

**Media Release:**

31 March 2015

**Financial advisors donate R165K to FoodBank SA**

CAPE TOWN - In response to more than 11 million South Africans who go hungry on a daily basis, Masthead Financial Advisors Association has donated R165 478 to FoodBank South Africa.

The Association, which has more than 3 000 independent financial advisor members, recognised the role FoodBank SA plays in terms of easing the burden of hunger. The donation, which forms part of the Association's social responsibility initiative, hopes to assist FoodBank SA in its commitment to fight against hunger and poverty and, as a result, create a more prosperous society and a better South Africa for all.

"As independent financial advisors, we are keenly aware of the devastating impact of financial distress in our communities," says Lampies Lamprecht, Board Chairman of the Association. "I am privileged to represent a group of financial advisors who have so generously opened their hearts to support this initiative in the hope of making a very real difference in our communities.

He adds, "We seek to uphold the values contained in the Association's code of conduct in every possible way. Integrity, one of the code's five key pillars, informs the way we conduct ourselves in our everyday lives. In all our dealings we strive to act with honesty, fairness and integrity, not only with our clients and business partners, but also with the wider community."

Andy Du Plessis, Managing Director of FoodBank SA, says that the organisation collects more than 4 million kilograms of food annually that would otherwise have gone to waste and delivers it to more than 350 organisations across South Africa who are in desperate need of assistance. This translates into the provision of 41,500 meals a day.

"FoodBank SA would like to thank Masthead Financial Advisors Association for their generous donation in contributing to our ongoing fight against hunger," says Du Plessis.

Ends

**About FoodBank South Africa:**

FoodBank South Africa (FoodBank SA) is a registered non-profit organisation established in 2009 to provide a co-ordinated central logistical infrastructure that collects (rescues) edible food from manufacturers and retailers, and ensures that this food is redistributed to help feed thousands of hungry people daily.

Foodbank SA leads a large-scale co-ordinated effort to establish food banks in communities with the highest concentration of food insecure people, and currently supplies food to over 600 community-based, non-profit organisations, that serve over 41 450 meals a day. FoodBank SA has a national footprint with offices based in Cape Town, Johannesburg, Durban, Port Elizabeth, Polokwane, Rustenburg and Pietermaritzburg. For more information, visit [www.foodbank.org.za](http://www.foodbank.org.za)

**About Masthead Financial Advisors Association:**

Masthead Financial Advisors Association is a group of independent financial advisors across South Africa who enjoy the compliance, practice management and other services provided by Masthead (Pty) Ltd. Masthead supports not only independent financial advisors but also offers tailored services to wider financial services providers both locally and abroad. For more information, visit [www.masthead.co.za](http://www.masthead.co.za)