

PR students launch 'Feed a Dream' at Cape school

On 15 May 2015, fourth-year PR students of the Cape Peninsula University of Technology (CPUT) and the Peninsula School Feeding Association (PSFA) will launch their #FeedADream campaign to learners that are on the PSFA feeding scheme at HJ Kroneberg Primary School in Maitland, Cape Town.



Through the campaign, PSFA and the CPUT students, with the help of private individuals and organisations, will show underprivileged children that their dreams can become reality. "All children have dreams about experiences they would like to have or what they want to be when they are adults. Through the initiative, the CPUT students will document the dreams of those learners that are on the feeding scheme and see how many of their dreams they can fulfil," says Charles Grey, Fundraising Manager at PSFA.

Through the use of available resources, contacts or by partnering with willing individuals and organisations, the campaign will aim to realise as many dreams as possible. The entire campaign will also be documented and progress will be shared on PSFA's Facebook and Twitter pages.

Apart from fulfilling as many dreams as possible between now and August 2015, there is a fundraising target of R79,000 for this campaign, which is the annual cost to ensure that 200 hungry children at the school will receive a nutritious cooked breakfast and lunch for an entire year. Any additional funds raised will go towards feeding at other schools on PSFA's programme.

Private individuals and companies have the ability to help these children achieve their dreams; it all starts with a nutritional meal to help them concentrate at school. Individuals and organisations can support PSFA or become involved with the #FeedADream campaign in various ways:

- A donation of R395 will feed a child for a year
- A donation of R62 will feed a child for a month
- Assist with realising a dream

"PSFA has partnered with CPUT for numerous outreach and research activities in recent years. This campaign is conceptualised by Public Relations students, who are implementing it as part of their BTech syllabus under the guidance of lecturers," adds Grey.

True to the African proverb 'It takes a village to raise a child', PSFA and CPUT believe that when South Africans unite, the children of our nation can be raised to believe in their dreams. To become involved in fulfilling dreams or to make a donation, contact PSFA at +27 (0) 21 447 6020 or send an email to info@psfa.org.za.