



ANNUAL REPORT THE CHAELI CAMPAIGN



13TH ANNUAL GENERAL MEETING
27 JULY 2017



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THE CHAELI CAMPAIGN

CHIEF EXECUTIVE OFFICER'S REPORT 13th ANNUAL GENERAL MEETING 27 July 2017

It gives me great pleasure to report on the activities of The Chaeli Campaign for the period April 2016 to March 2017.

Highlights:

Bhabhisana Baby Project is incorporated as part of the Advocacy and Training Programme, thus expanding the admin hub created by The Chaeli Campaign for independent projects. Friends of Tembaletu is the other independent project supported in this way.

In January 2017 Chaeli Mycroft receives the Turner Prize for Social Innovation

DCAS Annual Awards: Chaeli Campaign is announced as a finalist for best Arts production in Disability category

King James Advertising establishes a volunteer-driven Chaeli Agency

Chaeli Mycroft is elected onto REAL Leaders Junior International Board

Chaeli Campaign restructures and streamlines programmes

PROGRAMMES

This past year has seen a re-packaging and streamlining of the programmes presented by The Chaeli Campaign which now runs seven programmes in support of children, youth and adults with disabilities:

ARTS & CULTURE : Impact 500

The theme of the 2016 Art and Poetry Competition was "Better Together". The Chaeli Campaign's 4th professional stage production "No Fun ction Al Language" played on the Arena circuit at the National Arts Festival in Grahamstown in June/July 2016. This production was inspired by the children in Chaeli Cottage Inclusive Pre-School who have no spoken language and examines how communication works when words fail us. This piece generated much interest as a dance/body movement piece with strong social commentary about the importance of inclusion of all.

ASSISTIVE DEVICES & SUPPORT : Impact 20

The provision of assistive devices generally happens through the Chaeli Riders who raise funds through cycling in the Cape Town Cycle Tour. Often parents of children in need of adaptive/mobility equipment find cyclists to raise funds for their own children's needs. In this way parents/friends become partners in providing for their loved ones equipment needed to improve their child's life. Unfortunately the Cape Town Cycle Tour was cancelled this year for the first time in forty years due to inclement weather. This was a big blow to our fundraising efforts.

ADVOCACY & TRAINING : Impact 2 600

The Chaeli Campaign has developed its function as an incubator organisation through partnering fledgling / independent projects that need an administrative infrastructure within which to operate. As a reputable NPO with an impeccable track record in community building The Chaeli Campaign provides this infrastructure to two projects (Bhabhisana Baby Project and Friends of Tembaletu) which enables the practitioners in these projects to focus on the delivery of their services to their focus beneficiaries: babies born with high risk of developmental delays and children with disabilities.

The Bhabhisana Baby Project provides treatment to babies (in first 1000 days of their lives) born in Khayelitsha, Mitchells Plain and Gugulethu. Babies receive therapeutic intervention and parents are also guided and supported through the initial acceptance of discovering their children possibly have developmental/mobility challenges. The training workshops build capacity in mothers, medical professionals and nurses at community hospitals and local community clinics.

The Friends of Tembaletu Project, through funds raised independently by FoT, support Umthi, a special needs school which operates from Sivuyile at Stikland Hospital. It also provides support for capacity-building workshops for caregivers and support staff at the Sivuyile – a facility that cares for disabled children and adults.

Networking, Training & Presentations

As always, staff, founders and Management Committee members continue to network, formally and informally, to foster inclusion and spread the word about the good work being done through The Chaeli Campaign.

Networks:

Chaeli Campaign staff regularly attended the Pasti's Business Network and Business Network International Mother City, Southern Cross and Ratanga Chapter meetings.

Training:

Alta du Toit staff visited Chaeli Campaign/Cottage Pre-School as a best practice project for inclusive education.

The Disability Unit at Unizulu (Richards Bay) invited Chaeli Campaign representatives to do ability/inclusivity training at their university with senior management, lecturers and students. Training was also done at the Jewish Community Home in Oranjezicht and with Honours students at SACAP (SA College of Applied Psychology).

Research:

Chaeli Campaign projects and the organisation itself were involved in the following research projects:

Recreation for Work: a UCT Disabilities Studies Research project with Chaeli Crafter Young Adults

Right2Education for People with Disabilities and Inclusive Education SA co-ordinated the SA shadow report to UNCPRD on article 24. Chaeli Campaign representatives attended this workshop and provided valuable input.

Mary Wickenden, a professor from College, London interviewed Chaeli Campaign representatives on her research around what NPOs in the disability sector want to be researched.

Lara Minne: a Masters student from UCT is doing research on the central role played by Chaeli Campaign therapists in many of its projects.

Chaeli Campaign ECD programme features in the 2017 EU/CECD Research as one of eight best-practice projects in SA – the only project representing Inclusive ECD.

Interviews were conducted by/with Bush Radio; REAL Leaders Magazine; SAFM

Presentations were delivered at the following schools, universities, organisations and conferences:

St Andrew's Bfn; Abbots College Cape Gate; Cottage High Tea; WCED Women's Day Lunch; Due South Staff; Milnerton Probud Ladies Club; Stellenbosch University Leadership Conference; Herschel Grade 10 LO Day; Bay Primary; Colloquium on Standards for Tertiary Inclusive Education; Nobel Peace Summit (Bogota)

Panellist: Chaeli served as a panellist at the Centre for Constitutional Rights Forum, the United Nations Forum on Human Rights, Democracy and the Rule of Law (Geneva) and Amnesty International Youth Forum (Geneva).

INCLUSIVE EDUCATION ECD : Impact 1 656

The Chaeli Campaign's work in combating barriers to learning in Early Childhood Development grows from strength to strength. This programme was featured as a best practice model representing Inclusive ECD projects in an EU sponsored research project conducted by the Centre for Early Childhood Development (CECD/PSPPD/EU Research Report: "Effective early childhood development programme options meeting the needs of young South African children". <https://www.dropbox.com/sh/to2g9b2uddlwnuq/AAAfM8wVR-2bTpra0LjCAkJfa?dl=0&preview=The+Chaeli+Champaign+Case+Study+screen.pdf>

The ECD Community Skills Development project operates in Masiphumelele and Philippi/Brown's Farm and works in and with pre-schoolers and teachers at 43 ECD centres/schools in these two communities. What makes this project unique is the fact that it is occupational therapy driven and supervised, presented in Xhosa (home language), includes HIV/AIDS and Disability awareness and has a vibrant capacity-building component for parents of the pre-schoolers who benefit from this skills development community programme. Parents are trained and supported in claiming a role in their children's educational journey through parent workshops conducted by an occupational therapist and community workers. Not only do they learn what and why certain skills needs to be practised at home by/with their children, they are also supported as parents with any challenges they may be facing. This is a safe forum to share with fellow parents, find guided solutions themselves and receive referrals to educational/medical practitioners should this be appropriate. Each family is gifted with a stationery kit of essential pre-school items to ensure that parents/pre-schoolers have the equipment to practise skills, thereby ensuring more effective school-home transfer of knowledge, which equips pre-schoolers to better negotiate Grade R and Grade 1.

Chaeli Cottage Inclusive Pre-School continues to provide access to education for children with disabilities – many of whom access education for the first time at this pre-school. They learn (and teach) their able-bodied peers that ability comes in all shapes and forms, communication is not only words that are audibly spoken and that each person is important, has the right to belong and has something of value to add to the group.

A visit to Bay Primary Grade 6 Class formed one of the quarterly outings and these Grade 6 children spent a morning interacting with the Chaeli Cottage pre-schoolers, facilitating many different activities. All participants greatly enjoyed this outing and everyone learned a lot!

Rondebosch Boys' Preparatory continued their partnership with The Chaeli Campaign with their Grade 6 class raising funds that provided sit-right chairs at the Pre-School. A handover of this equipment was attended by Principal Debbie Prudhomme and some of our pre-schoolers.

PAY-IT-FORWARD LEADERSHIP & EMPOWERMENT : Impact 146 Ambassadors from 49 schools

The Ambassadors programme is a leadership through social entrepreneurship programme for children between the ages of 9 and 14. In Cape Town we have seven chapters (Hanover Park, Khayelitsha, Mitchell's Plain, Chaeli Cottage, Northern Suburbs, Lansdowne and Lavender Hill). There is one chapter each in Bloemfontein, East London and Johannesburg.

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). Over the past year the following people were awarded Duke of Edinburgh Awards in recognition of their active citizenship:

Silver Award: Kyle Cato

Gold Award: Nina Beckurts (RGHS); Cameron Barnard (SACS); Zachery Preyser (WBHS)

THERAPIES & OUTREACH : Impact 479

Community Outreach Workshops are held in community halls and benefit families with young children who have not met their developmental goals

Capacity-Building & Training workshops focus on the interventions that could be implemented with children with disabilities who need assessment and referral to systems/people who can best provide long-term support. This assistance is provided at schools, ECD centres and community centres and parents, medical professionals, ECD practitioners and nursing staff benefit from these workshops.

The Journal Club is a quarterly meeting of therapists, ECD practitioners and community workers and the primary goals of this project are to develop the capacity of our therapists and community workers in terms of best practice based on sound research evidence through reading and critical thinking, writing for publication, sharing sound grassroots evidence of practices, encouraging enrolment and successful completion of further formal education and networking and sharing through the initiation and support of journal clubs in other organisations. To date this group has published two peer-reviewed practice-based articles, with a third article in progress

Counselling & Support of Parents/Families: Probably the biggest impact is on family's perception of what their children/ young adults with disabilities are capable of achieving. Four communities (Masiphumelele, Browns Farm, Lavender Hill and Chaeli Cottage ECD centre) benefit from this project. Community workers provide invaluable support through home visits to families with children who are disabled – addressing the needs of families at the source and time of their need.

VOCATION & REHABILITATION (Young Adults) : Impact 2019

Weekly craft workshops provide a safe space for young adults with disabilities to socialise, learn and practise various fine and gross motor skills and be creative through card-making, carpentry, mosaic work and many more activities. Some of the young adults are taught computer literacy and sewing with some families working on a social entrepreneurship projects involving making sebezaphones (whisper phones for reading) and bean bags.

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:

Horses For Causes
Pedal Power Association
King James Advertising

Centre for Early Childhood Development
 Steenberg Village Pick n Pay
 The Foschini Group / Duesouth
 Nordex Acciona South Africa
 Blue Route Centre
 University of Cape Town
 University of Stellenbosch

EVENTS:

Our grateful appreciation to all volunteers and partners who assisted in making the following events a resounding success: Crankhandle Club Auto Jumble Sale, Mandela Day, Golf Day, Annual Brunch, Cape Town Cycle Tour.

FUNDRAISING:

Our grateful appreciation for 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 10 years ago and sustain the work that happens at our Headquarters. Another band of loyal fundraisers are each the Chaeli Riders who raise funds through their participation in the Cape Town Cycle Tour – our largest fundraiser each year. Thank you, too, to all supporters of the various in-house annual fundraising initiatives - your loyal support is greatly appreciated. To the many companies and individuals who volunteered their time, talents, resources and made donations in support of the work done through our various projects: Thank You!!

We wish to acknowledge the support of the following organisations, trusts and foundations that have supported our programmes through significant grants in the past year (financial year end: March 2017):

Fuchs Foundation	HCI Foundation	KidsRights Foundation
MTN SA Foundation	NLDTF	King Baudouin Foundation
Nordex Educational Trust	Western Cape Department of Social Development	

Pledge Partners: Our pledge partner programme yielded a total of R217 405 during the relevant period – our grateful appreciation to these supporters for their ongoing loyal support of the work that we do.

Ambassadors and Schools: A huge ‘Thank You’ to all the Pay-It-Forward Ambassadors – and their Facilitators and Mentors - who have raised funds in support of their chosen beneficiaries and/or for various Chaeli Campaign projects. Our thanks go to the schools in 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.

TOTAL PROGRAMME IMPACT: 5 610 direct beneficiaries

Actual Budget 2017: R4 198 937	
PROGRAMME	
Arts & Culture	500
Assistive Devices & Support	20
Advocacy & Training	2 600
Inclusive Education	1 656
Pay-It-Forward Ambassadors	146
Therapies & Outreach	479
Vocation & Rehab: Young Adults	209
TOTALS:	5 610

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-Meredith, Erin Turnbull, Justine Terry, Chaeli Mycroft, Andile Baxa, Chelsea Terry

STAFF & ADMIN

Over the past year we enjoyed the support of many interns and volunteers who spent significant amounts of time working with us. Our grateful appreciation to the following for their time, skills and input into the work of our organisation: Nikki Kemp (June-Aug), UCT: 2nd-year social work students working alongside our team from July-October and 8 Rotterdam University who conducted research projects on Chaeli Cottage Pre-School and the CSRC Dancers.

Thank you to all staff members 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 therapists:	Martha Geiger; Faizah Parker
Occupational therapists:	Diana Phillips; Rosemary Luger
Physiotherapist:	Ann Bullen
Community Workers:	Bukiwe Mkhuba (Masiphumelele) Olwethu Nqevu (Khayelitsha/Philippi) Kwanie Dlomo (Philippi) Hazel Mitchell (Lavender Hill)
Inclusive Education Teachers:	Debbie Prudhomme; Anne Grobler
Inclusive Education Assistant:	Ariska Prins
Events Co-Ordinator / PR Officer:	Shelly Stedman
CSRC Administration & Events Co-ordinator:	Debbie Cape
Arts & Culture Co-ordinator:	Danieyella Rodin
Office Manager:	Russell Mycroft
Financial Manager:	Diane Terry
Chief Executive Officer:	Zelda Mycroft

SPECIAL THANKS

Special thanks to all our staff, beneficiaries 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

27 July 2017