



headstart
kids

Making a real difference.



2024 ANNUAL REPORT

THE TEAM



Lily Geerdt – *Founder and Executive Director*

TEO van Niekerk – *Africa / Asia* Head of Sales,
Marketing and distribution

Jacques van Wyk – *Legal Advisory & Compliance*

OUR PARTNERS



Optimal Health Partners have been instrumental in facilitating meaningful change, acting as pivotal sponsors in initiatives focused on enhancing the well-being of children. Their generous support and active involvement are catalysts that drive transformative impacts in children's health, education, and overall development. By partnering with organizations dedicated to children's needs, they contribute to creating a healthier, brighter future for the next generation.

Through their sponsorship, Optimal Health Partners ensure that vital resources and opportunities reach children who are most in need, fostering environments where they can thrive physically, mentally, and emotionally. Their investment in research, access to healthcare, and community outreach programs have made it possible for children from various backgrounds to receive the support they deserve.

Thank you!

AFRICA PARTNERS



**KENYA,
CENTRAL AFRICAN
REPUBLIC**



MWorldwide Holdings (M) SDN. BHD.
201201014047 (987564-V)

Memorandum of understanding is concluded with **MWorldwide Holdings.**

HeadStart Kids Global Trust is fully supportive of the efforts to bring this micro-nutrient product to the kids of Kenya & Central African Republic



INTRODUCTION

The South African Early Childhood Review 2024 comes at a critical juncture in our Nation's Journey towards achieving universal access to quality early childhood development (ECD), especially for our most vulnerable children. Early childhood development (ECD) is central in reducing socio-economic inequality. Children's long-term development is addressed in this space where there are integrated services including child health services, nutrition, sensorimotor, cognition language and gross motor skills.

The factors affecting early childhood development include poverty (food insecurity, hygiene and sanitation) and social-health factors affecting the caregiver which leads to biological risk factors (such as stunting, wasting and underweight in children) are psychological risk factors (including low stimulation and poor responsiveness in children).

These factors affect the child's brain development (arrested development) which can lead to lifelong side effects and

future economic loss for the child. Headstart kids recognises the importance of creating preventative measures to reduce the effects of such risks. The first five years of a child needs to be handled with care, to address the risk factors timely and aggressively.

The Optimal Health Programme brings emphasis on nutrition, health services, early learning and stimulation. We need the children to thrive no matter their environmental challenges, and we do this by holding hands with Early childhood practitioners, caregivers and parents. Although the development progress across the various domains of Early Childhood Development is unacceptably slow, Headstart Kids aims to remain a catalyst effecting positive development and progress in the Early Childhood Development Nutrition and wellbeing area.



About Headstart Kids Global Trust



Background

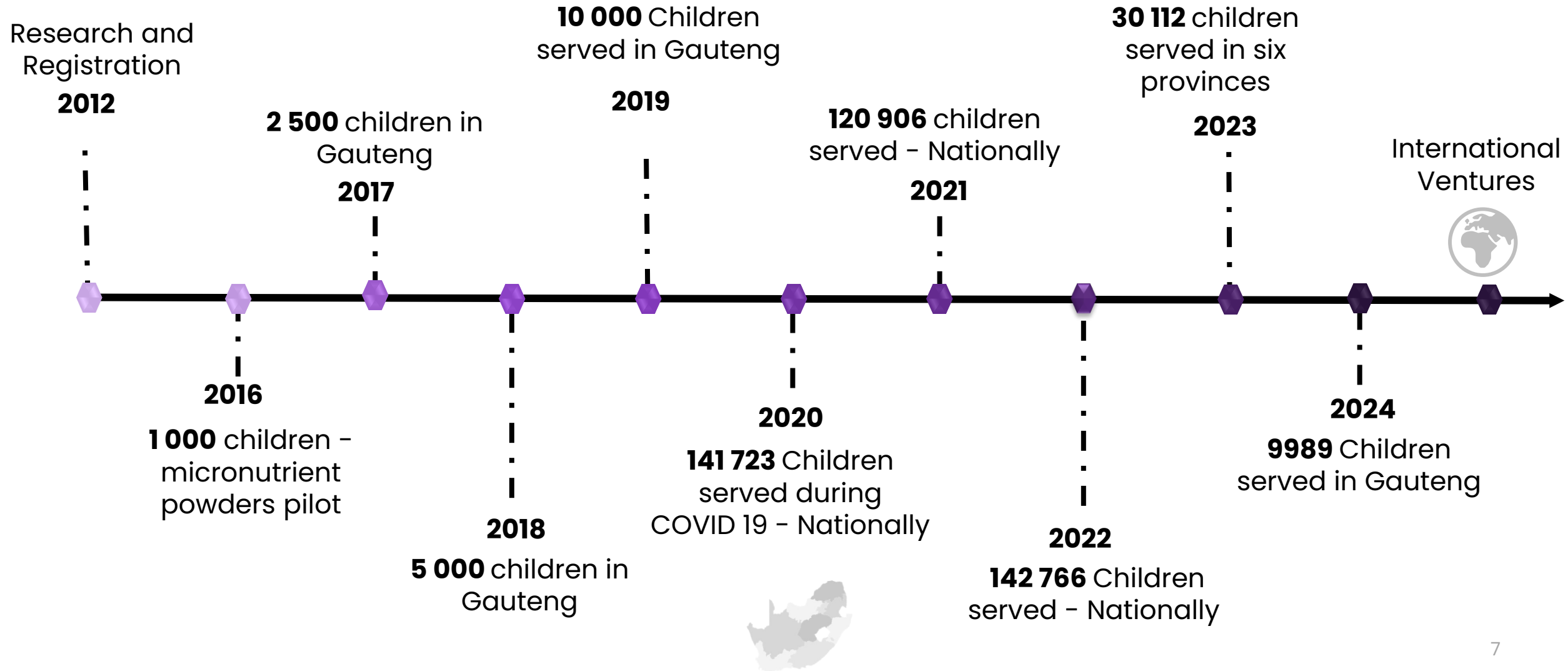
Headstart Kids Founder and Director Lily Geerds is a Mother with a passion for good nutrition and wellbeing. From her personal experiences, the nutrition journey started in her own home and grew into a medium addressing child malnourishment in South Africa—particularly during the first 5 years, which are concerning and requires intervention.

Her vision and mission in life is to provide solutions that will overturn malnourishment in the form of iron deficiency and growth stunting. She has a passion to see children's abilities to function improved optimally especially in the classroom. When children are given the opportunity to grow optimally this can only impact positively on the growth of the economy of our country.

Headstart Kids is a non-profit organisation based in South Africa, serving children from low-income communities. We are registered as a section 18a company that receives its funding from various sectors. This enables the organisation in fulfilling its commitment and provide solutions that aim to address the effects of malnourishment in children 6 months to 5 years old.

Headstart Kids was established in **2012** and kicked off in 2016 with a pilot project on Micronutrient Powders (MNP) intervention in Gauteng. Starting with 1000 children, Headstart Kids has now grown to include 40 000 children every day in South Africa. Our vision is to reach ONE Million children across Africa.

OUR JOURNEY OVER A DECADE





How do we do this?

We partner with the Public sector, the Private sector, Non-Government Organisations (NGOs); Community Based Organisations (CBOs), Early Childhood Development Centres (ECDs), through the Optimal Health Programme.



863 996
Children served to date

OUR SUCCESS – MEASURABLE OUTCOMES



In a cohort of 617 pre-school children, wasting was reduced by 46% within the first 3 months of program implementation. After 8 months on the programme, **stunting was reduced by 35% and underweight by 71%.**

	Baseline, n (%)	First follow-up visit, n (%)	Second follow-up visit, n (%)
Stunting	119 (19)	107 (17)	77 (12)
Underweight	49 (8)	22 (4)	14 (2)
Wasting	28 (5)	15 (2)	15 (2)

Stunting 35%



Underweight 71%



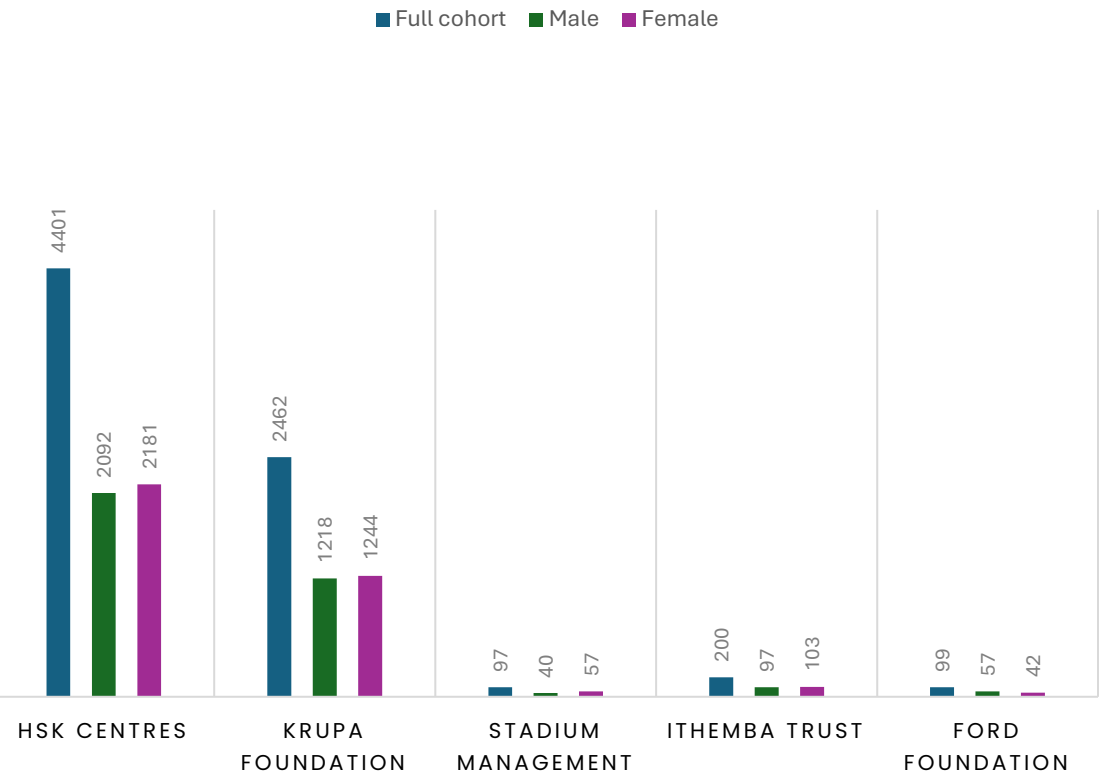
Wasting 46%



MONITORING AND EVALUATION

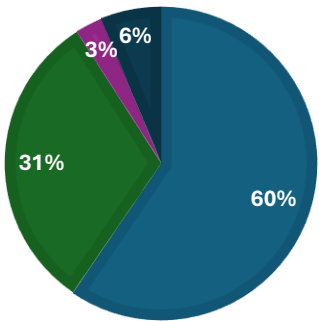


FULL COHORT - 9989



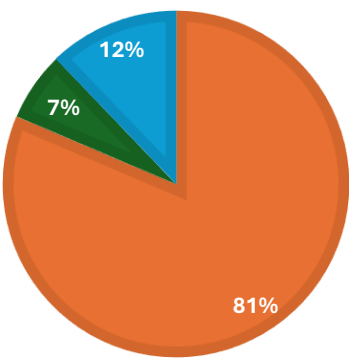
MEASUREMENTS

■ HSK footprint ■ Krupa ■ Stadium ■ iThemba



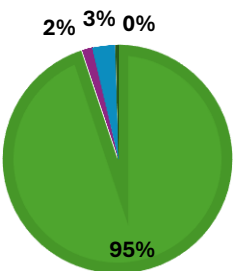
DEWORMING

■ HSK footprint ■ Krupa ■ Stadium ■ iThemba

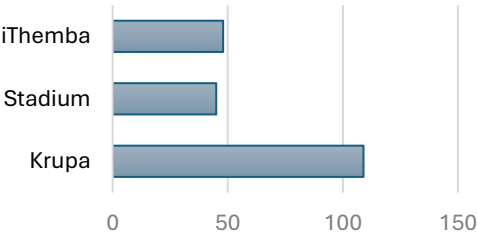


PRODUCT TRAINING

■ Krupa ■ Stadium ■ iThemba ■ Ford Foundation



Eye screening





The Office of the Governor, Omaheke Region partnered with Headstart Kids Global (HSKG) Trust to promote and effect cooperative interventions between the parties concerning the identification and support of malnutrition programmes in the Region, in particular relating to areas of child health, nutrition and education, focusing on the critical first five years of a child's life.

Headstart Kids Namibia Foundation is a Non-Profit Organisation established in response to this partnership. The pilot project was realized from the first week of November and serves micronutrients daily in meals of 280 children. This initiative has shown that the improvement of the nutritional quality of food provided to vulnerable children can be a preventative measure put in place to mitigate the development of malnutrition in the future.

CONCLUSION



We continue to receive positive feedback and gratitude from our recipient partners through emails, WhatsApp messages and “Thank you letters.” The interventions we are providing in these communities are an answer to their growing needs. The ability to enable the community leaders to be empowered to address malnourishment and participate in solutions that yield visible and measurable results, is a steppingstone towards a sustainable change. Through our partnerships, we can continue to touch the lives of these precious children.



Making a real difference!



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Thank you
Working together to build
a functional generation