

Singakwenza - we can do it.



EARLY CHILDHOOD EDUCATION



CELEBRATING 10 YEARS

A story of hope.



“ Singakwenza must be one of the most **innovative and effective** interventions in early childhood education **in Southern Africa** offering high-quality and affordable education to poor children. Singakwenza grasps the simple fact that by **building the competence and confidence of caregivers** a strong and sustainable foundation is laid for the **lifelong learning** of both children and adult learners and, ultimately, for the communities in which they live. ”

Professor Jonathan Jansen
Internationally renowned expert in education
October 2018

A MESSAGE

From the Director



Dear friends of Singakwenza,

I can hardly believe that Singakwenza is 10 years old! This journey started with a dream to help as many preschool children as possible have access to learning through play, and it is through the incredible commitment and dedication of our donors, supporters and staff that it has become an organisation that I am immensely proud of.

Our vision has remained steadfast – to use play to build strong relationships between adults and children, and in so doing, create a safe and encouraging environment where early childhood development can happen. We have also endeavoured to make sure that we build sustainable programmes, to ensure that our beneficiaries can continue to grow, independent of us.

On a personal note, I am forever grateful to everyone who has been part of this journey: Debbie and her Training Leadership Consulting team who in the early days guided me through the business and registration side; Con, Andy and the N3 Toll Concession who saw potential and took a chance on my dream right at the beginning; my family and friends who have provided huge support, both emotionally and financially; my incredible colleagues who have almost made me redundant by stepping up to every challenge; every funder that has invested in our vision; every person who has joined in a fundraising event; every volunteer who has so willingly shared their time; and especially my children who have provided endless encouragement

and an unwavering belief in me. I am humbled by the investment that so many people have made in the Singakwenza dream.

Enjoy our journey as you page through this book to see what the small group of dedicated Singakwenza staff, together with our amazing funders and supporters, has achieved in the past ten years.

JULIE HAY

Director, Singakwenza



Photo Credit: Troy Bishop



ABOUT US

Singakwenza, meaning “We can do it!”, is a non-profit organisation which trains parents and practitioners at a grassroots level to provide fun, educational activities that enable young children to learn through play, supported by resources made solely from recycling.

We are a mature organisation with rigorous governance structures, ensuring resources are secured and used in a way which is honest, open and transparent, in order to ensure unyielding integrity. We partner with businesses and other NGOs to work towards building capacity in local communities.

Singakwenza is a registered Non Profit Company, and is therefore able to issue Section 18A tax certificates for all donations. It is also a fully registered Public Benefit Organisation with 100% Black Beneficiaries and a validated Level 1 empowering supplier, offering Socio Economic Development (SED) and Enterprise Development (ED) points for Broad-Based Black Economic Empowerment (B-BBEE) scorecards and bonus points for procurement.

HUMILITY
TOLERANCE TRUST
RESPECT DEDICATION
EMPOWERMENT
ACCOUNTABILITY
RESPONSIBILITY AMBITION
INTEGRITY COMMUNICATION
 **PATIENCE**



OUR VALUES

The following values are firmly entrenched in the Singakwenza philosophy:

Sustainability

Our role is to help to build the capacity of the practitioner, to enable her to grow her own crèche and continue independently once we have shared knowledge and skills on how to do so. Once we leave, she will have lesson plans, classroom routines and educational toys (made from recycling) to continue teaching every child that passes through her early learning centre. In addition, to ensure the long term survival of our organisation, a minimum of 5% of all funding received is invested in a Sustainability Investment Portfolio.

A “hand up”, not a “hand out”

We offer education and support, and will walk alongside the crèche practitioner in her journey towards providing her children with the foundations they need for school. We do not provide commercially produced educational toys. We teach her how to make her own toys from household packaging that is usually thrown away, so if one breaks, it can easily be replaced at no cost.

Attitude determines altitude

We only work with crèche practitioners who show initiative and commitment. The process of learning requires effort, so we only invest in those who want to help themselves.

Good relationships are the key to success

The relationship between the practitioner and the mentor is fundamentally important for successful sharing of knowledge and skills, so time to develop this relationship is a priority in the first few months of the programme. Helping the practitioner to develop a positive relationship with the children in her care is one of the main aims of our programme, as a child who feels safe and secure is better able to learn.

Respect

The crèche belongs to the practitioner, and we are not there to take over. The first three months are a probationary period, and the practitioner can decide at any stage during this period whether she is prepared to continue this journey or not. We are there to enable and empower, not impose.

Reflecting diversity of communities

The trainers and mentors who implement the programme are fluent in the language spoken by both the practitioners and the children. Being from the same ethnic cultural group, the trainers are also aware of, and sensitive to, the important customs and behaviours that may need to be adapted to incorporate the learning programme.



Photo Credit: Travis Cottrell



Photo Credit: Sayeha Baker



Why Singakwenza uses educational material made from recycling

We are often asked why we use educational materials and toys made from recycling. This concept was years in the making and has been carefully thought out. Before starting Singakwenza, our Director volunteered in several other organisations. She became aware of a number of challenges that these organisations faced in making their programmes sustainable without constant input from donors. Some of these challenges were:

1. The crèche owner kept all the commercially produced toys she was given locked in a cupboard and only brought them out for the children to play with when the donors were visiting. This ensured that they were always kept in good condition and the donors were impressed by how well she had taken care of their donations and gave her more.

2. Donors often provided commercially produced educational material, but no training on how to use the toys or how to maximise the learning opportunities that each toy develops. These valuable resources often simply became another toy to entertain or distract the children. There was little or no understanding about how these toys could be used to develop the skills needed in primary school. Pieces were lost or broken, rendering the educational value of these toys almost zero.

3. The donors often gave one or two of each educational toy to the crèche, meaning that a teacher could not work with a group of children at the same time to develop various skills. This is challenging when you have 40 or more children in your class.

4. The practitioner had little or no money available from her crèche fees to replace educational materials that were broken or stolen, so she had to wait for the next donation. This kept her in a constant state of waiting for a hand-out, rather than enabling her to be self-sufficient.

We wanted to address some of these challenges.

Our primary goal with our Training and Mentorship programme is to provide skills development for practitioners. It is the play that is important not how much the toys cost.

The practitioner needs to have enough materials in her classroom to provide a variety of activities for the children to use each day. It is pointless teaching the practitioner

how important it is to develop skills like bilateral coordination and one-to-one correspondence, if she doesn't have any activities that the children can do in order to practise and develop these skills. We therefore came up with a cost-effective way of providing these materials in enough quantities to allow group teaching and maximise the learning opportunities.

The weekly lesson plan that our trainer gives each practitioner includes an activity introducing a new **concept** (shape, colour, number, etc), a **fine motor** (small muscles) activity, a **gross motor** (big muscles) activity, a **construction** activity, and a **song** or **patterning** activity. We provide 10 of each of the games and toys needed for these activities, made from household packaging and stored in a marked 2 or 5 litre ice-cream container, for the teacher to use with a group of 10 children at a time. If anything gets lost or broken, the practitioner undertakes to replace the broken or missing pieces, so that she always has 10 of each activity available. At the end of the two years of being trained and mentored, the practitioner has two years of lesson plans and the relevant materials for her to use with every child that comes through her crèche.

“Singakwenza taught me how to make educational toys by using recycling. Now we don't buy toys, we just collecting plastic bottles and lids, bread bags to make jumping ropes... I am using these toys in activities that support the developmental need of our learners. These toys are so helpful to us because we don't have enough money to buy expensive toys.” - Buhle, practitioner



Photo Credit: Travis Cottrell



Photo Credit: Travis Cottrell

“I am more and more impressed how we can educate the basic foundations to our children using recycled waste items that we take for granted.” - Nondumiso, practioner

“I just wanted to thank you and your passionate team on the excellent work that you are doing, words actually fail me. The uGu District practitioners cannot stop complimenting the good work and how relevant it is, taking into consideration the environment and financial constraints that come with. We are truly grateful.”
- Ntokozo, Save the Children (Port Shepstone)





WHERE in the World?

Number of Waste 2 Toys workshops

- 📍 USA – 1
- 📍 Swaziland – 4
- 📍 Zambia – 11
- 📍 Zimbabwe – 4
- 📍 Botswana – 3
- 📍 Malawi – 4
- 📍 KwaZulu-Natal – 271
- 📍 Free State – 9
- 📍 Western Cape – 24
- 📍 Gauteng – 13
- 📍 Eastern Cape – 10
- 📍 Limpopo – 1
- 📍 Mpumalanga – 10
- 📍 North West – 1



IMPACT



Mentorship Programme

43

Total number of crèches impacted

145

Total number of practitioners trained

In 2020, before Covid-19, we were training 56 practitioners in 19 crèches, with 814 children benefitting from the programme.



Photo Credit: Saysha Baker



Waste 2 Toys Workshops

366

Total number of workshops run

158 663

Total number of preschool children directly impacted by the training

9 027

Total number of adults taught



Photo Credit: Nicole Haynes

Learn@Home

800

Number of activity boxes distributed to our crèche children during Covid-19



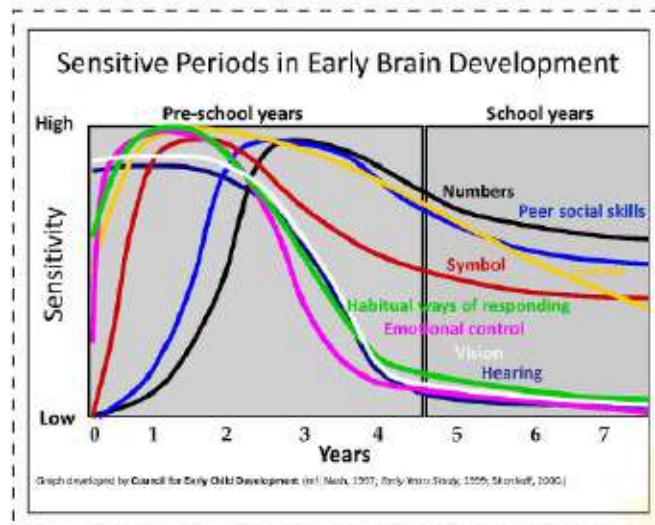
“Singakwenza has two incredible characteristics that perhaps distinguish it from other organisations; these are an indomitable spirit that will not give up in the face of adversity and the ability to continually find creative solutions to problems. I am indeed proud to be associated with such a respected and socially valuable organisation.” - Reg Zammit, Board member



WHY?

Almost 80% of the foundation upon which all further learning is built is developed in the first four years of life.

As seen in the graph below, some of the sensitive periods for brain development which are critical to educational success, peak in the pre-school years, including number, language and emotional control. Stimulation during these years determines potential for holistic development, and if these sensitive periods are not maximised, it makes it much more difficult to learn these same skills at a later stage. Most of this potential is built while a child is playing and exploring. Young children need many different opportunities to create the neural pathways and connections required for further learning.



Research around the world has shown that the best way to break the poverty cycle is through education, but unfortunately our South African education system is in a crisis. More than half the children who start Grade 1 drop out of school before Matric, and a quarter of those who stay are unable to pass Matric. The "real" Matric pass rate for 2019 is estimated at 39%.

(News24, 8 Jan 2020).

We can change these frightening statistics.

Our young children, whether they are at home or in a crèche, need to have access to:

- 1) practitioners and parents who understand that, through their provision of daily stimulation activities, they are the key to their children's educational success, and
- 2) a wide variety of educational toys.



"Singakwenza makes sure that each and every child has something to play with, helping parents with innovative ways to love...and to listen to other views, even a child."

- Lindiwe Mzimela, Singakwenza Workroom Manager

But with an estimated 5,7 million children under the age of four in South Africa, how do we help to transform empty crèches and homes into environments filled with enough equipment to ensure busy, happy, stimulated children? If we provide commercial toys, who would replace them if they get lost or broken? And how would we get these toys into all the homes of the children who really need them?

Singakwenza decided that a creative and sustainable solution to this problem was needed, and have

developed a whole range of educational toys that teach the same concepts as purchased toys, but for zero cost. Household packaging that is usually discarded can be turned into a huge assortment of toys and games, using only a pair of scissors and a marker. Bread bags can become skipping ropes, cereal boxes and plastic lids can become numeracy games, yoghurt containers become size sorters, and polystyrene trays become threading activities. And if a toy breaks or gets lost, it is easy (and free) to make another one.

Plastic, polystyrene and cardboard packaging that would usually be thrown away now has a value for both adults and children, so the programme is good for the environment too.



Photo Credit: Matthew Willman



Photo Credit: Saysha Baker

“Sunshine Bakery is proud to be associated with Singakwenza and commends them on the excellent and vital contribution they make to Early Childhood Development, the training of educators and the upliftment of the communities they serve.”

WHAT?

Training and Mentorship Programme

Singakwenza believes strongly in empowering women, especially those practitioners who show enthusiasm, initiative and commitment. Our programme focusses on training practitioners on-site at their crèches, and helps to transform them from babysitters to **facilitators who understand the role of play in early development**. Our trainers spend one day a week in each crèche, teaching and mentoring practitioners on how to educate the children in their care using resources made from recycling. These trainers work with their practitioners every week for a minimum of two years, guiding, modelling and encouraging them towards a daily structured, and educational programme that is fun and engaging. We encourage practitioners to grow their crèches into not only centres where every child has the opportunity to develop their potential, but also into sustainable businesses so that they can continue independently once we leave. There are currently five Singakwenza trainers.

“I have learnt so many things! I have learnt how to divide groups in the classroom, and to accept and acknowledge every child in my classroom. I have the understanding of why I do that activities as I have learned all about the skills that the activities are developing.” - Thulisile, practitioner

“The programme that Singakwenza offered me has made me grow inside the classroom. Now I know the importance of each activity I do with the children every day... No-one can see we are struggling financially because we have so much to do with the children.” - Londiwe, practitioner



Waste 2 Toys Training Workshops

The Singakwenza Waste 2 Toys workshops teach parents, practitioners and community workers how to make their own toys and teaching materials using recycling, and how to play with these with their children to develop foundational skills. Our goal at these workshops is to help practitioners and parents understand that it is the play that is important, not how much the toys cost.

Expensive equipment isn't what determines how well children learn. The same skills are developed when using a skipping rope made from bread bags as with one bought from a shop. All that is needed to provide purposeful play activities is a dedicated, enthusiastic adult with a pair of scissors, a marker pen and access to a whole lot of recycling.

We offer a number of three-hour workshops that teach different skills: Gross Motor, Fine Motor, Stages and Types of Play, Numeracy, and Language Development. We can present these Waste 2 Toys workshops in isiZulu, isiXhosa or English, or any other language if a translator is provided, for groups of around 35 people at a time. We travel throughout South Africa and to other countries (if funding is available) to present this training.



Photo Credit: Nicole Haynes

“I don't know when I last saw my staff so animated and having such fun. A really fun, engaging, interactive and inspiring morning. Here's to the little people of our country and the joy and pleasure we have of moulding them and building strong foundations in their lives.” - Makabongwe, Methodist Pre-School (Pietermaritzburg)

“The kids love your toys when I do the activities with them. Especially when it is time to take the box of toys out... They shout for joy when they are told to take the box of toys out!” - Sbongile, Grade R practitioner



Occupational Therapy

To ensure that no children are disadvantaged by developmental delays, we employ an Occupational Therapist (OT) who regularly visits all the crèches Singakwenza supports, providing free occupational therapy advice to practitioners, learners and parents. The OT ensures that the practitioners understand the process to follow when they suspect that there may be an issue that could interfere with a child's ability to learn. She teaches practitioners how to identify potential barriers to learning ("red flags"), how they can help children with mild issues in the crèche, and who to refer children to that have more severe problems. The OT also assesses children in each crèche that the practitioner has identified as presenting with these "red flags". She gives the practitioners and parents programmes using toys made from recycling they can do with these children. She also liaises with the government services in various communities, especially medical team members at both primary healthcare and hospital levels, for further assistance where necessary.

Basic Bookkeeping

Each crèche owner has the opportunity to participate in our basic bookkeeping training course. Our trainer guides the owners slowly through the process of invoicing, receipting, collating all expense slips, and cross-referencing to make sure all the invoices have been paid and receipted. He then moves onto teaching them how to enter their income and expenses into a simple cash book. He mentors them weekly until they are able to run a basic set of books correctly, so that they can build their crèches into small, sustainable businesses.

"The Singakwenza facilitators have found us in a great need and lifted the heavy burden with us and in terms of managing our finances, the books are now well organised." - Lungi, practitioner



Play Mat Programme

For many children under five in South Africa, centre-based Early Childhood Development (ECD) is still beyond their reach. Given that children this age spend most of their time at home, the Play Mat Programme aims to equip parents and caregivers to intentionally increase playful learning for their children at home. This approach to Home Based ECD training has unique features:

1. It teaches parenting principles (including child protection) and combines them with play activities for development, stimulation and learning in both the adult and the child.
2. A series of nine group sessions led by trained facilitators are interspersed with home visits to strengthen the application of learning into the routine at home.
3. Each household is given a 1.5m x 1.5m play mat which is used for the group play sessions and for play at home. This addresses the challenge of having a 'safe space to play,' and comes to represent fun engagement between the parent and child.
4. Educational toys become within reach of all families as the toys used in the programme are made from household packaging that is usually thrown away.

The Play Mat Programme has been developed in conjunction with two other local NGOs, Dialanathi and Thandanani, and the curriculum covers communication, cognitive, fine and gross motor development, and free play. It encourages children and caregivers to have fun together, inviting caregivers to be active agents in their children's holistic development within their means and availability.

Learn@Home

During Covid-19, all the crèches where we run our Training and Mentorship Programme were closed. We therefore developed a new Learn@Home programme. This started with a WhatsApp campaign to the parents with a series of photographs and instructions on how to make and set up play activities using household packaging. Data costs prevented us from reaching all parents in this way, so we produced a printed booklet too. In the meantime, we also made each of the 814 children who should be in our crèche programme their own activity boxes. These boxes contained a number of carefully selected toys that our team made from recycling to develop a wide range of vital preschool skills. There was also a booklet in isiZulu for the caregivers to explain how to set up the over 60 different learning activities and games, and how these will assist with holistic development. As everything is made from household packaging, if any of the toys get lost or broken, the parents can easily replace them.



ACTIVITIES



LAZY 8 RACE-TRACK

As the child is driving her "car" around the race track, she is crossing her midline (left side of her brain is giving her right hand instructions correctly even though it is on the left side of her body) and she is watching where her hand must go next (motor planning).

Made from cardboard cereal boxes and toilet roll inners



EMOTIONAL DEVELOPMENT

Teaching a child to label his emotions is the first stage in learning to control them. This activity helps the child to name the emotion shown, give an example of what makes him feel like that, and match it to the one on the card.

Made from coke bottle lids and cardboard cereal boxes



SHAPE MATCHING

Teaches the child to find similarities and differences in shapes (visual discrimination) which prepares them to identify letters. They have to be able to see the difference in order to name the letters correctly eg: b,d,p,q.

Made from cardboard cereal boxes and shapes from plastic yoghurt lids



SKIPPING

This activity not only improves gross motor development and eye-foot coordination, but also teaches emotional skills like taking turns, sharing, working together and conflict resolution.

Made from plastic bread bags



"All the knowledge you gave us will be utilised for developing the young children's skills in the years to come, as our slogan says 'We Build our Nation'" - Basolani, practitioner

"I really so admire all you are doing and think you guys are brilliant... well done and keep up your wonderful work and creativity" - Margie Odell, retired principal





COUNTING

The child learns to match the correct number of items to the numeral. The child has to understand that the symbol "3" represents 3 items, and when counting, the child learns one-to-one correspondence (that each item has one number).

Made from cardboard toilet roll inners and drinking straws or sticks



NUMBER MATCHING

The next stage in the understanding of numbers is to see 4 dots on one item and know that they go with the numeral "4". The child does not count every item (i.e. each lid), he must count the dots on one lid and know that there are 4.

Made from cardboard cereal boxes and bottle tops



COLOUR MATCHING

The child can see colours as well as an adult from 6 months, and they learn to "colour match" before they can "colour name". This activity is also teaching sequencing (working systematically from left to right) which is needed in spelling and reading.

Made from cardboard cereal boxes and toilet roll inners



SKITTLES

The child is developing eye-hand coordination when rolling the ball to knock over the skittles. She then has to count how many skittles are knocked over, compare whether there are more lying down or more standing up, and identify the numerals on the ones she has knocked down (all maths skills).

Made from toilet roller inners, bread bags and onion bags

"close to a decade ago, my dear colleague Andy Visser and I met a vivacious lady who was to change our lives. Within minutes of meeting Julie at her home, we were transfixed. Shoes off, sitting on the carpet, Julie demonstrated the waste into toys concept. The words "learning through play" and "break the poverty cycle" were quickly, and indelibly, etched into the core of our beings. A decade later, Singakwenza is more than a beacon of light. It IS the embodiment of the light of early childhood development. From the earliest days of the pilot at Zandile's Mickey Mouse Educare centre, to the international programme that it is today, Julie and her phenomenal team have consistently shown the way to change the world. Our admiration for Singakwenza's work is unbounded, as is our respect for the manner in which it has been carried out, including superb governance." - Con Roux, N3 Toll Concession

HISTORY

Singakwenza was formed in 2010 when two friends, Julie Hay and Debbie McCarthy, decided to join their areas of expertise to create an organisation that would address, through training, two main issues facing many South Africans at that point, namely Education and Health.



Early Childhood Education Programme

Julie Hay, a qualified educator, taught for 11 years in the Junior Primary and Pre-Primary phases, before purchasing a Toptots Mother and Child franchise in July 2000. Her passion for Early Childhood Development (ECD) had an outlet in this programme, and she spent 10 years teaching mothers how to provide the stimulation necessary to help develop well-rounded children with a solid foundation for learning. This passion helped her to be placed in the top five franchisees in the country for all 10 years, and first overall for three years. During this period, she became very aware of the difference that an ECD programme was able to make to children who had many social, physical and financial advantages, and wanted to bring the benefits of early learning through play and exploration to children who were not so fortunate.

She therefore sold her franchise in June 2010, to launch an organisation that would reach economically disadvantaged children under the age of four in South Africa with a sustainable and meaningful programme. This has allowed her to dedicate herself full-time to writing training material, lesson plans and workshop manuals, designing toys and teaching materials from household packaging, teaching and mentoring trainers, and supervising all staff to ensure that the Singakwenza vision is maintained.



“Singakwenza has been the best thing that has happened to me, it has taught me how to be a parent... I have learned different values and I have learned to live by them... I have learned that there are a lot of things that we can do or use to build a nation. Singakwenza has changed the way I look at things and the way I look at people... In Singakwenza I have found love, family and appreciation.”

- Slindile Mchunu, ECD Trainer

HIV Peer Education Programme and Mobile Clinic

Debbie McCarthy's company, Training Leadership Consulting (www.tlc-global.com), had been looking at ways that businesses they worked with could address the effects of HIV in the workplace. In 2002, Debbie and Nondumiso Nzimande worked with Linzi Smith from Education, Training and Counselling (ETC), an expert in the field of HIV, to compile a comprehensive HIV Peer Education Programme in English and isiZulu. In order to provide treatment for the opportunistic diseases associated with being HIV positive, a Primary Health Care Mobile Clinic programme was started under the guidance and support of Ray Baker, the Director of Corporate Social Responsibility for Kingfisher in the UK. The clinic was funded by Kingfisher, and staff and medication were funded by the Department of Health. This programme was formalised as a non-profit organisation when Debbie and Julie launched Singakwenza in 2010.

Changes in 2014

The key philosophy of Singakwenza is "Sustainable Change". Sadly most of the sites that the Mobile Clinic was servicing were resistant to implementing the Peer Education Programme, which meant that the Mobile Clinic was merely providing a "band aid" for the symptoms of HIV and not treating the root cause. In addition, over the years, Primary Health Care became a key focus for the South African Department of Health (DoH), and by 2014, they were providing these clinics to most areas in the district. Therefore the Singakwenza Board made a strategic decision to no longer provide the Peer Education and Mobile Clinic programmes, and instead to focus on educating children from a young age to make healthier choices. As per the agreement with the Department of Health, the Mobile Clinic was transferred to them and they continued providing the Primary Health Care service to the sites that Singakwenza had been servicing.



Photo Credit: Gabriel's Photography

AWARDS



- 2015 **Social Entrepreneur of the Year** - Business Women's Association (awarded to Julie Hay)
- 2017 **Social Enterprise of the Year winner** - Pietermaritzburg Chamber of Business
- 2018 **Social Enterprise of the Year runner up** - Pietermaritzburg Chamber of Business
- Best Non-Centre Based Programme** - National Development Agency
- 2019 **Social Enterprise of the Year winner** - Pietermaritzburg and Midlands Chamber of Business
- Special Recognition Award for Action** - CLIP Innovation Conference



“An investment in education always pays the highest returns.” - Benjamin Franklin

HOW?

To every corporate and individual Rainbow Champion that has donated to us monthly – **THANK YOU!**
To every Foundation and Trust that has funded various programmes – **THANK YOU!**
To every person that has invested in Singakwenza – **THANK YOU!**



“congratulations to the team at Singakwenza on reaching your 10 year milestone!! You have made a significant difference in the lives of young children throughout Southern Africa and we look forward to our ongoing association.” - Summit Solutions

We could not have changed the lives of so many young children and practitioners without all our phenomenal funders (some of whom you see here) who have supported us over the years.



“Six years ago, we met the wonderful team from Singakwenza and started our journey together. We recognised the value of this highly sustainable concept and helped Singakwenza to expand its reach into many impoverished areas. With their hard work, dedication and innovative ideas, Singakwenza really justified its name “we can do it”. We hope that children from South Africa will learn through play with Singakwenza for many more years and that we will stand as their valuable partner in this noble mission.” - Jonathan Bender, Secretary General of the Emirates Airline Foundation



“I really enjoy seeing what you do on your Facebook page. Thank you for always keeping us updated.” - Wendy Smith, Atlas Business Solutions

“I know that funds are important to any organisation and with Singakwenza the assurance is always that they will not be squandered,” - Paul Chamen, Noshcon

“To Julie and the Singakwenza team, you have been an absolute inspiration in the way you have taken action and positively impacted thousands of young lives. Thank you for providing us with the opportunity to support you over these years.” - Ryan Zammit, Foodpak



HOW?

Some FUNDRAISING events and volunteers



8 Mile



Beanie Knitters



Meet 'n Make



Nibs van der Spuy concert



Hilton Arts Festivals



Cycling Events



“Being amongst colleagues of integrity and being part of organisation which only exists for the well-being and for a better tomorrow for the less fortunate of children is a true honour. I wish the organisation many years of continued success.” - Seelan Naidoo, Board member



Photo Credit: Gabrielle's Photography



Rainbow of Hope dinner with Sibusiso Vilane



Ladies Garden Tea with Tanya Visser



Swimchix Swimathon



#swimchixswimathon



Swimming Events



Student Volunteers



Talking Parenting

MILESTONES



- Julie Hay and Debbie McCarthy formed a new Non Profit Organisation.
- The Singakwenza logo and branding were designed pro bono by Kerry Koller.
- Nondu Nzimande (Peer Educator Trainer for the Mobile Clinic) started testing the ECD training at Khanya Crèche.
- Bonnie Bennett, a charity auditor from England, came to South Africa to help with registering our NGO.

- Sthembile Magwaza employed (1st ECD Trainer).
- Pilot programme was started at Mickey Mouse Educare Centre with Zandile Ndlovu.
- 1st Waste 2 Toys workshops held at Hamilton Prep School in Ladysmith, KwaZulu-Natal.
- Julie Hay won a place in the Vodacom Change the World programme.
- Sthembile Magwaza ran first isiZulu Waste 2 Toys workshop, sponsored by Dr May Mkhize.

- Second Mobile Clinic, funded by Danida (Denmark) and Kingfisher (England), launched at a Business Breakfast. Speaker: Con Roux (N3 Toll Concession).
- Laura Castle, from Minnesota, volunteered for 9 months and supported Sthembile Magwaza in the Training and Mentorship Programme.
- 1st funding received from N3 Toll Concession.

TRAINING & MENTORSHIP

1 new crèche, 3 practitioners trained and 55 children benefiting.

WASTE 2 TOYS WORKSHOPS

4 held, 41 adults trained, 267 children benefiting.

- Linda Hill (Project Coordinator and Fundraiser) and Sindiwe Mchunu (2nd ECD Trainer) employed.
- Rented first office space at The Rotunda in Hilton.
- Linda won a place in the Vodacom Change the World programme.
- Started a Sustainability Investment Portfolio to ensure the long-term survival of the organisation, handled and run pro-bono by Harvard House Group.
- Rainbow Champion fundraising campaign launched at Rainbow of Hope evening, encouraging individuals and corporates to donate monthly. Speaker: Sibusiso Vilane
- 1st Talking Parenting fundraising and awareness event. Cordwalles Prep School offered their venue for these events for no charge. Speaker: Nikki Bush
- 1st funding received from Foodpak, Training Leadership Consulting, Sunshine Bakery, Noshoon, Marriage Meander, Ndaka Safari Lodge and Harvard House Group.

TRAINING & MENTORSHIP

6 new crèches, 2 crèches graduated, 25 practitioners trained and 357 children benefiting.

WASTE 2 TOYS WORKSHOPS

11 held, 196 adults trained, 5 518 children benefiting.

“Singakwenza did great work. This workshop made me very young because I started thinking of being a child again. It motivated me to work hard to give back to the children we are working with and even my children, to build their foundation.” - Bontle (Maun, Botswana)





- Joseph Mhlokoana employed (Admin Assistant and driver, promoted to Bookkeeping Trainer in 2017).

- Presented to the Board of The Emirates Airline Foundation in Dubai.

- 1st Waste 2 Toys training in Malawi, sponsored by Vodacom Foundation.

- Meet 'n Make volunteer group started.

- 1st funding received from PMB & District Community Chest, Summit Solutions, Emirates Airline Foundation, Truda Snacks and MySchool.

TRAINING & MENTORSHIP

5 new crèches, 2 crèches graduated, 43 practitioners trained and 545 children benefiting.

WASTE 2 TOYS WORKSHOPS

36 held, 971 adults trained, 28 689 children benefiting.

FUNDRAISING EVENTS

3 x Talking Parenting, Capital K swim, Beanie and Blanket Drive

- Thoko Shelembe (3rd ECD Trainer), Mags Hounsom (Part-time Occupational Therapist) and Nontobeko Mnikathi (Workroom Manager) employed.

- Selected to be a main charity beneficiary of the Midmar Mile 8 Mile Club. 19 swimmers raised R208 113.

- 1st Waste 2 Toys training in Zambia, sponsored by Vodacom Foundation.

- Barloworld Transport donated the use of a Ford Ranger double cab.

- Julie Hay was awarded "Social Entrepreneur of the Year" at the Business Women's Association Gala Dinner.

- Piloted the first Play Mat Programme, together with Dlananathi and Thandanani, two local NGOs.

- 1st funding received from Safire Insurance, Atlas Business Solutions and PFK Electronics.

TRAINING & MENTORSHIP

5 new crèches, 1 crèche graduated, 48 practitioners trained and 689 children benefiting.

WASTE 2 TOYS WORKSHOPS

43 held, 841 adults trained, 27 381 children benefiting.

FUNDRAISING EVENTS

3 x Talking Parenting, SwimChix Swimathon, Swim School Swimathons, Barnyard Show, Midmar Mile, Spinathon, Beanie drive, Peanut Butter drive

- Thandeka Dlamini employed (4th ECD Trainer).

- 1st Waste 2 Toys training in Zimbabwe, sponsored by Children in the Wilderness and Emirates Airline Foundation.

- Midmar Mile 8 Mile Club – 22 swimmers raised R235 169.

TRAINING & MENTORSHIP

1 new crèche, 1 crèche graduated, 53 practitioners trained and 802 children benefiting.

WASTE 2 TOYS WORKSHOPS

68 held, 1 687 adults trained, 39 304 children benefiting.

FUNDRAISING EVENTS

Cape Town Cycle Tour, 3 x Talking Parenting, SwimChix Swimathon, Swim School Swimathons, Midmar Mile, Toy Sale, Nicole Haynes Family Photoshoot, Beanie Drive, Peanut Butter drive, Stationery drive

- Belinda Wood volunteered for 3 months to help our trainers to introduce the Toddler Stimulation Programme in our crèches.

- Received B-BBEE Verification for Socio Economic Development and Enterprise Development.

- Claire Willows was employed (Full time Occupational Therapist).

- Purchased a 7 seater VW Caddy.

- Midmar Mile 8 Mile Club – 30 swimmers raised R353 235.

- 1st funding received from Actaforce, Victor Daitz, IUA, Jim Joel Fund and Oppenheimer Memorial Trust.

TRAINING & MENTORSHIP

4 new crèches, 10 crèches graduated, 75 practitioners trained and 1 114 children benefiting.

WASTE 2 TOYS WORKSHOPS

56 held, 1 392 adults trained, 17 205 children benefiting.

FUNDRAISING EVENTS

3 x Talking Parenting, SwimChix Swimathon, Garden Tea with Tanya Visser, Niba van der Spuy concert, Zumbathon, Toy Sales at Liberty Midlands Mall, Midmar Mile, Renee Lighton workshop: "Positive Discipline", Hilton Arts Festival, Beanie Drive, Peanut Butter drive, Stationery drive, Christmas Cards

MLESTONES



2018

2019

2020



- Vumile Madlala was sponsored to work as an intern in our organisation.
- Julie Hay presented a session at the National Association for the Education of Young Children (NAEYC) Conference, the largest ECD conference in the world, in Washington DC.
- Midmar Mile 8 Mile Club – 30 swimmers raised R414 611.
- 1st funding received from Infection Protection, Blackwoods, AMJ Electrical, Kindernothilfe and ApexHi.
- Professor Jonathan Janssen (Stellenbosch University) endorsed our programme.

TRAINING & MENTORSHIP

13 new crèches, 4 crèches graduated, 56 practitioners trained and 922 children benefitting.

WASTE 2 TOYS WORKSHOPS

71 held, 2 080 adults trained, 19 016 children benefitting.

FUNDRAISING EVENTS

3 x Talking Parenting, SwimChix Swimathon, Kester Vickery: "A Walk with Elephants", Midmar Mile, Hilton Arts Festival, Blackwood's Gardening Talks, Beanie Drive, Peanut Butter drive, Stationery drive, Christmas Cards

- Vuyisile Mkhize (5th ECD Trainer) and Robyn McGrath (Full time Occupational Therapist) employed.
- 1st Waste 2 Toys training in Swaziland (sponsored by The Solon Foundation) and in Botswana (sponsored by Airlink, Khwai Private Reserve and Emiratee Airline Foundation).
- 1st book donation from Book Dash for every child in our crèches.
- Moved to new office at Quarry Park in Hilton.
- Midmar Mile 8 Mile Club – 31 swimmers raised R412 445.
- 1st donation from Webroy, Timber24, PricewaterhouseCoopers and J Leslie Smith & Company Inc.

TRAINING & MENTORSHIP

7 new crèches, 5 crèches graduated, 69 practitioners trained and 1 112 children benefitting.

WASTE 2 TOYS WORKSHOPS

63 held, 1 463 adults trained, 16 955 children benefitting.

FUNDRAISING EVENTS

3 x Talking Parenting, SwimChix Swimathon, Biomimicry talk, Midmar Mile, Blackwood's Gardening Talks, Stationery drive, Christmas Cards

- WhatsApp campaign developed to reach the children in their homes with purposeful play activities.
- Printed booklet in isiZulu and English was produced and distributed to more than 5 000 families.
- Learn@Home activity boxes produced, containing toys and games from recycling to provide holistic development. Every child currently in our programme received their own box.
- 10th birthday celebration with Simon Sinek
- Midmar Mile 8 Mile Club – 31 swimmers raised R505 853.
- 1st funding received from Standard Bank and Practice Plus.

TRAINING & MENTORSHIP

1 new crèche, 53 practitioners being trained and 817 children benefitting.

WASTE 2 TOYS WORKSHOPS

9 held, 286 adults trained, 2 028 children benefitting.

FUNDRAISING EVENTS

Talking Parenting, Midmar Mile, Mandela Day fundraiser for handwashing stations, Beanie drive





"I remember playing at school, especially hide and seek. I am doing very well at school now, especially in Maths."

- Keketso in Grade 7
(Mickey Mouse Educare Centre graduate)



"Mickey Mouse was a very happy place for me. I had lots of fun. I am in high school now and my favourite subject is Zulu. I have done well in languages and I want to be a doctor."

- Sanelisiwe in Grade 8
(Mickey Mouse Educare Centre graduate)

Thank You!

We hope you have enjoyed paging through this book and walking down memory lane with us. We are looking forward to the next 10 years together.



We are excited to present our revamped branding going forward.



HELP US REACH MORE CHILDREN



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