

DONOR REPORT

30 September 2020



LADLES OF LOVE
feeding the soul



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For Ladles of Love, COVID-19 has shown both the hardships, as well as, the kindness of communities coming together with so much love and kindness to help those in need. This kindness I love to call #humanityinaction.

As you can see by the graphs, times have become increasingly challenging as this pandemic seems to continue and the ripple effect of the lockdown weighs heavily on our economy. The need for our help continues to grow but the donations coming in continue to fall which is now forcing us to look at our costs and reduce accordingly so that we can sustain our help to our current beneficiaries for as long as necessary.

Another positive aspect of this pandemic is that change is being forced on us and thinking of new sustainability models is now the norm. The challenge this does, however, bear on us is that we will have to make tough decisions to reduce the funding on providing bulk supplies, and therefore food to the communities in need, and possibly divert this funding into our sustainable approach.

As founder of Ladles of Love, I would like to thank you all for allowing us to have such a positive impact on our communities in need and for helping us and other organisations from preventing a humanitarian crisis. As I always say many acts of kindness create one huge impact of love. We encourage you to continue supporting and sharing our story so that we may carry on trying to positively impact change.

Thank you, Cape Town. Thank you, South Africa. Thank you, to the World.

Danny Diliberto
FOUNDER



MISSION STATEMENT

Ladles of Love is about more than just providing food; it's about dignity, respect and creating the kind of world we all want to live in. Our volunteers share the joy of serving these meals with the people who are receiving them. For us it is much, much more than feeding the hungry – it's about feeding the souls both of those being fed and those doing the feeding.

WHO WE ARE

Ladles of Love was founded on the basis of an ancient Sanskrit word Seva, meaning giving of yourself, wanting nothing in return. Giving because you can. Giving because it is the right thing to do. The organisation was founded in 2014 as a soup kitchen and was finally registered as an NPO in 2017.

What began as serving 70 homeless souls, has now grown into an organisation serving millions of meals, not only to the homeless community but to the 138 beneficiaries that have joined our network.

Let's make 2020 the year we showed our love and changed the COVID-19 story into one of compassion and hope. Our currency is kindness and gratitude.

OBJECTIVES

- ♥ To get millions of nutritious meals to communities safely and efficiently, providing a sense of relief and hope to the hungry, for as long as we possibly can.
- ♥ Ladles of Love is about commitment. All our kitchens run on a weekly basis and will be served come rain, shine, weekend or public holidays. We will never let our guests down.
- ♥ To be an autonomous, sustainable and accountable NPO that is dedicated to feeding people in need in an ethical, responsible way that empowers them.
- ♥ By promoting and facilitating a culture of giving and receiving, we can achieve this goal together.

OUR PARTNERS



Sun International



GrandWest Casino and Entertainment World



Boardwalk Casino and Hotel



Carnival City Casino



Times Square Casino



CTICC



Sasko



V&A Waterfront



Vanilla



BP Airport and BP Osman



Liberty Foods



Proclick



Cape Cup



Scheckter's Raw



Rhodes



UCook



Van Cartel



Kersten Foods



Goscor



Pesto Princess



Wiggle Car Hire



Tin Can PR



Jupiter Drawing Room



Exact

2020 CAMPAIGNS

**MAY
2020**

[READ MORE](#)



Our hope to change the COVID-19 story into one of compassion and hope, serving over 7 million meals and still counting.

**18 JUL
2020**

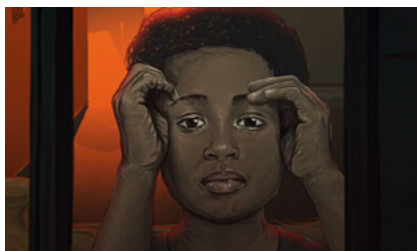
[WATCH NOW](#)



On Mandela Day the Ladles of Love community made over 300,000 sandwiches in 1 hour breaking the world record.

**12 AUG
2020**

[WATCH NOW](#)



The release of our own TV commercial sponsored and created by Outbound Film. Fighting the Hunger Monster together...

**24 AUG
2020**

[READ MORE](#)



Our volunteer, Brendan Hurner, cycled over 1,000KM from Port Elizabeth to Cape Town for the launch of our PE Sandwich Hub raising over R150,000.

**18 SEP
2020**

[READ MORE](#)

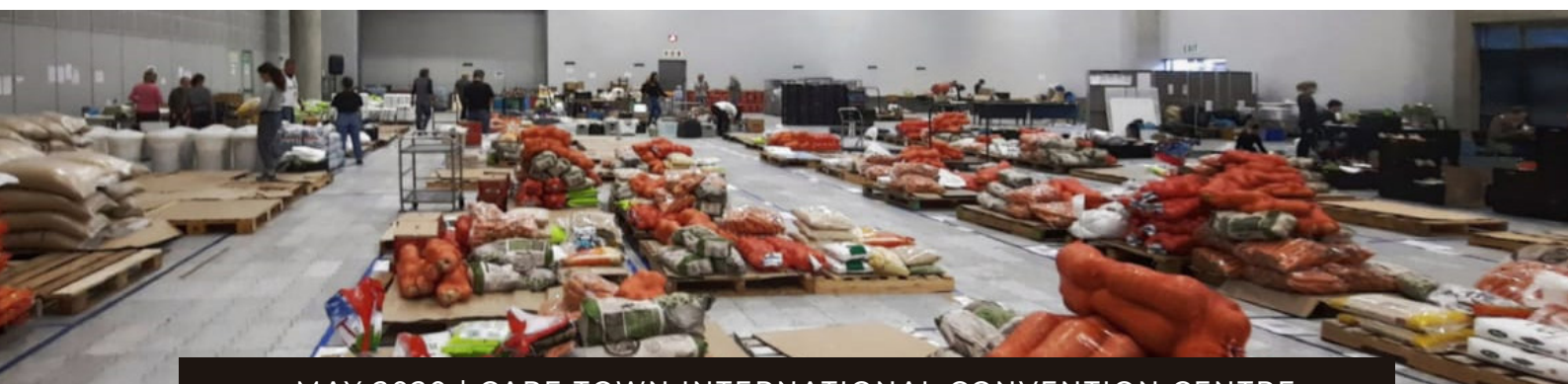


In an effort to raise R1,000,000 Danny set out to make sandwiches for 24 hours on the Sea Point Promenade in a sponsored Work & Co NOVA experience.

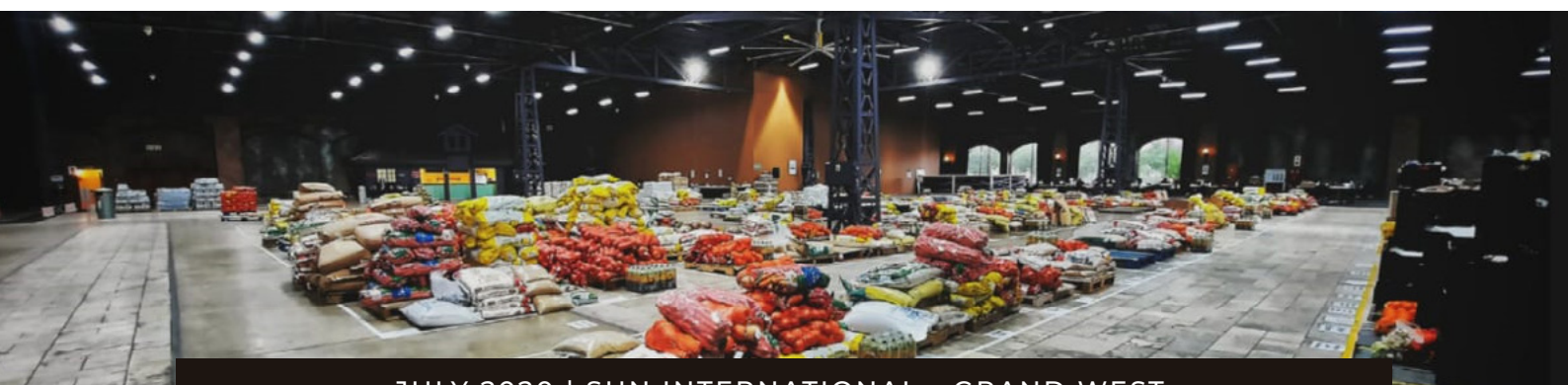
LADLES OF LOVE COVID-19 TIMELINE



APRIL 2020 | THE HOPE EXCHANGE



MAY 2020 | CAPE TOWN INTERNATIONAL CONVENTION CENTRE



JULY 2020 | SUN INTERNATIONAL - GRAND WEST

THANKS TO YOU WE HAVE MANAGED
TO FEED OVER 7.1 MILLION MEALS

IN A MATTER OF WEEKS WE GREW FROM DISTRIBUTING 1.2
TONS TO OVER 35 TONS OF BULK FOOD SUPPLY A WEEK.



COMMUNITY FOOD KITCHEN

Sustainable Catering To Serve The People

When national lockdown was announced in March this year Ladles of Love had to dramatically refocus its efforts and exponentially ramp up its operations to get out as much food as possible to all those in need.

Another change COVID19 forced onto our organisation was for us to start thinking about moving from a hand out to a hand up. Part of this approach was to award 20 of our beneficiaries with a fully equipped kitchen that allows them to cook and serve more than 1,000 meals per day to those in need within their communities. Training and bulk produce is being provided, and these beneficiaries will be encouraged to generate an income to sustain their kitchens hopefully creating SED's around the communities. All training has been created by Chef Mokgadi who is part of The Chef's Manifesto which brings chefs together to act for a sustainable food system.

MHANI GINGI

Awarded by
Anonymous

OPEN FOUNDATION SA

Awarded by
Anonymous

ONE NATION ZA

Awarded by
Anonymous

**ZOELFA DISABILITY &
COMMUNITY DEVELOPMENT**

Awarded by
Anonymous

**THE HEBRON PROJECT
NPO**

Awarded by
Angel Network
Western Cape

**MAPHINDI
ORGANIZATION**

Awarded by
Lindt South Africa

**STANDIWE
PEOPLE SOLUTIONS**

Awarded by
Anonymous

**#FOODFORALL
FEEDING PROJECT**

Awarded by
Nedgroup Investments

NOLUTHANDO

Awarded by
Nedgroup Investments

KINGDOM VISION

Awarded by
Nedbank

WHERE THE RAINBOW MEETS

Awarded by
Angel Network in
Honour of David & Merle Horwitz

**THE BREWERY @
HEMEL-EN-AARDE**

Awarded by
Anonymous

**REFORMED PRESBYTERIAN
CHURCH OF SA**

Awarded by
Ladles of Love

**MOSADIE
GIVES BACK**

Awarded by
Nedbank

**NAAZNEEN'S KITCHEN
FOR THE PEOPLE**

Awarded by
Mick De Leeuw

DARE2CARE

Awarded by
Anonymous

**NOBUNTU
DISABILITY & COMMUNITY DEVELOPMENT**

Awarded by
Leslie Levy

SERVING HANDS

Awarded by
Anonymous

**THE HEBRON PROJECT
NPO**

Awarded by
Angel Network
Western Cape

GRACE ANIMAL SHELTER

Awarded by
Anonymous

[DOWNLOAD OUR SOUP KITCHEN TRAINING MANUAL HERE](#)



SUPPORT

FOOD STOKVEL AND ONLINE STORE

Providing cost effective food supplies for NPOs and SEDs and products to consumers.



SOUP KITCHENS



MUNCH CLUB

This began to tackle a serious problem that so many schools are facing - the fact that so many children are arriving at school hungry.



NPO BENEFICIARIES

We assist other non-profit soup kitchens with bulk supplies of food to keep their pots full for those in need.



SUSTAINABILITY BUSINESS MODEL PLANS 2020 AND BEYOND

DIGNITY PROJECT

A vision to create a space where the homeless can find some sanctity and hope.



COMMUNITY KITCHENS



FOOD SOCIAL ENTREPRENEURSHIP

Growing, cooking, producing, baking, making and Innovating.



FOOD MARKET GARDEN PROJECT

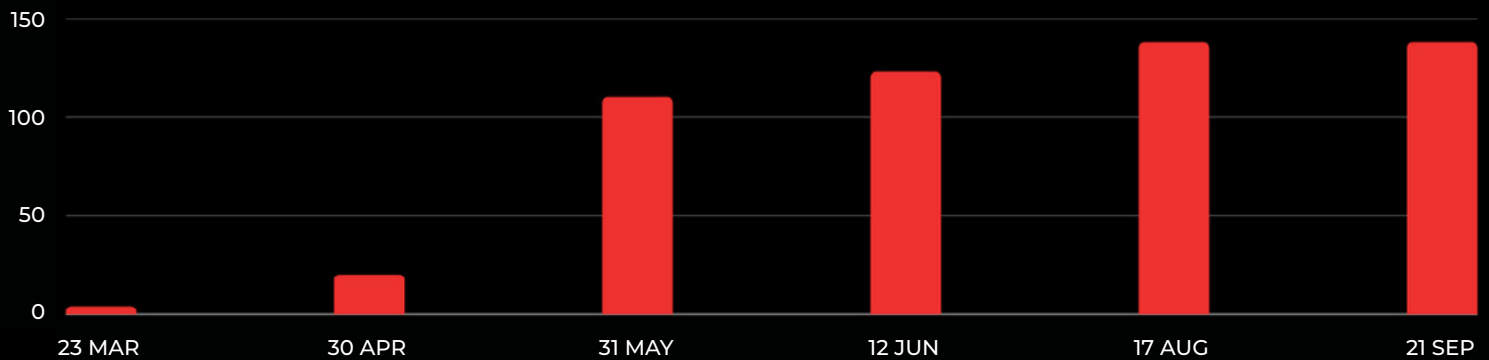
In partnership with specialist NPO/SEDs



SUSTAIN

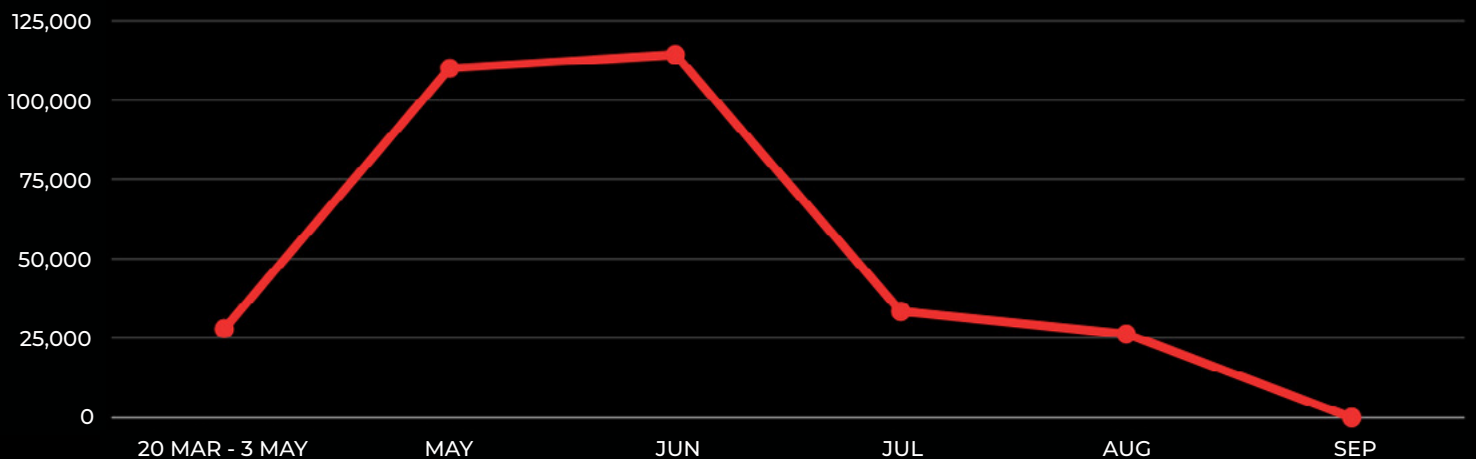
BENEFICIARY COUNT

The number of vetted Non-Profit Organisations serving soup kitchens that we connected with has grown from 4 to 138 since lockdown commenced.



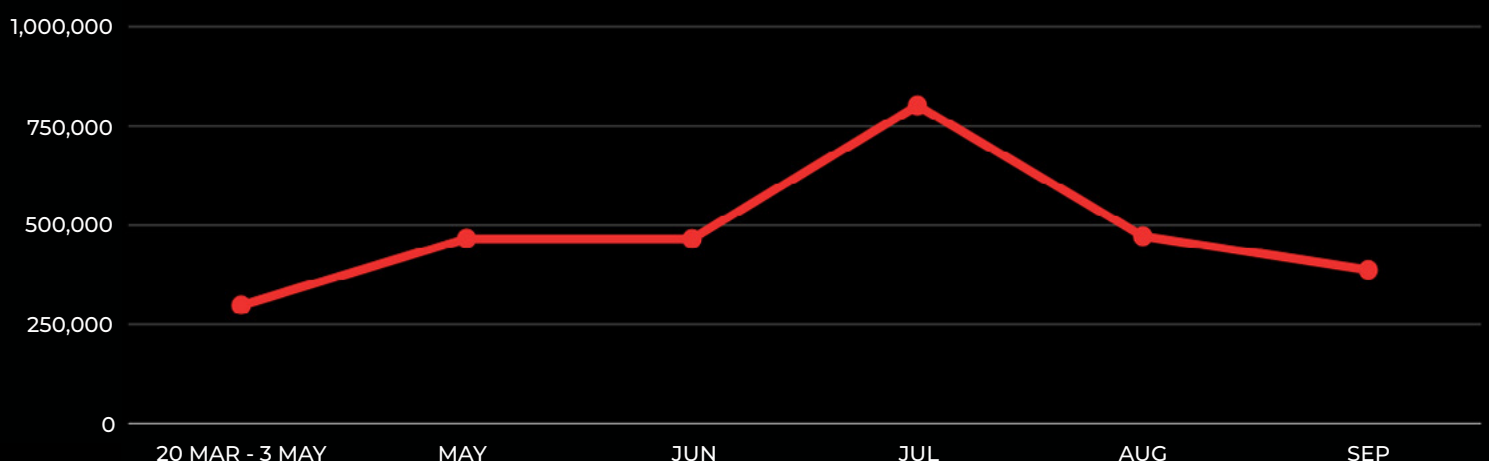
HOT MEALS

After moving to CTICC hot food production increased dramatically. However due to the high costs we decided to cut back on the number of hot meals produced and after moving to GrandWest we chose to outsource the cooking of hot food preparation to Dish Social Catering. By the end of August, and due to budget constraints, we decided to stop production of hot food. However, our kitchen at The Hope Exchange continues to prepare hot meals for the homeless community in the city and together with RPJ Helping Hands, four soup kitchens are served there weekly.



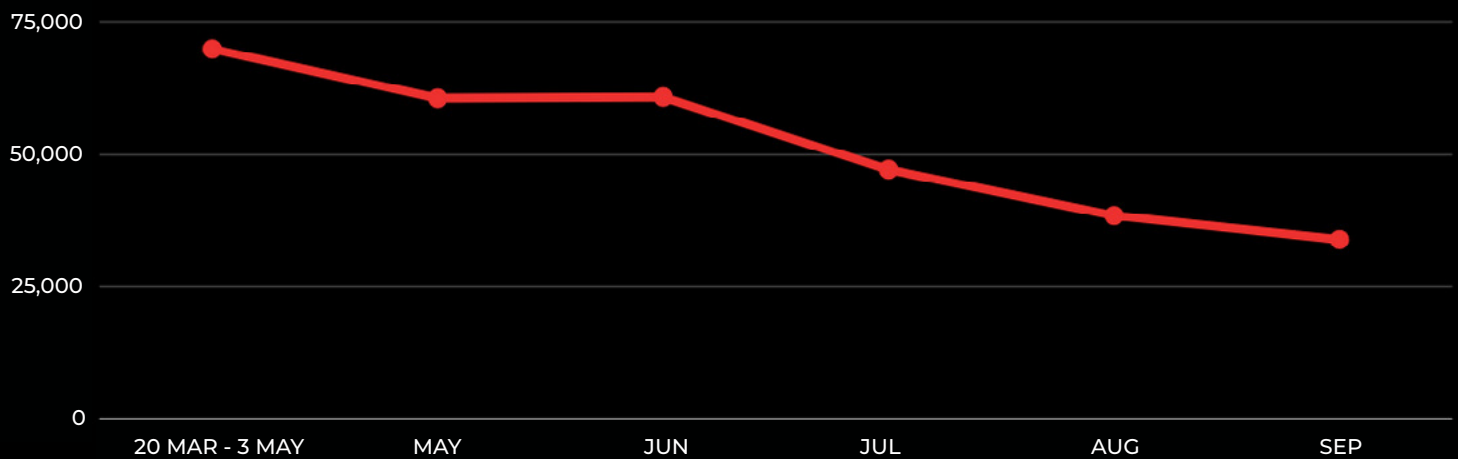
SANDWICHES

The spike seen in July was due to our Mandela Day initiative where over 300 000 sandwiches were made in an hour. August saw a small increase due to the opening of our Port Elizabeth hub at The Boardwalk Casino which is also part of the Sun International group. September was down as the Heritage Day and Jewish holiday week saw a decrease of over 50% in that week. Another reason is we did not have complete figures at the time of printing the report. On the positive side we opened a further two more hubs with two other Sun International properties namely, Time Square in Pretoria and Carnival City in Johannesburg.



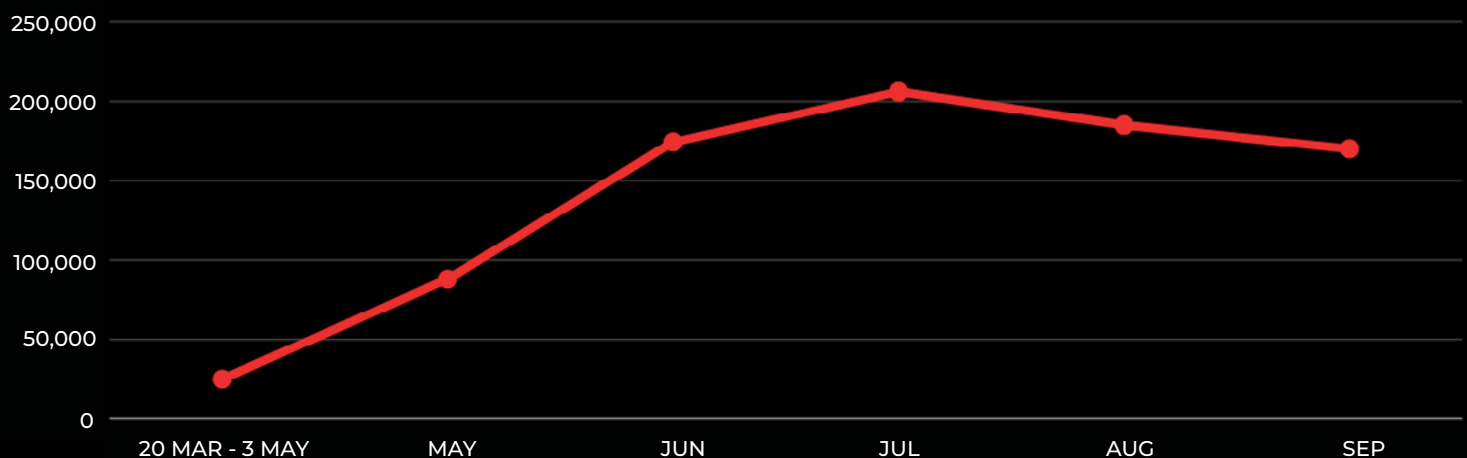
BOILED EGGS

Reduction in boiled eggs donated due to easing of lockdown.



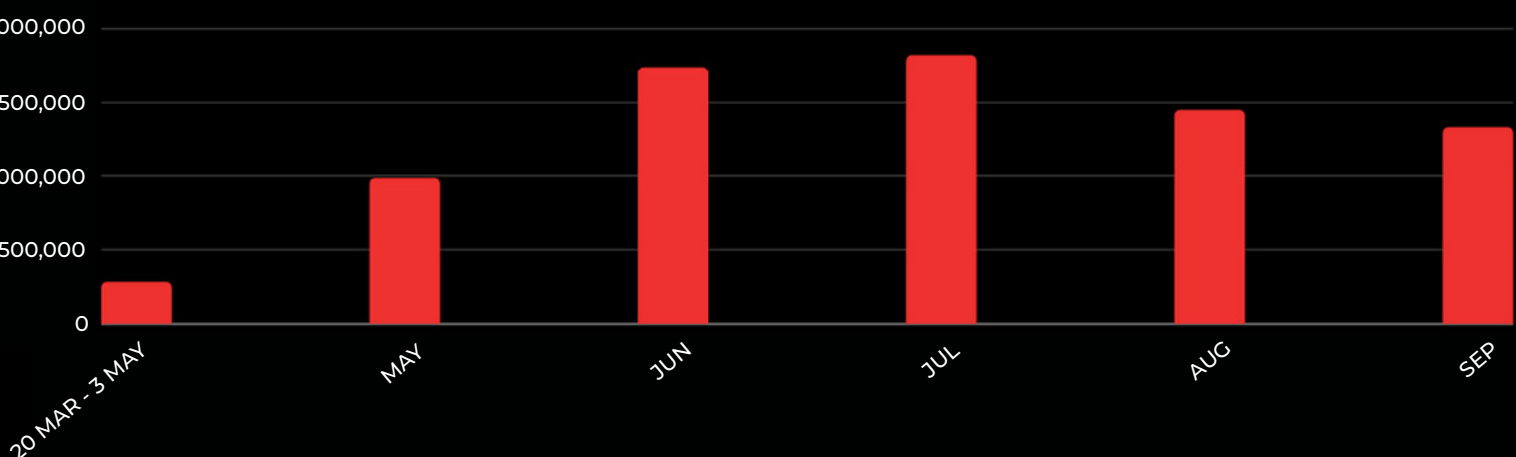
RAW PRODUCE

We saw a peak in July as funding was strong but then had to start cutting back due to declining donations and budget constraints.

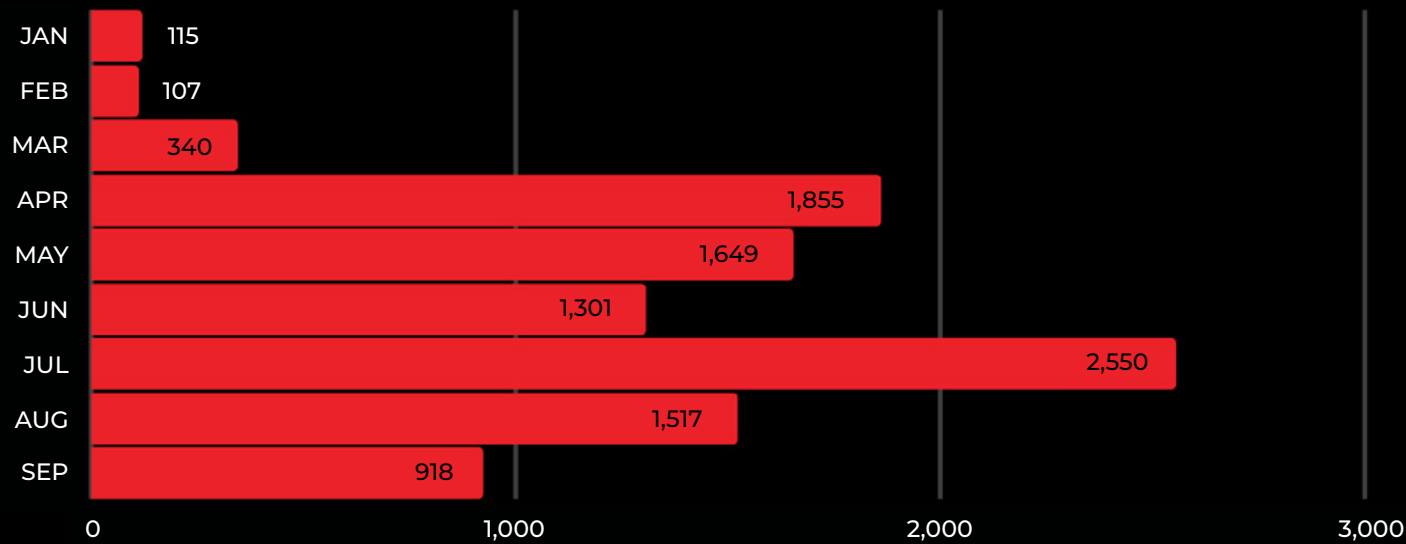


TOTAL MEALS

Due to high hot food production and almost 50 tons of bulk supplies processed weekly we saw our peak in July. Decline began when hot food and bulk supplies was reduced due to declining donations and budget constraints.



TOTAL NUMBER OF DONATIONS RECEIVED





WE THANK YOU

