



The  
**LifeMatters**  
Foundation

**ANNUAL REPORT**  
**2016**

# FROM THE EXECUTIVE DIRECTOR

## THE LAST YEAR HAS BEEN A YEAR OF GROWTH!

### **We have grown our staff.**

Kayla-Tess Pattenden joined us as our new LifeSkills Portfolio Manager. She is a newly qualified Social Worker with a passion for young people and community development. Her responsibilities are to manage our LifeSkills and Counselling programmes and she has already made a huge impact on both programmes.

### **We have grown our volunteers.**

Our counselling and mentoring volunteer base has increased largely due to Kayla-Tess' relentless pursuit of willing and able bodies. Our literacy volunteers also increased substantially with over 50 new volunteers trained to offer this hugely successful intervention in our schools.

### **We have grown our reach.**

Due to the increase of our volunteers in 2015 we have increased our hours of intervention from 4185 to 7467. That is an incredible growth of over 56% in our Literacy Programme alone!

### **We have grown our budget.**

In order to facilitate this expansion, we increased our budget - always a scary move for non-profit organisations! We trust that funders will see the need for growth and be generous in their support.

### **We have grown our support base.**

We have had an increase of generous and committed funders who have partnered with us to make 2015 a very successful year and enabled us to meet our budget requirements.

### **We have grown our Board of Directors.**

We welcomed Nkululeko Madonko and Jerome Davies to our Board of Directors. Nkululeko is an HR specialist working as a Senior HR Manager at Old Mutual, and Jerome Davies is a qualified Chartered Accountant who is currently the CFO of the Stellenbosch Business School. Both men are experts in their fields and have already added a wealth of knowledge and a burst of new ideas to our organisation.

### **We have grown our vision.**

As a staff we have been committed to seeing all of our programmes offered in all of our schools. Our vision has always been to see children growing in spiritual, physical, emotional, social and intellectual wholeness and to that end we are working relentlessly to ensure that more children are in a position to receive all of our interventions.

Looking to 2016 we believe strongly in our relational approach to our interventions and would like to see this model implemented on a much broader scale. Our vision is to continue to scale and replicate our existing programmes into other demographical areas and to focus on mobilizing broader community involvement.

The foundation of our organisation rests on God and we are grateful for His continued favour on the work we do in our communities. I want to thank all our amazing volunteers, supporters and staff for helping address the inequality in our education system by investing in the lives of the children of our country.

Thank you,  
**Alneré Turck**

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## Disclaimer

Certain names and details have been changed in order to protect the identity and confidentiality of our beneficiaries

## Credit to photographers

We would like to thank Nicola Suttle from Knit Together and Bruce and Rebecca Meissner from Love Made Visible for the incredible photographs portrayed in this booklet! Your skill astounds us, and your generosity humbles us.

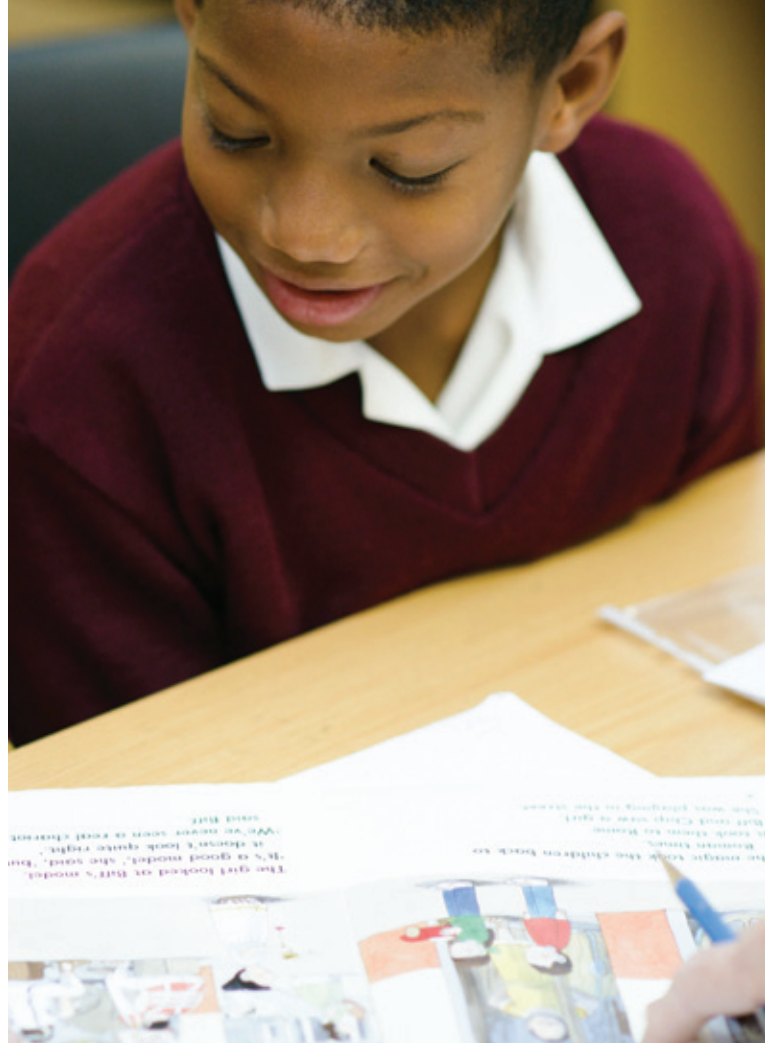


# LITERACY REPORT

The LifeMatters Foundation Literacy Programme supports Grade 2 and 3 learners that need literacy intervention at Sullivan, Steenberg, Westlake and Lourier Primary Schools. In 2015 our amazing team of volunteers provided 7467 hours of intervention to 200 learners across the 4 sites. This growth is exciting and we trust that 2016 will see continued growth in the number of children and the quality of support.

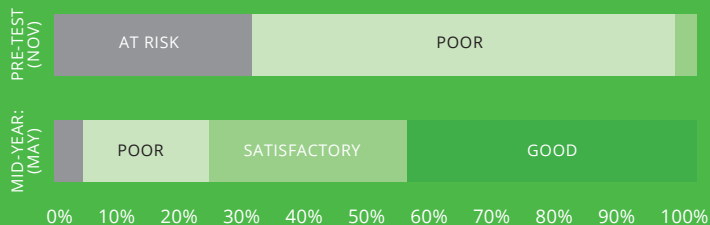
The Literacy Programme is based on The Shine model which is designed for South African learners whose first language may not be English. Shine also provides regular In Depth Training Workshops for The LifeMatters Foundation staff and volunteers and this year more than 50 people from The LifeMatters Foundation attended these sessions. The Literacy Programme Staff were also treated to a fabulous 2-day Shine Indaba in October and we all came away with a myriad of skills to help us administer the programme with excellence. The assessments administered at the end of 2015 highlight the continuing need for literacy intervention with up to 82% of Grade 1 learners unable to read and write at an acceptable level. However, after 5-6 months on The LifeMatters Foundation Literacy Programme the outlook is much more positive. The bar graph illustrates the results of learners participating in the programme.

The goal for 2016 is to continue to expand our volunteer base and to provide additional specialized on-site training for our volunteers. We also plan to continue our partnership with Action Volunteers Africa (AVA). In the last term of 2015, AVA sent The LifeMatters Foundation 4 unemployed young people to work as literacy volunteers. AVA provides the young people with life skills training and The LifeMatters Foundation provides them with work experiences in an educational setting.



# LITERACY IMPROVEMENT: NOVEMBER - MAY

FROM A SAMPLE OF 81 GRADE 2 LEARNERS



*Mercy joined the Literacy Programme in the second term of 2015. She came from Malawi, and could not speak a single word of English. As her learning partner I started with the basics of a,b,c reading and doing a lot of visual work and slowly but surely Mercy started to engage, speak and even write a word or too. Her reading improved too since her dad was reading to her and teaching her at night.*

*Today, I can say that Mercy is such a bright and eager young girl, who loves to read and learn, she has grown so much and has definitely benefited in leaps and bounds from the programme. She has progressed to yellow/level 3 books and has mastered 32 out of 36 phonics games. She can write sentences with beautiful handwriting, and she engages with enthusiasm. She is such a delight and a success story and I am so proud of her!*

**Luiza Gomes**

Literacy Programme Volunteer



# NUMERACY REPORT

In 2015 we re-evaluated the effectiveness of our Numeracy Programme and decided to pilot a new concept. With the incredible resources that Lisa McGowen developed along with input from an expert in mathematics, Marijke van Graan, a resource manual was designed for a peer education pilot.

The idea was that we would take Grade 6 learners and pair them with a Grade 1 learner once a week. They would then play numeracy games with each other using the numeracy manual. Our pilot school was Lourier Primary School and with the fantastic support from the principal and teachers we launched the programme in July 2015. The Grade 1 learners absolutely loved the games and really engaged with the programme. What was even more encouraging was seeing how some of the Grade 6's embraced teaching and mentoring their Grade 1 learners. It definitely showed which learners have an aptitude for teaching and especially leadership.

As with all pilots, there have been a few teething problems that resulted in us, in conjunction with the school, revisiting our approach to the programme. Because of the successful model of our Literacy Programme, we are going to be approaching the Numeracy Programme in much the same way. The pilot will continue to run into mid 2016 when it will be re-evaluated and then be rolled out to all of our schools.



# LIFESKILLS REPORT

## COUNSELLING

The LifeMatters Foundation supervised 9 counselling volunteers at 3 schools in 2015. Counsellors assisted over 100 students in overcoming a variety of issues including that of domestic conflict, physical and sexual abuse, gangsterism, bullying and peer pressure. To provide quality counselling to as many learners as possible we introduced group counselling. Though challenging, group counselling has definitely been beneficial. Not only have we seen more learners within a shorter period of time but therapeutic progress has accelerated because of the unity experienced by group members all affected by the same problem. Because of the success of these groups, improving group counselling is a top priority in 2016.

Ensuring that all counsellors are continuously educating themselves in new counselling approaches and material, The LifeMatters Foundation assisted all counsellors to attend various workshops and seminars relevant to the field. This year's workshops saw counsellors practicing play therapy, narrative therapy and sand box therapy in the counselling room. 2015 also saw The LifeMatters Foundation hosting UCT social work students and SACAP psychology students. Hosting these students was mutually beneficial for us as we received additional helping hands and the students received real-life working experience. The LifeMatters Foundation is especially grateful for its counsellors who volunteer their time and skills to serve and in particular to Judy Nurek, who has faithfully served The LifeMatters Foundation as the Counselling Supervisor for the past 2 years. Judy will be sorely missed although we are grateful we will still be able to draw on her knowledge and expertise.



# MENTORING

Recognizing that relationship is such an essential part of holistic development, The LifeMatters Foundation has incorporated a Mentorship Programme into its range of services. Mentorship, by its very definition, is a relationship in which a more experienced or more knowledgeable person advises, guides and invests in the life of a lesser experienced or knowledgeable person. Last year's mentorship programme saw 6 individuals rich in life experience invest in the lives of 25 Grade 7 learners. Through twice weekly meetings learners began to trust their mentors and confide in them. They sought wisdom on real life issues such as family conflict, high school applications, career guidance, friends and peer pressure. One mentor even challenged his mentees to a savings experiment whereby all mentees set aside a portion of whatever pocket

money they received for future savings. What a fun and fulfilling challenge with life-long benefits for those mentees!

Serious discussions and hard lessons were of course balanced with some fun. Highlights included a group outing to a local pizzeria, rap-battles, dance-offs and a visit from a local photographer.

Though there were some administrative hiccups along the way, the 2015 Mentorship Programme was a success. We look forward to a new year of mentorship in which we improve the programme and expand our reach, giving more learners an opportunity to learn from and be inspired by the success of others.





## PATHFINDERS CAMP

The annual Pathfinders Camp is always a highlight for The LifeMatters Foundation and its recipients. The camp of 2015 saw 70 Grade 7 learners engage in a weekend of fun, self-reflection and relationship, equipping them for the challenges beyond primary school. Upon arrival learners were grouped together with volunteers who lead learners through inspirational talks, *A Minute To Win It* challenge, goal setting workshops and lots of swimming!

Of these activities special mention must be made of Cross the Line, an activity which asked learners to cross from one side of the room to the other based on similarity. Through this activity learners were united in their adolescent concerns, academic struggles, family dysfunction and financial deprivation. This promoted a supportive and accepting community amongst learners.

We trust that The Pathfinders Camp of 2015 is not only a fond memory for all those involved, but a helpful resource which continues to equip learners as they aim for the best. Special thanks to our volunteer camp leaders for giving so tirelessly of themselves for the entire weekend.

"I liked JD's talk because he inspired me to do the unthinkable and don't let people doubt you."

"Never let anyone doubt you, believe in yourself"

"That my school work is more important than anything and everything is possible if you want to become someone in life you can"



## TEENAGE AWARENESS WEEKS

In April and July we ran a Teenage Awareness Programme with Grade 7 learners at both Sweet Valley Primary School and Westcott Primary School. 186 learners from the 2 schools were treated to between 2 and 3 days of thought-provoking and informative workshops. This well-established programme focuses on preparing teenagers for the challenges they will be facing in high school and dealing with the pressures and obstacles associated with adolescence.

Speakers who are experts in their field address issues such as peer-pressure, social media, pornography, eating disorders, drugs and alcohol, goal setting, body changes and self-esteem. The learners are often exposed to information they don't normally have access to and the informal way in which it is presented really allows teens to open up and ask any questions they may have about the particular topic.

We always receive a fantastic response from both teens and teachers and it is a welcome part of their yearly curriculum. Our desire is to see this programme expand to all of our schools. In 2016 we are offering a fee-based programme to any school who wishes to provide this valuable resource to their learners.

"Because I was someone that had "been there and done that" they were able to see and hear what had happened to me personally, compared to hearing numbers and examples which often can be impersonal. I was so encouraged by all the questions. It made me realise that being real like a "big sister" is what this next generation is needing so desperately..."

**Tamlyn Trefz**

Teenage Awareness Week Volunteer



## LOURIER READING PROGRAMME

The Grade 7 Sweet Valley learners, once again, chose The LifeMatters Foundation as their charity. Every week, 8 Sweet Valley learners, accompanied by a mom from the school, go to Lourier Primary School to read to small groups of Grade 1 learners. The idea behind the initiative is to expose the Grade 1 learners to as much English reading as possible and also to help foster a love for reading from a young age. It is wonderful to see how both groups of learners benefit from this experience. The Grade 7s grow in confidence and develop a deeper awareness of under-privileged communities on their doorstep and the Grade 1s absolutely love the special time with their BIG friend from another school.

At the end of the year the Sweet Valley Grade 7s fundraised to purchase stationery for the Grade 6 learners at Lourier Primary School. The donation is such a huge help to the school as many of the children's parents cannot afford to buy basic stationery for their kids. This wonderful attitude of serving and sharing with those who have less than us yields a generation of socially conscious individuals which could only help in making a better South Africa.

**Paul Miles**

Grade 7 Teacher at Sweet Valley Primary School



# FINANCIAL REPORT

The LifeMatters Foundation has seen a massive 57% increase in income over the last 12 months up to a total of R886 671. Thank you to all of our incredible supporters who helped us achieve this! A more strategic focus on fundraising and several new fundraising events have helped us be more targeted and efficient at fundraising.

## Where the money came from:

As part of our strategic focus on fundraising we were successful in raising 29% of our income from companies and organisations and a further 11% from a successful grant application. Our individual donors, together with churches and schools, contributed a total of 32% of our income. The balance came from fundraising events including our Annual Dinner and Auction Fundraiser and our Dine with a Difference campaign.

## Where the money went:

The LifeMatters Foundation exists to fund the work in our schools so, as ever, we strive to use as much of our income for that. This year we used 70% on project costs which included the three streams of Literacy, LifeSkills and Counselling, and Numeracy. Our fundraising costs, which include all expenses associated with generating fundraising materials and the Annual Dinner and Auction, made up 10% of our expenditure and our management and administration costs were 8%. As part of our sustainability strategy we now have a reserves policy, which allows us to maintain project spending even in the face of an unexpected downturn in income so that no child has to suffer an immediate loss of assistance.

## What's the plan for the future:

Our goals in 2016 are to build further on our 3 main channels of fundraising, companies and organisations and grants. We aim to encourage new individual donors to commit to regular giving in 2016 to assist us with cash flow and diversify our donor base. We are also working hard to identify further grant funding opportunities to give us greater resilience to economic changes.

**Sarah Jane Henshall**

Donor Relationship Manager

### INCOME

Churches	16%	R140 400
Schools	4%	R31 636
Companies/ Organisations	29%	R256 776
Individuals	10%	R91 240
Grants	11%	R100 000
Donations in kind	0%	R2 100
Fundraising events	24%	R213 568
Camp Fees	4%	R39 813
Interest	1%	R11 138

..... **R886 671**

### EXPENDITURE

Fund Raising Expenses	10%	R70 411
Management and Administration	8%	R60 721
Operating Expenses	12%	R91 845
Project Costs	70%	R526 763

..... **R752 448**

*"For every R1 you give, 70 cents goes directly to the children who need it the most"*



# INCOME



**CHURCHES**  
**16%**  
R140 400



**SCHOOLS**  
**4%**  
R31 636



**INDIVIDUALS**  
**10%**  
R91 240



**COMPANIES/  
ORGANISATIONS**  
**29%**  
R256 776



**DONATIONS  
IN KIND**  
**0%**  
R2 100



**FUNDRAISING  
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**24%**  
R213 568



**GRANTS**  
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**CAMP FEES**  
**4%**  
R39 813

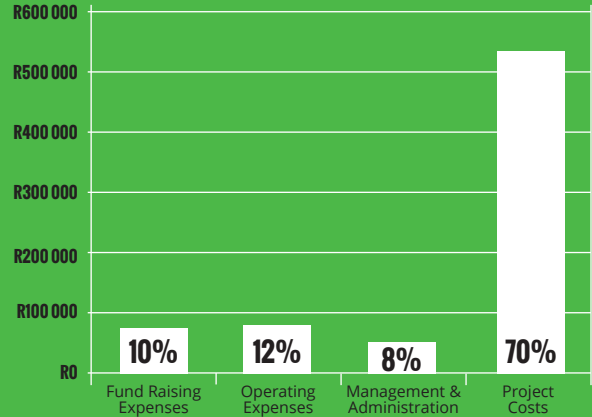


**INTEREST**  
**1%**  
R11 138

**TOTAL INCOME: R886 671**



# EXPENDITURE



## OUR PROJECTS:



**LIFESKILLS**



**NUMERACY**



**LITERACY**



**COUNSELLING**

**TOTAL EXPENDITURE: R752 448**

# CHAIRMAN'S MESSAGE

The LifeMatters Foundation has continued to serve our community admirably in 2015. I believe that this success is largely due to the dedication and enthusiasm of our fantastic core leadership team of Alneré Turck (Executive Director), Sharleen Haupt (Academic Portfolio Manager), and Shana Kreuzsch (Operations Manager). Our thanks goes to them for their contribution to the success of the organisation. However, their efforts would be in vain without the consistent service of those at the coalface – our Centre Managers and volunteers. These are heroes who are building into the lives of children in need and making a difference in each life and ultimately into the community. Thank you all for your service, it is noticed and appreciated.

We must also recognise that we have once again been blessed financially through the year thanks to the generosity of our supporters and the success of fundraising activities. We are able to enter a new year in a sound financial state. I have no doubt that with more financial resources we would be able to realise a greater dream to touch so many more young lives and so we continue to seek to extend our funding.

During 2015 we have also extended the Board of Directors and we have been joined by Jerome Davies and Nkululeko Madonko who each bring new experience and skills. Their enthusiasm and input has already been felt. Welcome gentlemen!

## TURNING TO 2016. OUR IMMEDIATE GOALS FOR THE YEAR ARE TO:

1

Continue, consolidate and develop our key programmes in Literacy, Counselling, and LifeSkills

2

Further develop our Numeracy programme and look to replicate it in more of the schools we serve

3

Engage more with the communities we serve

**Peter Withey**  
Board of Directors Chairman

# LIFEMATTERS STAFF



**Alneré Turck**  
Executive Director



**Sharleen Haupt**  
Academic Portfolio  
Manager



**Shana Kreusch**  
Operations  
Manager



**Kayla-Tess Pattenden**  
LifeSkills Portfolio  
Manager



**Sarah Jane Henshall**  
Volunteer Donor  
Relationship Manager



**Maureen Hardick**  
Centre Manager



**Penny van Schaik**  
Centre Manager



**Sandra van Wyk**  
Centre Manager



**Trish Copeland**  
Centre Manager



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**Banking details**

The LifeMatters Foundation

**Bank: Standard Bank • Branch: Blue Route • Branch Code: 025609 • Account Number: 072032405**

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NPO No. 063-404-NPO