



THE OPERATION HUNGER

WORKPLACE ENGAGEMENT PROGRAMME

*Engage Your People.
Strengthen Your Culture.
Build Food Secure Communities.*



Prepared by:
Operation Hunger

Designed for:
**Corporate Culture,
Human Resources, Employee Wellness,
ESG, CSI and Social Investment Leaders**



1. EXECUTIVE SUMMARY

Today's organisations are looking for employee engagement initiatives that do more than improve morale. They want experiences that strengthen workplace culture, improve employee wellbeing and create measurable social impact. The Workplace Hunger Heroes Programme transforms traditional team-building and employee wellness activities into purpose-driven fundraising experiences that deliver meaningful outcomes for both your employees and vulnerable communities across South Africa.

Whether your organisation chooses a paddle tournament, wellness challenge, cooking experience or employee giving campaign, every activity can be seamlessly integrated with employee fundraising, optional corporate matching and measurable ESG impact.

Operation Hunger manages the entire programme—from campaign setup and event facilitation to fundraising technology, impact reporting and compliance documentation—allowing your organisation to focus on engaging your people while we deliver measurable social impact. Every employee becomes a Workplace Hunger Hero, transforming everyday workplace participation into meaningful, measurable community impact.



2. How It Works

Our fully managed approach makes it simple to turn any workplace event into a powerful force for good.

01

Choose Your Signature Experience

Select the experience that best suits your organisational culture and employee engagement goals.

02

Employees Participate & Fundraise

Employees enjoy a memorable team-building experience while supporting a shared fundraising campaign through a customised digital platform.

03

Company Matching (Optional)

Amplify your impact by matching employee fundraising contributions or rewarding participation milestones.

04

Operation Hunger Manages Everything

We coordinate the event, provide fundraising technology, employee communication resources and campaign support.

05

Receive Your Impact Report

Following the campaign, your organisation receives a comprehensive Social Impact Report together with all relevant Section 18A tax certificates and B-BBEE SED documentation.



3. Why Partner With Operation Hunger?

The Operation Hunger Workplace Engagement Programme delivers measurable value across your organisation.



Strengthen Employee Engagement:

Build stronger workplace relationships through shared experiences that unite employees around a meaningful purpose.



Create Memorable Team Experiences:

Transform traditional team-building into activities that create lasting value for both your people and South African communities.



Support Employee Wellness

Encourage healthy lifestyles through active participation, movement challenges and wellbeing-focused experiences.



Deliver Measurable ESG Impact:

Generate meaningful social investment outcomes aligned with your organisation's sustainability and corporate responsibility objectives.



Fully Managed Solution

Operation Hunger handles planning, logistics, fundraising technology, facilitation and reporting, minimising administrative demands on your HR and leadership teams.



Complete Compliance:

Receive professional impact reporting together with Section 18A tax certificates and B-BBEE Socio-Economic Development documentation.

4. Flexible Participation Options

Every campaign can be tailored to suit your organisation's culture, objectives and available budget.



Company-Funded Team Building:

Your organisation sponsors a fully facilitated employee engagement experience.



Employee Giving Campaign:

The organisation matches employee fundraising contributions or participation milestones to maximise impact.



Corporate Matching:

The organisation matches employee fundraising contributions or participation milestones to maximise impact.



Integrated Solution:

Combine team building, employee fundraising and corporate matching into one powerful employee engagement programme.

5. Choose Your Signature Experience

Choose from five professionally facilitated employee engagement experiences, each designed to strengthen workplace culture while creating measurable community impact.

Every participant becomes a Workplace Hunger Hero, helping South African communities move from food insecurity towards sustainable food production and economic resilience.



PLAY FOR PURPOSE | Corporate Paddle Challenge

Purpose: Friendly competition that strengthens teamwork while raising funds for sustainable food security.

Ideal For: Department team building, client networking, branch competitions, and cross-functional collaboration.

Experience: Professionally managed paddle tournaments and social sporting events designed to maximise participation and employee engagement.



MOVE FOR CHANGE | Corporate Wellness Challenge

Purpose: Turn every step, kilometre and fitness milestone into meaningful community impact.

Ideal For: Wellness Month, hybrid workplaces, multi-branch organisations, and employee wellbeing initiatives.

Experience: Gamified fitness challenges integrated with leading activity tracking platforms, allowing employees to participate wherever they are.



COOK FOR CHANGE | MasterChef Team Challenge

Purpose: Strengthen collaboration while promoting healthy nutrition and sustainable food systems.

Ideal For: Leadership retreats, team collaboration, nutrition awareness, and corporate culture initiatives.

Experience: Hands-on culinary experiences using fresh ingredients sourced through Operation Hunger's community development initiatives where possible.



BUILD FOR GOOD | Corporate Assembly Challenge

Purpose: Transform teamwork into tangible community infrastructure.

Ideal For: Volunteer days, corporate milestone celebrations, high-impact team building, and employee engagement programmes.

Experience: Teams assemble food garden starter kits, water-harvesting systems, drip irrigation units and poultry infrastructure that directly support vulnerable households and community food production projects.



WORKPLACE GIVING CAMPAIGN | Employee-Led Fundraising

Purpose: Empower employees to champion meaningful change through workplace fundraising.

Ideal For: Company-wide campaigns, department competitions, internal giving initiatives, and annual employee engagement programmes.

Experience: Custom digital fundraising pages, friendly internal competitions, live leaderboards and personalised fundraising campaigns.



Every experience is tailored to your organisation's objectives, participant numbers, venue requirements and available budget.

A detailed corporate pricing schedule is provided separately to ensure maximum flexibility.

6. The Corporate Multiplier

Multiply your impact by introducing a corporate matching initiative.

Direct Match:

Match every Rand raised by employees.

Participation Match:

Reward participation by contributing towards healthy activities or campaign milestones.

Combination Match:

Combine fundraising and participation incentives to maximise employee engagement and community impact.

Employee
Participation



Employee
Giving



Company
Matching

Sustainable
Community
Development



Comprehensive
Impact
Reporting



7. Building Sustainable Communities

Every Workplace Engagement Programme directly supports Operation Hunger's long-term development programmes, helping vulnerable communities move beyond food relief towards sustainable food security and economic resilience.

Every Workplace Engagement Programme directly supports Operation Hunger's long-term development programmes, helping vulnerable communities move beyond food relief towards sustainable food security and economic resilience.

Community Food Gardens

Establishing high-yield community gardens and seedling nurseries that improve local food security and nutrition.

Poultry Enterprises:

Supporting small-scale poultry enterprises that improve household income and access to nutritious protein.

Climate-Smart Agriculture:

Developing resilient farming systems and community agri-hubs that strengthen food production despite climate Challenges.

Water Infrastructure:

Providing rainwater harvesting, water storage and efficient irrigation systems that enable sustainable food production.



Every Workplace Hunger Heroes campaign creates lasting community assets that continue generating value long after the event has ended.

8. Business Value

The Operation Hunger Workplace Engagement Programme has been designed to support your governance, procurement and reporting requirements while delivering measurable business value.

ESG & Social Impact

Measurable development outcomes

Employee engagement metrics

Community resilience and sustainable livelihoods

Annual impact reporting for sustainability reporting

Demonstrable social investment returns

Financial & Governance Benefits

Official Section 18A Tax Certificates

B-BBEE Socio-Economic Development recognition

Audit-ready reporting and verification

Transparent governance and financial accountability



9. Designed Around Your Annual Calendar

The programme supports employee engagement throughout the year:



Wellness Month

Recommended Experience:

Move for Change

Focus:

Physical Health, Fitness Tracking & Office Vitality



Mandela Month

Recommended Experience:

Build for Good

Focus:

Hands-on Volunteering & Direct Infrastructure Legacies



Heritage Month

Recommended Experience:

Cook for Change

Focus:

Celebrating Cultural Diversity & Team Collaboration



Year-End Team Building

Recommended Experience:

Play for Purpose

Focus:

High-Energy Team Bonding, Friendly Rivalry & Networking



Employee Giving Campaigns

Recommended Experience:

Workplace Giving Campaign

Focus:

Grassroots, Employee-Led Innovation & Direct Giving



Volunteer Days

Recommended Experience:

Build for Good

Focus:

Deep Team Connection & Immediate Hands-on Social Impact



Every experience is flexible and can be tailored to align with your organisation's unique calendar and goals.

10. Next Steps

Whether you're bringing together 20 colleagues or 2,000 employees, we'll help you create a meaningful employee engagement experience that strengthens your workplace while creating lasting community impact.

Tell us your team size, preferred experience and campaign objectives, and we'll prepare a customised proposal aligned to your organisation's culture, budget and ESG goals.

Together, we can build stronger teams in the workplace while helping build stronger, more food-secure communities across South Africa.

Contact Us

 info@operationhunger.org.za

 operationhunger.org.za

