu Mundo 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 Mundo is likely the only meal the children eat. Ubuntu Mundo 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 Mundo 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.

### **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**

### **2023 Activities**

- **600 children participating**
- **Added pre-school children to the program**
- **More than 115,000 meals served**
- **Celebrated 300,000<sup>th</sup> meal**
- **Expanded vegetable gardens**
- **Set up plans to build social enterprise**

In addition to providing nutritious food, Ubuntu Mundo 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 Mundo 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 Mundo. 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 Mundo employs community members in both the kitchen and the garden, to date giving over 95 people full-time, part-time or temporary jobs.

Ubuntu Mundo 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 Mundo opened a second project on October 19, 2020. A kitchen was constructed in the Rooiboklaagte community. 250 vulnerable children visit the children every day to enjoy a healthy meal before going home after school.