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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: Photos were taken by Tabitha Mee (Illuminate Photography)



PURPOSE

The LifeMatters Foundation believes that every life matters and deserves our help to build strong foundations to discover their worth and to reach their full potential.

MISSION

Our mission is to provide holistic support in the form of academic and life skills intervention, so that all children are intellectually, emotionally, socially, physically and spiritually equipped to reach their full potential and become active citizens.

VALUES

We believe:

- · That God has a plan and a purpose for each person's life
- · That hope drives purpose
- That it is our responsibility to advocate for children's rights
- That active citizenship transforms communities
- · That all people deserve respect
- · That diversity should be celebrated
- · That equity is the first step towards restoration
- That integrity and honesty is the foundation of all relationships



FROM THE EXECUTIVE DIRECTOR

If I could describe 2019 in a word it would be learners at the school who needed help with

In 2018 a lack of funding necessitated that we generous funder came on board, enabling us They enable us to take many more struggling Our Numeracy Programme received a stamp of approval when it was independently evaluated by an educational mathematics expert. What a blessing to know that we are on the right track in helping bridge the foundational gaps that many our Grade 2 students are struggling with.

which took place on the 23rd of August. Our theme was "What if we rewrite the stars", inspired by The Greatest Showman. Not only were we blessed with incredible weather on the night, but also with our generous sponsor, Citadel, who made sure the event was an evening to remember. Matthew Pearce and lean de Villiers were our fantastic MC and Auctioneers for the

2019 was the first year we were able to run two "This is my story" Camps for our Grade 7 learners. What a blessing to be able to ensure that most of our Grade 7 learners get the

I could go on and speak of the blessing of corporate sponsors who share in our vision like Primary or that we opened new Numeracy Centres at Westlake and Steenberg Primary Schools. I should absolutely mention the undeniable blessing that our faithful volunteers are

full potential. This year we are excited to see how we grow our reach and impact even more children. We are off to a very exciting start with a new Numeracy Centre at Sullivan Primary School, 4 new employed part-time Counsellors, a few new fabulous staff members and a new Literacy Centre at Constantia Primary School. Truly BLESSED!

CHAIRMAN'S MESSAGE



The LifeMatters Foundation (LMF) has been blessed and fruitful in the work that we did in 2019. As a Board Member I am deeply moved when I see the fruits of what we have been able to do as an organisation. To see children who have been struggling with literacy and numeracy become beneficiaries of our efforts, then see them standing up in front of a group of people, reading fluently and sharing the impact that LMF has had on them brings a lump to my throat and tears to my eyes. Similarly, hearing beneficiaries sharing about what our Counselling and LifeSkills interventions sharing of what these have meant to them is heart-warming.

None of this is possible without key players – firstly our donors who have given so generously to our work, secondly our amazing and hardworking leadership team in the office and on the ground, and thirdly our volunteers who are the lifeblood of our organisation. Were any one of these three pillars to fail the work would not be able to be fruitful and make real differences in the lives of our beneficiaries. THANK YOU. As a faith-based organisation we must also thank God for His faithfulness to our service.

As we now move into 2020, we look forward to exciting new adventures with the opening of new, improved facilities at Lourier Primary School and the extension of our work into Constantia Primary School. These two big changes, along with all our existing programmes, will help us to continue to bring hope to children living in challenging circumstances.

Peter Withey Chairman of the Board



LIFESKILLS PORTFOLIO

2019 was a year of growth and advocacy. Our LifeSkills Team faithfully counselled, mentored, camped and workshopped, reaching 1450 beneficiaries and a total of 13 959.5 hours of intervention; that is 5016 more hours and 152 more beneficiaries reached compared to 2018!

We are proud of this growth. However, we are even more proud of our LifeSkills advocacy efforts in 2019. Last year our team responded to societal crisis with efficiency and professionalism, framing us as a reference point for organisations and persons seeking LifeSkills guidance.

These advocacy campaigns have positioned us as pioneers and experts in the field, resulting in plenty of new audiences such as Bishops Diocesan College and The University of Cape Town, as well as the addition of several new Educational Psychologists participating in our Monthly Supervision Meeting. These audiences are now also supporters and advocates for the worthy work of The LifeMatters Foundation. We have also learnt so much as a team and look forward to implementing these learnings in 2020, starting with our first advocacy campaign of the year; a Parent Workshop where we will be addressing the contentious introduction of the Comprehensive Sex Education Curriculum!



COUNSELLING

As a result of an inconsistent counselling team, we counselled 287 beneficiaries in 2019 compared to 300 counselled in 2020.

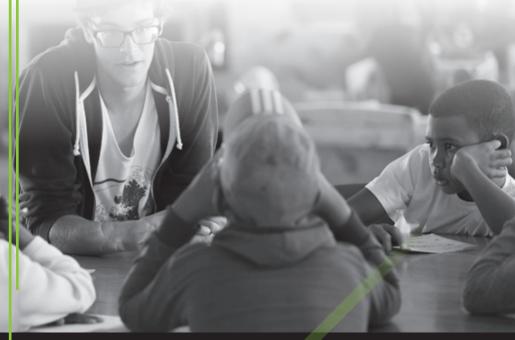
These statistics motivated us to advocate for a Counsellors Employment initiative, assuring consistent and quality counselling support and programme growth for our beneficiary schools.

We are excited to have employed 4 part-time Counsellors from the communities within which we work with several benefits:

- 1. Mental health promotion
- 2. Employment
- 3. Community empowerment

With the addition of these Counsellors to our team, we expect to be able to provide counselling services to a minimum of 1440 beneficiaries in 2020.

We also introduced our Edu-Psych Week campaign, where we advocate for learners that need serious educational intervention. By partnering with private practitioners, we were able to provide 18 learners with educational assessments in one week! The insight provided through these assessments has fast-tracked these learners' applications to 'Special Needs' schools and has enabled us to equip parents and educators alike to help these learners reach their educational goals.



TAP

The Teenage Awareness Programme (TAP) continues to grow as we advocate for quality and fun Life Skills intervention.

In 2019 we reached 982 learners across 17 programmes!

During our various Teenage Awareness Programmes we were able to address topics such gaming and gender-based violence. Our Healthy Gaming workshop offered help for parents misunderstanding gaming and struggling to put healthy boundaries in place.

Thank you for making gaming seem approachable to us parents. First opportunity I get I will be gaming alongside my son so I can start to understand why he games in the first place.

Parent, Bishops Diocesan College

Our Gender-Based Violence workshops provided a platform where women's pain was genuinely heard by men, who collectively committed to treating women with a newly defined respect.

I feel disappointed, sad, angry and hurt that society and South African men have become so oppressive against women... I hate the fact that I feel nervous when my mom and sister go out and not knowing if they will come back alive or if they will be raped. Society needs to stop treating women as objects and needs to cut out the macho culture.

Grade 7 learner, Western Province Primary Schoo

IJIJ

Looking forward, expanding our facilitation team remains a core focus which will enable us to accept more TAP bookings. We welcome Nomxolisi Samsam to our facilitation team in 2020. Following her training, we are confident that Xoli will be able to run a successful Teenage Awareness Programme!



CAMP

Our 2019 camps hosted 180 Grade 7 campers at the beautiful Rocklands Campsite in Simon's Town. Just being in such a beautiful space was therapeutic for the learners. The space, combined with a fantastic leadership team and an inspired selection of guest speakers, provided a motivational environment for the learners.

Grizelda Grootboom, a human trafficking survivor and advocate, was one of our camp speakers. Grizelda was inspirational and empowering, particularly for our female learners. Her story of sexual abuse moved learners to open up about their own abusive experiences as well.

Our team continues to brainstorm ways of supporting and advocating for campers beyond Grade 7. We are excited to have confirmed an LMF Alumni event for high schoolers who have passed through our camp programme. Regular high school focus groups and ongoing mentoring relationships or peer support groups are also being developed.

We would like to say a big 'thank you' to our leadership team and funders, Club Travel, JDI and Chic Mamas Do Care, for making our camps a success!

Camp made me feel like there was something going to change in me, in my community and with other people around me.

Grade 7 Jeagner, Westlake Primary School

Thank you to my leaders for making me feel safe, for being respectful of me and for being there when I needed someone.

Grade 7 learner, Westlake Primary School



ACADEMIC PORTFOLIO

The need for the interventions in the Academic Portfolio, which includes the Shine Literacy Hour and The LifeMatters Foundation *Fun with Numbers* Numeracy Programme, continues to grow.

In November of 2019 we assessed learners at five schools to determine which learners need support during their Grade 2 year and the results indicate that up to 83% of learners need support.

It is clear that teachers are unable to deal with the needs of so many learners, which is where our volunteers step in and make a difference by giving up their time to provide individualized support

Our prayer is that 2020 will be a year where more children are able to receive the support that they need.



LITERACY

We continue to implement the Shine Literacy Hour Programme at 5 schools in the Southern Suburbs of Cape Town and are negotiating the opening of a sixth Centre in the first six months of 2020. We are, as always, excited by growth and are focusing on ensuring that all growth is accompanied by quality programme delivery. We are grateful for our friends at Shine Literacy who continue to train, support and provide critical feedback, which helps us to improve Programme rollout at each site.

Statistically speaking, 299 learners across 5 schools received a total of 12 142 hours of literacy intervention with The LifeMatters Foundation in 2019. While we are pleased with these numbers, we acknowledge the ongoing need for more volunteers. We have addressed this by appointing a Volunteer Recruitment Co-ordinator at the end of 2019. Nomxolisi Samsam is learning the ropes and is already helping us to find creative ways to grow our volunteer base.

As mentioned, the need for academic intervention at the schools in which we work is growing due to environmental factors and challenges which are often beyond the control of the school and the Department of Education. At the end of 2019 we conducted

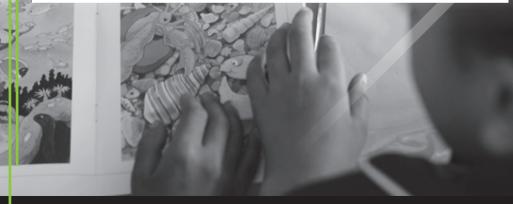
LifeMatters helped me very well because every day when I read to my mother my book, and then she tells me 'ayour reading is improving', and then I tell her 'LifeMatters does that for me, and they let me read in very fun ways'.

- Grade 2 learner, Sullivan Primary School

our baseline literacy and numeracy assessments with the Grade 1 learners at all 5 schools to determine which learners would benefit from support during their Grade 2 year. We found that up to 83% of learners need academic support in Grade 2.

Despite this, 2019 was an exceptional year in many ways. In February we celebrated the Grand Opening of 3 new mobile classrooms at Westlake Primary School sponsored by Truworths Involved. This has meant that The LifeMatters Foundation has our own dedicated, inviting and beautiful classrooms to run our programmes at the school.

Finally, our Literacy Centre Managers were treated to an amazing Shine Indaba in Term 3, where they were received to top notch training, motivation and support from Shine Literacy. Looking ahead, we plan to continue to grow the programme and work hard to attract volunteers and corporate volunteer partners to make sure every centre is operating at capacity.



NUMERACY

Last year was a learning and growing period for the Fun with Numbers Numeracy Programme. We began 2019 by adding two new schools as Numeracy Programme beneficiaries, which doubled our reach. We then shifted our focus to programme efficacy.

A little later in the year we appointed Heather Collins, a numeracy education expert, to provide an independent critical report on the Numeracy Programme. Heather produced an extensive report which has been used to make changes and improvements to the Numeracy Manual. We received a generous donation from Prudential Investment Managers which allowed us to fund the cost of making the changes and printing of the improved manuals

Heather also trained our volunteers at the first ever "In-Depth Training" workshop in Term 4. The goal of the In-Depth Training is to provide ongoing training so that volunteers feel supported and are taught to deliver the programme with excellence. We have planned two more In-Depth Training sessions with Heather in 2020.

Alvin* joined The LifeMatters Foundation Numeracy Programme after scoring only 31% on the benchmark assessment we use to determine which learners need support during their Grade 2 year. At first, he was nervous, and it was obvious that he had a problem making sense of numbers. However, after some time he started to enjoy the sessions, spending time with his volunteers. After only 6 months on the programme Alvin improved his score on the benchmark assessment to 85% and progressed so much that he graduated from the programme at the end of Grade 2.

We spent time in Term 3 assessing the overall programme efficacy and statistics and determined that most learners complete the programme and graduate in one year. We realised that it does not make sense to operate the programme as a 2-year programme and therefore in 2020 the Numeracy Programme will operate for two days a week and focus on Grade 2s.

Our programmes began in early February of 2020 and we look forward to continuing to improve both the Numeracy Programme content and delivery. The addition of one new school site in 2020 brings the total to 5 beneficiary schools, and every school that has literacy support now offers numeracy support as well. With growth comes additional staff and we would like to welcome Lisa Kiggen who has joined our Centre Manager team.



IMATTER INTERNSHIP

Unemployment and inaccessibility to further education and work experience is a growing problem in the communities we serve. The iMatter Internship Programme has been developed to provide opportunities for young people whilst contributing to a greater impact and reach for The LifeMatters Foundation (LMF). LMF hosted 10 interns in 2019.

According to the recent Statistics South Africa (Stats SA) study, unemployment is on the rise in South Africa, particularly amongst youth 25 years and younger and 67.4% of youth are unemployed. "Clearly, the rate of youth unemployed has become a national crisis, with significant social, economic and political implication"*.



The iMatter Internship Programme addresses 3 broader issues:

1. Unemployed youth that have limited access to employment and/or further study.

The Internship Programme provides key opportunities for improving the job prospects of young people. It also equips young people with soft skills, navigational competencies and emotional wellbeing, so that they are prepared for work and study opportunities.

2. Poor literacy and numeracy foundations which make it difficult for children to keep up with the curriculum and may lead to school drop-out.

Our Academic Programmes improve the quality of Foundation Phase numeracy and literacy and provide scalable and replicable catch-up literacy and numeracy options for young people.

3. Limited impact of LMF Programmes due to limited number of volunteers.

The Internship Programme has helped LMF to broaden our impact by using interns to work alongside our volunteers in our Literacy and Numeracy Programmes.

Our implementing partners for iMatters Internship Programme are Action Volunteers Africa (AVA). The Action Volunteers Africa model illustrates volunteering as a key to unlocking the future potential of youth. The AVA experience equips volunteers with the confidence, skills, experience and networks they need to actively engage in building a better South Africa.

FINANCIAL REPORT

Many years of relationship-building and partnerships have born tangible fruit in this year (January – December 2019) in the form of donated funds, resulting in a significant surplus for the period. The organisation is well placed to leverage these relationships into the future growth and wider impact of the organisation.with anticipated further returns on fundraising efforts expected in the new year.

Where the money came from:

Income for the period January – December 2019 was R3 910 215, an enormous increase from 2018's total income of R2 260 812. The largest portion of the income was donations, which increased by 181%. Donations is separated into donations from corporates and other entities (R2 261 985), which made up 44% of total income, and donations from individuals (R1 885 329), which made up 36% of total income. Significant donations from a few individuals makes up the majority of the value. The hard work of the Donor Relationship Manager and the team over the past few years has come to fruition in the increase in donations from corporates and other entities.

A further R1 255 611 has been raised for projects in 2020, alleviating some of the fundraising pressure for the following year. A portion of the income has also specifically been reserved to build the sustainability of the organisation.

Finance Report written by Michelle Davidson (EM Solutions)

Where the money went:

Total expenditure for the year 2019 was R2 556 258, an increase of 47% from 2018. The increase can largely be attributed to the re-implementation of the iMatter Internship Programme, costing R158 785, as well as the establishment of the two new Numeracy Programmes at Steenberg and Westlake Primary Schools. New mobile learning centres were purchased with specified funds and outfitted with furniture and supplies. The mobile learning centres purchased in the previous financial year were also outfitted. Further capital expenditure included necessary new computers. The Academic Portfolio (Literacy and Numeracy) made up 36% of total income, as is expected from one of the core purposes of the organisations.

REVENUE:		R3 910 215
Grants	5%	R262 766
Donations - Corporates/Others	44%	R2 261 985
Donations - Individuals	36%	R1 885 329
Donations in kind	1%	R54 000
Fundraising events	10%	R524 965
Fees	2%	R126 333
Interest received	1%	R50 447
Deferred income for 2020		R1 255 610

What's the plan for the future:

The budget for 2020 is again expected to increase by 32%, to include new Centres and new Centre staff. The iMatter Internship Programme will continue and social workers will be employed to support the counselling activities of the LifeSkills Programme. Added monitoring and evaluation activities will benefit the impact measurement of the organisation. The development of long-term funding partnerships remains a priority as the organisation seeks to wisely invest in sustainable and impactful activities.

EXPENDITURE:		R2 556 258
Fundraising Expenses	4%	R109 156
Marketing & PR	6%	R160 579
Management & Admin	9%	R220 914
Operating costs	8%	R201 160
Capital Expenditure	5%	R138 865
Academic Portfolio	40%	R1 010 165
Lifeskills Portfolio	22%	R556 634
iMatter Internship	6%	R158 785
TOTAL PROJECT AREAS:		R620 626
Steenberg Hub	18,1%	R112 368
Lourier Hub	22,6%	R140 494
Westlake Hub	27,1%	R167 965
Sullivan Hub	11,6%	R71 975
Capricorn Hub	20,6%	R127 824







DONATIONS R2 891703



FUNDRAISING 10% R524 965



GRANTS

5%
R262766



FEES 2% R126 333

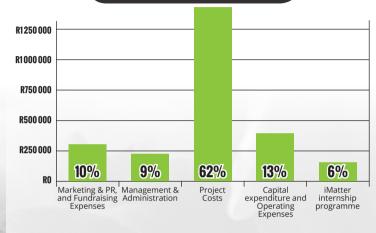


DONATIONS IN KIND 1% R54 000



INTEREST RECEIVED 19/6 R50 447

TOTAL INCOME: R3 910 215



TOTAL PROJECTS: R1566799











COUNSELLING

TAP

CAMP

LITERACY

NUMERACY

TOTAL EXPENDITURE: R2 556 258

OUR SPONSORS























10x Investments AfrodizzyActs

Assay Management Consulting

Athletic Social Club

Atlantic Beach Golf Package

AW Blekton Charitable Trust

Bayala Private Safari Lodge & Camp

(Godfrey Family)

Beau Constantia

Blizzard Distribution (Pty) Ltd

Chic Mamas Do Care

Christ Church Constantia

Citadel Investment Services

Clovelly Golf Package

Club Travel

Coastal Hire Constantia

Common Ground Church

Connect Church

DG Murray Trust

Edge for Men

Eighty20

Emcom Radio (Pty) Ltd

Erinvale Golf Package

Float Zero

Food Jams

Franschhoek Country House & Villas

Franschhoek Wine Tram

Galileo Open Air Theatre

Grand Africa Café and Beach

Grays Steel Designs cc T/A

Shutterway Stylish Security

H2O Constantia

ISGAM

Jarryd Doyle Video Production

JDI

Kirsten Goss

Kirstenhof Primary School

KolKol Mountain Lodge

KPMG

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Locanda at Villa 47

Love Letters Stationery

Milnerton Golf Package

Mshini

NB Media

Old Mutual Foundation

Polyoak Packaging

Porseleinberg (Lascaris Family)

Prudential Investment Managers

Quantum Leap Investment

Renlaw Sharp Engineering

Roses Handmade Confectionary

Rovos Rail

Royal Limousines

Royal Portfolio La Residence

SA Five Engineering

Sandboarding Cape Town

Simola Golf and Country Estate

Snapper Display Cape Town (Pty) Ltd

Soliette Skincare

Solomon Omogboye

Sound Out

Sport Science Institute

Spotlight Drama

The Chef's Studio

The Pink Palace (Hickey Family)

The Rolf Stephan Nussbaum Foundation

The Stack

Theme Creations

Trinity Telecomms

Truworths Involved

Twin Coatings

Venturescapes (Pty) Ltd

Wade Bales

Westcott Primary School

Westlake Golf Package



Back row: Vanessa Le Roux (Sullivan Primary Literacy Centre Manager), Jade Langeveldt (Intern), Lisa Kiggen (Constantia Primary Literacy and Westlake Primary Numeracy Centre Manager), Nicola Bowley (Capricorn Primary Numeracy Centre Manager).

Middle row: Qhamaninande Trom (Sullivan Primary Counsellor), Luyanda Masgo (Lourier Primary Counsellor), Sandra Van Wyk (Westlake Primary Literacy Centre Manager), Alneré Turck (Executive Director), Penny van Schaik (Steenberg Primary Literacy Centre Manager), Janine Van der Berg (Steenberg and Sullivan Primary Numeracy Centre Manager), Laura Andreas (iThemba Primary Counsellor), Joy Badham-Thornhill (Administrator), Sharleen Haupt (Academic Portfolio Manager).

Front row: Maureen Hardick (Lourier Primary Literacy Centre Manager), Nina Todd (Capricorn Primary Literacy Centre Manager), Xoli Samsam (TAP Facilitator and Volunteer Recruitment Coordinator), Motselisi Maphelle (Westlake Primary Counsellor), Kayla-Tess Pattenden (LifeSkills Portfolio Manager), James Mundell (Steenberg Primary Counsellor). Jody Hardick (Lourier Primary Numeracy Centre Manager) – absent on the day.

HOW YOU CAN GET INVOLVED

FOR MORE IDEAS VISIT OUR WEBSITE - WWW.LIFEMATTERSFOUNDATION.ORG



Volunteer for as little as an hour a week



Donate your skills and services



Make a once off or regular donation



Raise money with your sporting event i.e. run a marathon, do a tri-athlon



Turn your birthday or event into a "Party with a Purpose" and raise funds in lieu of a present



Spread the word about who we are and what we do! Like our Facebook page, invite us to speak to your colleagues, club or friends



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