

THE CHAELI CAMPAIGN

CHIEF EXECUTIVE OFFICER'S REPORT 11th ANNUAL GENERAL MEETING 23 July 2015

It gives me great pleasure to report on the activities of The Chaeli Campaign for the period April 2014 to March 2015.

PROGRAMMES

The Chaeli Campaign runs eight programmes in support of children and young adults with disabilities:

1. VOCATION & REHABILITATION : Young Adults (YAs) Programme

Craft workshops are held once a week in Cape Town (Chaeli Cottage and Lavender Hill) and in Soshanguve with 55 young adults benefitting from these skills development workshops each week. These workshops provide an opportunity for much needed socialisation. The social entrepreneurship aspect of this project continues to grow from strength to strength. Some young adults and their families are involved in making Sebezaphones and bean bags for which they are remunerated. Sebezaphones continue to be a product marketed in partnership with Alyce Miller to mainstream schools across the country and the bean bags are items included in our skills/stationery kits distributed to families in our community ECD programme. Young adults continue to receive development of vocational skills through sewing lessons and computer lessons which are presented by volunteers. Their world is constantly expanded through quarterly outings to places of interest.

Impact: Total 65 people per week

Soshanguve (23 YAs + 3 facilitators); Lavender Hill (7 YAs + 1 facilitator); Cottage (25 YAs + 6 facilitators)

2. THERAPIES

The focus of our team of therapists continues to be one of support, referral for specialist services, capacity-building and broader community outreach. These activities continue to be focused in Masiphumelele, Khayelitsha, Philippi and Lavender Hill. Our therapists are ably assisted by a dedicated group of community workers who do home visits, consult with and support parents of children with disabilities at grass roots level.

Impact: Total 182 people

32 children in Masiphumelele/ Ocean View; 37 children in Browns Farm/ Phillipi; 20 children at Masivuke Primary in Browns Farm; 10 young adults in Lavender Hill; 76 residents of Sivuyile residential care facility; 2 children referred from Chaeli Campaign ECD centre; 5 children referred directly to Chaeli Campaign

3. WHEELS ARE BIG DEALS – ASSISTIVE DEVICES

Parents/families of children/adults who are in need of various assistive devices are encouraged to partner with The Chaeli Campaign to raise funds specifically for their children's needs through activities like Cape Town Cycle Tour. Assistive devices donated to The Chaeli Campaign are re-distributed to people on the waiting list.

Impact: 25-50 people per year

4. INCLUSIVE EDUCATION:

Chaeli Cottage Inclusive Pre-School & Enrichment Centre:

The Chaeli Cottage Pre-School and Enrichment Centre was officially launched at Chaeli Cottage in January 2015 with 6 children benefitting from this programme. The focus of this programme is to promote inclusive learning, with children with disabilities and able-bodied children learning together by playing together. Individual lesson plans are created for each child by the teaching staff in collaboration with a speech therapist, occupational therapist and physiotherapist, each of whom spend one day a week at the pre-school. The therapists' role is to build capacity amongst the pre-school staff to conduct activities that focus on inclusion. Therapists also create/suggest/frame opportunities for activities to foster/grow the strengths

of each child. Their assessment of each child's ability is then the cornerstone of learning activities - as an individual and within the group. In this way each one of the children benefits from the expertise of the therapists and not only the children with disabilities.

Community ECD Programme

Our occupational therapists, supported by community workers presented a series of workshops with pre-school children and their teachers within their own school environment each quarter (Masiphumelele & Khayelitsha/Philippi). This skills upliftment programme provides insight into why certain skills are needed and opportunity to practise them. At the same time a parents workshop is run to convey the same information to parents in addition to providing advice on any challenges parents may raise regarding educational delays or barriers to learning experienced by their children. After the quarter a stationery kit is given to each family so that parents can practise these skills at home – thus ensuring more effective school-to-home transfer of skills.

Impact: 779

3 communities (Masiphumelele; Philippi East; Plumstead); 656 children; 53 ECD practitioners;

40 caregivers; 30 parents

5. PAY-IT-FORWARD AMBASSADORS PROGRAMME

The Ambassadors programme is a leadership through social entrepreneurship programme for children between the ages of 9 and 14. We work in partnership with The President's Award (Duke of Edinburgh Awards in South Africa) as the step-up programme after graduating from Ambassadors (over 14-year-olds). In **Cape Town** we have chapters (groups) in Hanover Park, Khayelitsha, Mitchell's Plain and at Chaeli Cottage. There is one chapter in **Bloemfontein** and one chapter in **Johannesburg**. This programme expanded into the Eastern Cape with the opening of the **East London** Chapter on 7 February 2015.

Impact: 107

7 Chapters with 6 Facilitators; 4 Provinces (Western Cape; Free State; Gauteng, Eastern Cape);

4 Cities (Cape Town; Bloemfontein; Johannesburg; East London); 62 Schools; 100 Ambassadors

6. ARTS & CULTURE

The Integrated Dance Project with Bergvliet High School + Chaeli Dancers was facilitated in Jan/Feb 2015 with the theme 'Be Heard' as the stimulus for the body movement/dancing production that was workshopped over 2 weeks by the 5 Chaeli Dancers and 25 BHS students. This 20 minute production was then performed to the entire school on the last Friday of the 2-week process, receiving a standing ovation from the 1200 BHS students.

The theme of the **2014 Art and Poetry Competition** was 'Power' with the Exhibition running at Chaeli Cottage from 2-7 June with hundreds of poetry entries received. Rob Vember, Genna Gardine and Richard Scott served as judges for both Art and Poetry Competitions. Richard Scott held a master class workshop for all winners in the Art section and offered an original artwork as a prize for the overall winner. 150 people submitted entries.

2015 Call for Art and Poetry was held in January 2015 with 'Be Heard' as the brief. A collection of these poems was on display during the Ability Festival held during the 1st week of March at the Masque Theatre in Muizenberg. Three productions formed the 'food for thought' at this Festival: 'In The Wings', 'Warrior on Wheels' and a collaboration between Natasha Meister & the Chaeli Dancers. This week-long production was a resounding success and a powerful advocacy agent for ability and inclusion.

'**In The Wings**' was invited to form part of the 2014 Women and Humanity Festival at Artscape with approximately 200 people seeing this show

The Ability Festival (1-7 March 2015) was held during the 1st week of March at the Masque Theatre in Muizenberg. Three productions formed the 'food for thought' at this Festival: 'In The Wings', 'Warrior on Wheels' and a collaboration between Natasha Meister & the Chaeli Dancers. This week-long production was a resounding success and a powerful advocacy agent for ability and inclusion, with morning and

afternoon shows catering for primary school children (Warrior on Wheels) and high school children (In The Wings) , after which the actors conducted workshops with these students, creating dialogue around the key factors of ability and inclusion.

Impact: 950

Integrated Dance with BHS (30); 2014 Art & Poetry Comp (150); 2015 Arts & Poetry Call (50); In The Wings (200); Ability Festival (500)

7. SPORT

The Chaeli Campaign has a large contingent of cyclists who raise funds for various CC projects in the Cape Town Cycle Tour – last year 120 cyclists including a blind athlete competing on a tandem, 2 hand cyclists and 6 buggy teams competed in Chaeli colours.

8. AFRICAN ODYSSEY

This programme continues to run mainly via training opportunities as funds become available and opportunities arise.

PARTNERS:

Thank you to the following organisations and companies that have partnered The Chaeli Campaign in a very special way over the past year – creating opportunities for advocacy and supporting our endeavours across our programme range:

FW de Klerk Foundation

Steenberg Village Pick n Pay

The Foschini Group

The President's Award

University of Cape Town: Social Work Internship Programme

University of Stellenbosch: Chaeli Campaign therapists/teachers/community workers publish their practice-based research papers with the support of Stellenbosch University.

Albert Schweitzer Institute

Centre for Early Childhood Development

Nordex Energy South Africa

ADVOCACY & VOLUNTEER-DRIVEN EVENTS:

Global Youth Peace Indaba (GYPI: 13-15 Oct 2014): With the relocation of the 2014 Annual Summit of Nobel Peace Laureates from Cape Town to Rome, The Chaeli Campaign undertook the massive task of organising an international Youth Summit for 120 youth delegates from 16 countries – in just 7 working days. These delegates had flights which were non-refundable and had also confirmed and paid for accommodation: Cape Town and South Africa could not let these young global thought leaders down. In partnership with the Albert Schweitzer Institute (USA) and the FW de Klerk Foundation and supported by Steenberg Village Pick n Pay, the City of Cape Town and the Permanent Secretariat of Nobel Peace Laureates a vibrant 3-day Indaba became a reality – testimony to the magic that can happen in SA when people work together towards a common goal. Nothing is Impossible.

Mandela Day (18 July 2014): A successful advocacy/fundraising day was held at Blue Route Centre where members of the public made their own HOPE (Helping Other People Everyday) bracelets (220 participants). The Chaeli Dancers also wowed the shopping mall patrons (approximately 1000) with their Ballroom and Latin American moves. ZONE Radio did an outside broadcast next to our activity stations, which provided a great atmosphere during the activity.

Annual Book Sale (26-29 September 2014): The Chaeli Campaign had a stall at the Cavendish Square Annual Charity Book Sale. We had an adequate amount of books donated by individuals and our volunteers were incredibly helpful. Approximately 4000 shoppers visited our stall over the weekend.

Crankhandle Club Auto Jumble Sale (17 – 18 January 2015): The annual Auto Jumble sale took place once again at Timour Hall Villa. We are grateful to the volunteers who manned the stall and very appreciative of the ongoing support of the members of the Crankhandle Club, with David Catlin deserving a special mention.

Team Boeta Midmar Mile (7 February 2015): Boeta and Tina, otherwise known as Team Boeta, participated in the Midmar Mile. The Spur Corporation took up branding opportunities on the kayak and Tina also received sponsorship from her network to sponsor their flights. Boeta's journey with Tina has begun and I am sure that they will look at competing in future swimming events together. What an amazing advocacy event focusing on what can be achieved through teamwork.

EVENTS & MARKETING

The Cape Town Cycle Tour continues to be the main in-house fundraising initiative for The Chaeli Campaign, with 120 cyclists raising funds in support of individual children's needs and/or various Chaeli Campaign programmes.

The annual **Golf Day** is always a well-supported key annual event with 100 golfers participating.

The Chaeli Campaign held its **10th Birthday Celebration** at Chaeli Cottage on 20 August with 120 guests celebrating a decade of work – impacting an estimated 23 000+ people.

Ladies Brunch (21 November 2014): Held at the Bergvliet Sports Association with 120 ladies attending. MC and guest speaker, Mel Jones, entertained the guests with her outstanding sense of humour and words of wisdom. A most successful and enjoyable morning was had by all. 120 Ladies attended the event.

TFG Year End Function (05 December 2014): The TFG Apparel Supply division requested that we organise their Year End Function, which we hosted at the Bergvliet Sports Association. The group consisted of 50 staff members and various activities (teamwork, inclusion & ability related) were planned for them on a rotational basis. We cherish this partnership that has been formed between TFG and our organisation.

Walk4Wheels (20 March 2015): Once again 100+ runners (individuals and families) turned up to support a fun run that focused on raising funds for wheelchairs – always a great community advocacy event.

FUNDRAISING:

Our grateful appreciation to the ongoing support we receive from our monthly pledge partners (too many to list by name in this report) but without whom we would not have managed to secure Chaeli Cottage 8 years ago and sustain the work that happens at our Headquarters. Your loyal support is greatly appreciated.

We wish to acknowledge the support of the following organisations, trusts and funds that have supported our programmes through grants in the past year (financial year end: March 2015):

ET Systems	Claremont Rotary	JDI Foundation	HCI Foundation
MCG Industries	David & Robin King	Elgin Roses	Flowers for Africa
Ackerman Family Fund	Woolworths Trust	Inbal	JET Lee Charitable Trust
Alan & Gill Gray Trust	Loewenstein Trust	Nordex Energy	Newlands Rotary
Osrin Charitable Trust	KidsRights Foundation	Pandrol	SPZN
The Foschini Group	NLDTF	SR & A Winer Trust	WCape DCAS
Consol Glass	BNI International	BNI South Africa	Goose Wines
Old Mutual	Ilitha Star	Hollard Insurance	National Arts Council
3D Draughting	City of Cape Town	Caterware	MCG Industries
Andre Oosthuizen	The Smart Effect	Steenberg Golf Club	
Edrington Africa	Tree Full of Scones	World of Children Award	
Graham & Rhona Beck Trust		Nelson Mandela Foundation	
Permanent Secretariat: Nobel Peace Laureates		Carl & Emily Fuchs Foundation	

My Village: An amount of R21 942 was received through this initiative during the relevant period (184 supporters).

Givengain: Individual donations through Givengain totalled R7 315,78 during the relevant period. **Pledge**

Partners: Our pledge partner programme yielded a total of R200 084 during the relevant period (130 pledge partners).

Ambassadors and Schools: Our grateful appreciation to all the Pay-It-Forward Ambassadors who have raised funds in support of their chosen beneficiaries and/or for various Chaeli Campaign projects. Our thanks go to the 60 schools in 4 Centres (Cape Town, Johannesburg, Bloemfontein and East London) for their ongoing support of the Ambassadors programme and The Chaeli Campaign:

MONITORING & EVALUATION:

Monthly narrative reports and registers are submitted by the facilitators and co-ordinators of the various programmes. These form the backbone of the narrative reports submitted to our funders, along with the relevant financial reports.

IMPACT: 3 298 direct beneficiaries

65 Vocation & Rehab : 33 workshops per year
182 Therapies : repeat sessions once a week
35 Wheels Are Big Deals
779 Inclusive Education : (3 workshops with each)
106 Ambassadors : 12 – 24 workshops with each)
950 Arts & Culture
120 Sport
1060 Advocacy through Events

MANAGEMENT COMMITTEE

Heartfelt thanks to the members of our Management Committee for the time and caring that goes into overseeing the work that we do through The Chaeli Campaign. We truly appreciate your advice, support and expertise.

Chairman	Bruce Wilsnagh
Vice-Chairman	Nafisa Baboo
Members:	Tarryn Terry, Erin Turnbull, David Bowen, Andile Baxa, Kaya Tshabalala, Chaeli Mycroft, Justine Terry

STAFF & ADMIN

We said goodbye to Tracy Green (Fundraiser) and Jared Kruger (Arts & Culture Co-ordinator) and welcomed Danieyella Rodin (Arts & Culture Co-ordinator) to The Chaeli Campaign family.

Interns: Marion Pla returned home to France after a year-long internship with us and Lisa Smit (social work intern from Netherlands) spent 9 months with us. We've also forged a partnership with UCT with three 2nd-year social work students working alongside our team from July-October. We look forward to growing this partnership with the University of Cape Town for many years to come.

Thank you to all our staff for their hours of dedicated service to providing quality programmes to our differently-abled children, their families and communities. Our thanks are extended to:

Speech therapist:	Martha Geiger
Occupational therapists:	Diana Phillips; Rosemary Luger
Physiotherapist:	Ann Bullen
Community Workers:	Bukiwe Mkhuba (Masiphumelele) Olwethu Nqevu (Lower Crossroads) Victoria Dlomo (Khayelitsha)
Catering Co-ordinator/Community Worker:	Hazel Mitchell
Inclusive Education Teachers:	Debbie Prudhomme; Anne Grobler

Inclusive Education Assistant:	Ariska Prins
Events Co-Ordinator:	Shelly Steadman
CSRC Administration & Events Co-ordinator:	Debbie Cape
Arts & Culture Co-ordinator:	Jared Kruger / Danieyella Rodin
Fundraiser:	Tracy Green
Office Manager:	Russell Mycroft
Financial Manager:	Diane Terry
Chief Executive Officer:	Zelda Mycroft

FRIENDS OF THE CHAELI CAMPAIGN

In 2006 we created a mechanism to recognise people who go beyond the call of duty in supporting the work of The Chaeli Campaign. Brendon de Smidt, Selwyn Eagle, Doug Murray, Maria Murray, Deirdre Gower and Peter Versveld were appointed Friends of The Chaeli Campaign in the 2015 financial year.

SPECIAL THANKS

To all our Staff, Recipients and their families for the hours, months and past year of working together to create a more inclusive society. Our thanks to all our partners for growing communities that embrace the hope and love that acceptance brings when society celebrates the gifts of all its members.

ZELDA MYCROFT

Chief Executive Officer

23 July 2015