



(Operating as Pietermaritzburg Child and Youth Care Centre)



ANNUAL REPORT

2021 / 2022

"Investing in the Best Interest of each Child in our Care"



VISION

Investing in the Best Interest of each child in our care

MISSION

To render Professional Child and Youth Care Services to vulnerable children needing alternate care, through their legal placement into residential care

PURPOSE

To provide Holistic Developmental Care using the Circle of Courage Model within the Life Space of our Children

UPHOLDING OF VALUES

Generosity

Belonging

Mastery

Independence

Honesty

Respect

Commitment

Courage



Responsibility

Fairness

CHAIRPERSON'S REPORT

It is my pleasure to present the Chairman's report for the past financial year for Pietermaritzburg Children's Home, operating as Pietermaritzburg Child and Youth Care Centre. 2021 marked the 135th anniversary of our organisation, which has continued to make a difference to the lives of those members of society who need it most. We could not have come this far without the support, generosity and dedication of the staff, donors and board members who have demonstrated commitment to the organisation over all these decades and I hope we can continue another 135 years, at the very least, of changing young children's lives.

Our staff had a complement of 25 registered employees and 2 casual workers in the period of concern. During this time, we had 1 resignation from a Child Care worker and we officially registered 2 other Child Care workers.

I want to acknowledge the efforts made by our child and youth care workers to complete their FETC in Child Care and submit all necessary documents to verify their qualifications. It is unfortunate that some of them are still awaiting their hard-earned certificates, which need to be verified by the Hwseta. These certificates vouch for our staff members' commitment to the children's sector and ensured that staff were well prepared and trained to provide a higher quality of service to children. Due to the Covid restrictions, we were unable to engage fully with our volunteers and interns in this financial year however, we did accept 2 unemployed social work professionals, and gave them an opportunity to gain valuable experience.

Our utmost concern as a Board is to ensure that all children placed at our Home receive the highest level of Child Care services. Our role is to ensure that we are providing support to the Director and her management team to ensure that they are implementing the relevant programmes and activities that will meet this goal. I thus commend the entire PCH team as they were able to sustain relevant programmes and initiate new and innovative ideas that boosted the overall development of our children.

In the previous year there continued to be a strained relationship with the department in relation to all our NGOs in the welfare sector. The implementation of the National Nawongo Court Judgement proved financially beneficial for all CYCCs in KZN, and we have fared much better this past financial year thanks to the adjusted subsidy rate received for our children, as well as the introduction of the subsidy for the social work post.

Throughout this past year, despite many being impacted by a crumbling economy, we must commend the perseverance of our kind Donors. All their contributions in cash and kind impacted positively on the work we do. We continued to advocate with the Department of Social Development in relation to adequate funding that allowed us to meet the holistic development of our Children. We are eternally grateful and appreciative of the selfless compassion shown by various individuals and businesses for their unstinting support to PCH. We appeal to you and others to continue with your support for the benefit of our children.

I further acknowledge the great sacrifice that is made by our Board of Directors and our Trust members. The members of the Pmb CYCC Trust guide and provide financial oversight to the Board. A special thank you goes to Mike Yeats, Dem Kambouris and Irene Dugmore for their expert guidance, as always.

Through the persistent efforts of our director, we received some historical news from the Victor Daitz Foundation and started the hall project at the beginning of the past financial year. The project took shape, over a year, under the stern expert leadership of our Trustee, Mike Yeats and we appreciated his knowledge and leadership for this new journey.

I want to acknowledge and commend the services of the Youth Representatives who must deal with the pressure from their electorate as well as with the added task of being the voice of the rest of the children at Board meetings. They have actively attended online board meetings, during the period under review, and their confidence and ability to represent their peers stands out, as they are growing in their leadership roles. We are proud of these young people and convey our appreciation to the Youth Coordinators of our Home who had a key role to play in ensuring that our team attend relevant forum events and were able to voice their issues at Online Provincial and National levels. It certainly makes us proud to have our young people being elected to strong leadership positions at Provincial and National level!

PCH is maintained and kept well-run by a strong team of dedicated staff. The beautiful environment and positive ambiance that one experiences when you come through our doors, is a true reflection of the efforts made by the team to ensure that they have created a safe and homely space for children who call this their Home!

In closing I wish to thank all our valuable donors and loyal supporters of our Home. We have many valued contributors that joined us for special programmes, whilst others supported our fundraising drives, and there are those who joined us over the holidays and throughout the year to engage with our children. It was unfortunate that due to the Covid regulations our home visits and programmes were restricted and came to a halt! However, we commend all of you, for maintaining contact with PCH through other means and still offering your donations to us, despite not enjoying the usual engagement with our children.

Your role in helping to sustain our goals can never be over-emphasized and we Thank You for always thinking of and supporting PCH and our children.

Finally, I commend and thank our Director and her Management team, all Staff and Members of the Board for your dedication and diligence over the past financial year.

Mr L. Du Preez

Chairperson

DIRECTORS REPORT

I appreciate the opportunity of presenting our annual report for the 2021/ 2022 financial year.

We ended the last financial year on a bit of a sombre note, after recovering from the prior year's turmoil, and after re-grouping both as a new Board of Directors and as a stronger Board of Management. Likewise, all our staff members had to recover from the Covid impact on PCH and our children. However, we have a strong and resilient staff team, and this helped us gradually get back our footing in this new financial year and settle back to our routines, duties, and general functioning.

RELEVANCE

It is always important to reflect on the Legislation that impacts on the work we do, and our relevance. In line with South Africa's National Development Plan, as a residential care facility, PCH plays a pivotal role by providing a valuable service to our country's most vulnerable group. In line with Government's vision of transformation, and the needed services to orphaned and vulnerable children as spelt out in the White paper, our Home provides relevant services to children who reach the last option offered in the Continuum of Care Model.

The Children's Act 38 of 2005 clearly outlines the commitment of Government to ensure they support and financially assist those NGO's providing services to children of the State. In addition, the children are a vulnerable group in society that requires protection. They are a valuable resource for their communities in terms of giving back to the society as adults. They need to be educated and empowered to fulfill this responsibility. Our key role is to ensure that we are providing programs to help meet the basic and holistic developmental needs of all those placed with us.

ROLE OF PROFESSIONAL STAFF

The Children's Act spells out the requirement that all CYCCs employ trained and skilled staff to meet the needs of children in their care. As an Employer we thus have this obligation. The staff also have an obligation to equip themselves with the minimum level of training and education and be registered with our Council for Social Service Practitioners.



Child Care Workers are vital role players in the space of each child, as they are there to guide each child's perception of the world around them, molding their characters and setting them up to face the world as strong positive and respectable citizens of tomorrow.

A well-deserved year-end Staff Lunch

Majority of our childcare staff completed their modules in June 2017, however the CYCWs continued with completing assessments up till 2019. Majority of them were found competent.

However, yet another year has gone by, and this process is still unfolding at its own pace, with only 4 of our team members finally receiving their original certificates in Child and Youth Care Work, in January 2022.

We wait patiently for the certificates of 7 other staff, from the HWSETA, whilst 2 others were completing their outstanding assessments for submission.

Despite Council making further strides to address its administrative backlogs, it did not appear to be adequately addressed! There are still many Child Care Workers who are waiting to receive their Council numbers and Council certificates after registration, including some of our Child Care staff. We have had Council presentations via our NACCW network, and we discovered another ongoing concern, after hearing that a person could have received their council number but that does not confirm that they are fully registered with council! It is difficult to verify any of this information, as the online applications don't yield responses and thus, we have no idea if what was submitted for some staff members was accepted or not.

We continue to support our team by making annual Council Fee payments for all staff, which was made in March 2022, and we only received 1 receipt with 18 outstanding. There is also the upgrade to the FETC level 5, which is currently being advocated to be signed off by the Minister as the new minimal entry level for the sector. This requires that the current staff who are awaiting their level 4 certificates, continue with a Recognition in Prior Learning (RPL) process. The alternate option would be that staff enroll to do the full FETC level 5. All these matters take time to address, and we hope in the next year, we will be able to enroll level 5 learners, after we submitted again, under learnership requests with the HWSETA.

GOVERNANCE

- Annual Updates to CIPC in terms of our directors were submitted in September 2021 and we were still awaiting feedback on the amendments, by the end of the financial year.
- Our updated Memorandum of Incorporation was approved in 2017 and remains valid. In terms of this MOI, PCH continued with the additional staff member elected to our Board, as per the regulations of the Children's Act.
- It must be acknowledged that there are still very few CYCCs that have implemented this process within their Boards in the past year, and thus PCH continued to test the practicalities linked to policy implementation. A decision was made by our Board for the elected staff member to participate at the beginning of our board meetings, like the youth representatives who joined meetings, and thereafter they exited the meeting for other business aspects.
- Our annual NPO report for the year end was submitted in November 2021, and at the end of our financial year, we had still not received the approval. It was however approved in April 2022.
- We ensured that we complied with the general health and safety requirements and continued to have adhoc meetings with the health and safety committee to monitor key concerns.

COMPLIANCE

Our priority always remains to ensure that we meet the legal and moral obligations that we have to our children. At all times our overall priority is to ensure that we are creating a safe, secure, and enabling environment for children. We have measures in place to ensure that staff have complied with relevant criminal, child protection and sexual offences clearances.

New staff completed affidavits for our records as the **sexual offences register** remained dysfunctional. A clearance, however, does not guarantee to cover the gaps that may manifest.

In terms of the **child protection clearances**, we re-submitted all the applications from 2020, again in January 2021, as there were no responses from National DSD. Numerous follow ups were made as well as queries during the department's visits, however these did not produce any positive outcomes. We ended yet another financial year without receiving these important clearances for both staff and board members, despite submitting to the decentralized district office, which was supposed to reduce the national backlogs!

COVID 19 PROTOCOLS

Despite the relaxation of some of the Covid Regulations and Protocols at different times, we decided not to let our guard down and continued to adhere to the restrictions on visitors, donor engagements even though we moved to level 1 regulations in September 2021. Complying with covid protocols remained in place and all usual protocols related to hygiene and infection control remained in place. We also continued to provide all children and staff with their vital multivitamins, ginger, and honey daily. All staff presenting with flu symptoms remained at home, and use of masks were continued into the new year. Sanitizing at all times remained in place. Schools opened fully from the 07.02.22 and children were then finally able to settle back into their school routines.

All staff attended Truro Hall to obtain their Covid vaccinations in July 2021.

In January 2022, 38 young people aged 12 years and over received their Covid 19 Pfizer Vaccinations on site, thanks to our wonderful partnership with the team from Woodlands Clinic



POPIA

In terms of the POPI Act, PCH had a strategy in place and over a few months ensured that the following were put into place:

- PAIA Information Manual was drafted, signed off and is made available as a hard copy on site as well as a soft copy uploaded on our website.
- All laptops were updated with Popia requirements including the updated antiviruses and firewall installed.
- All donors/contacts were updated on our Popia status and Popia disclosures were printed and placed at the admin and security entrances
- Email footers related to compliance were approved and sent off.

We acknowledge the Department of Social Development who play a significant role in monitoring and evaluating our organization to ensure compliance in terms of the regulations and the Children's Act. During the financial year concerned, we had a monitoring visit in June 2021 and submitted numerous documents as per their checklists. We again had an unscheduled visit in September 2021, where we were issued with a new template to complete and submit to department. After some investigations, it seemed that the tool issued to the facilities in PMB was an old tool that was used previously in DBN, whilst they now had a different tool in place.

Our Provincial Task team had raised several issues linked to the monitoring visits and the tool used to assess us, with our new HOD for Social Development. We were made aware that a National standardized tool was finally in the plans and would filter to provinces. However, our concern would remain the need for standardized training on this new tool, to avoid misinterpretations of the Children's Act and the Regulations by the coordinators who monitor our services.

ADVOCACY

In the past year our team continued to advocate at all levels, to ensure that we offered the best quality of services to our children - it created an opportunity for all professional staff to raise issues related to our children's needs, rights, and responsibilities in whichever context we are faced with.

We also used every opportunity that presented itself, for PCH to advocate and lobby for issues that matter to the Childrens sector. We have continued to submit written input to change current legislation and regulations that impact on service delivery:

- We again submitted our comments on the **Children's Amendment Bill 2017 (3rd draft)** via a DCH representative that was invited to attend the public hearings in March 2021.
- The **Social Service Practitioners Draft Bill** was circulated in July 2021 and PCH submitted comments in August.
- The **NPO Amendment Bill** was circulated for comment in October 2021, and PCH submitted our comments via an elected NPO working group that was delegated to address issues related to this Bill with National DSD. PCH Director was elected to this task team. First set of comments was submitted on 31.10.21, however numerous further correspondence was submitted.

Debates continued on Sector issues at local, provincial, and national levels using online platforms.

As a member of the Provincial Task team for CYCCs, we again forwarded our concerns to our new Head of Department for Social Development and ensured that we had a face-to-face meeting with her and their team. Some of the issues addressed included: funding for our social work posts that were withdrawn, delayed subsidy payments, the reduction in number of children funded as per the Master List, lack of uniformity with monitoring, poor communication, and the need to standardize DSD engagements with NPOs in all districts and regions under KZN.



We created many other platforms for our own childcare workers to have a voice and advocate for pertinent concerns that impact on their work with children. They engaged in online events, Nationally, Provincially, and Locally to lobby for themselves and the children.

Participating in the NACCW online Conference 2021

At a National level PCH remained a member of the South African National Children's Rights Coalition (SANCRRC) and the Director continued as a member of the working group on Child Protection. This afforded us the National platform to raise relevant CYC issues.

FINANCIAL IMPACT

This financial period remained difficult with Covid restrictions and the decrease in income from donations, businesses, and fundraising. We did however reduce our petrol costs due the closure of school during lockdown. Likewise, approaching business houses for sponsors were rewarded to a small extent. A few monthly sponsors of grocery items continued when restrictions were lifted.

The Department of Social Development subsidizes a portion of the cost for the care of the children residing in the facility.

This subsidy provided by the government was approximately 83% of the total income received for the financial year end 2022. The remaining 17% was generated by the organization to keep the Home sustainable.

Such an amount from DSD was only evident due the forced implementation of the Nawongo judgement in our sector, as well as the sudden decision by our District to comply with the National legislative policy related to the subsidy for the social work post, as we were finally granted this subsidy in this past financial year!

STAFF COMPLIMENT

STATUS:	
STAFF COMPLIMENT AT BEGINNING OF FINANCIAL YEAR	24
RESIGNATIONS	1
NEW APPOINTMENTS	2
STAFF COMPLIMENT AT END OF FINANCIAL YEAR	25

- The 1 resignation and 2 new appointments were for childcare workers.

TRAINING AND STAFF DEVELOPMENT

We maximize on all training opportunities that staff can attend to ensure that we are functioning at our optimal. PCH is very adamant that all Staff are exposed to all types of learning environments to inspire and motivate them on how they respond to our children.



N4C Inyamekela 4 Care Training

In-service Training - A pilot project conducted in partnership with the Children's Institute on a Child Protection Manual

A few sessions were initiated, and training continued into the current financial year - 11 sessions held

Staff who attend external trainings normally return and in-service others on their team. However, the additional sharing was restricted as we complied with Covid Protocols.

The Team was exposed to the following trainings: -

External Training attended (physically):

1. Dealing with death and bereavement in the time of Covid 19.
2. Professional Practice
3. CCMA Training on labour relations

External Training attended (online):

1. Forensic reports	2. Learn at Social Breakfasts
3. Adapt or die session	4. Mental Health of Children
5. Caring for Boys affected by sexual violence	6. Grief and Loss
7. Gender Based Violence and Protection from Sexual Exploitation and Abuse	8. Women, politics, and leadership: Empowering towards an equitable future
9. Protective Behaviours	10. Programme Delivery
11. International Fundraising Conference -2 days	12. Chance to Play
13. World Social Work celebrations	14. NPO Forum: Donations via Mobile services
15. NPO Forum: Emotional Self Care	16. NPO Forum: Donors
16. NPO Forum: Relationships	17. NPO Forum: NPO legalities and Governance

The Child Care Team were exposed to the following Internal Trainings:

1. How to do proper handovers	2. Proper checklists for the whole UNIT, room by room.
3. Chronic medications, handover, counting & recording properly.	4. N4C: Empathic Care skills - setting the scene
5. N4C: Child Abuse and Neglect	6. N4C: Communication: nonverbal and verbal
7. Responsibilities of key child protection service providers	8. N4C: Recognizing trauma in children of different developmental stages
9. N4C: Exploration: finding out about recent life events, social and health problems, assessment of functioning and mental distress	10. N4C: Referring children to appropriate services and Reflecting: restating and interpreting feelings, and on the incident book and incident report

Staff Development:

We use many opportunities to appreciate our staff. All our celebration days include an acknowledgement of the work done by the childcare staff.

- Mother's Day was celebrated, with a special lunch for our mothers and cards made for them.
- Father's Day was celebrated with a special lunch, children acknowledged the father figures in their lives.

Student Placement and Support:

- YES programme: we accepted 1 unemployed social work graduate in March 2021 who received a stipend from an external source - she ended her programme in December 2021, when DSD appointed her on a contract
- Wits Health / Hwseta placement: we accepted 1 unemployed social work graduate in May 2021, who functioned as an intern and her contract continued into this financial year.

PROGRAMME CHAMPIONS

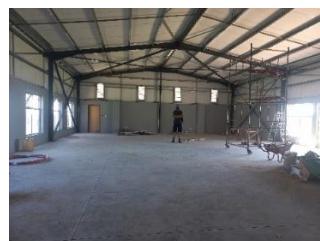
We acknowledge the support of external ambassadors who have offered us invaluable knowledge and life skills in the past financial year:

- ❖ St John's Cadet First Aid Training for KZN Cadetts
- ❖ Crickmay Computer Literacy programme
- ❖ Achieve Careers Book Club and Educational support
- ❖ Pietermaritzburg Gandhi Mandela Foundation Values Based programme
- ❖ Inkuzi Isematholeni Organization Gender Based Violence programme
- ❖ Love to Live Gender Based Violence programme

- ❖ Children's Institute/Perinatal Mental Health Project/UCT N4C Pilot Project

BUILDING PROJECT

- ❖ A Special THANK YOU to the Victor Daitz Foundation, with whom PCH partnered to make our dream come true!
- ❖ We commend enthusiastic well wishers like Megan who drove this project as a funder and we also acknowledge Mike Yeats for his excellent leadership as our Project Manager
- ❖ Hall Funding was approved in February 2021, and the project began...
- ❖ This project kept us busy... with an almost completed hall by the end of our financial year!



SPECIAL THANK YOU TO OUR DONORS

I convey my sincere appreciation to all our Major Donors, Corporate Donors, Regular Donors, Donors in Kind, all our wonderful well-wishers and friends throughout the year, for taking time to be with and offer your guidance, advice, and support to us, for the benefit of our children.

A very special thank you to our dedicated members of our Trust for your continued expert advice and guidance, to our Board of Directors for your generosity in time and commitment to what we stand for, to all our staff for your loyalty and ever-willing approach to give off your best, and to our strong and steady members of our Management Team for your willingness to accept new challenges, and your continued advocacy and championship for the work we do, in the name of our children!

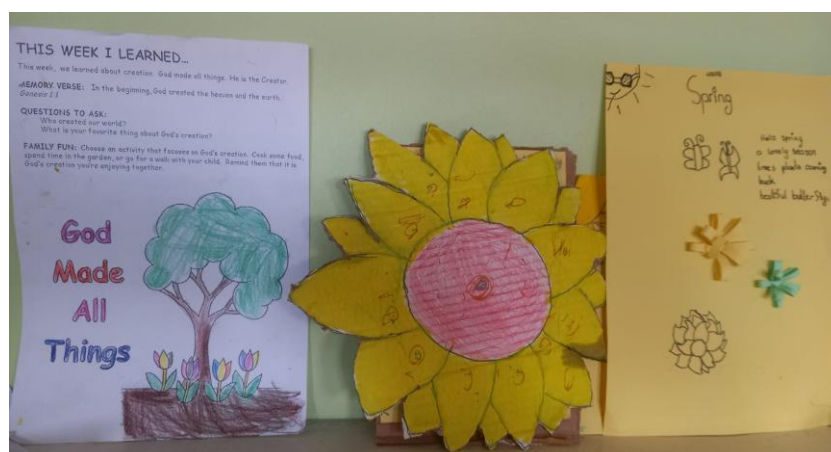
KEY DONORS

- ❖ Department of Social Development
- ❖ KFC Add Hope Campaign
- ❖ NMI (DSM)
- ❖ Ken Collins Trust
- ❖ Pietermaritzburg and District Community Chest
- ❖ Alpha Omega
- ❖ All our Corporate donors throughout the year
- ❖ All individuals for your wonderful support of all our initiatives and programmes

God Bless

Fiona Balgobind

Director



**Plant a Seed of Love and it will grow into a Tree of Love,
Spreading Joy, Peace and Happiness to all
We are all one in the Eyes of God!**

SOCIAL SERVICES REPORT

Heartfelt, cordial greetings. It is a pleasure to present a report on the Social Service and Childrens activities for the financial period, (2021-2022). In the past year, we were faced with some challenges, but we managed to successfully conclude yet another year, despite all the adversities that were brought by national regulations on Covid 19.

Our young people were restricted from interacting with our stakeholders even going to their churches, they had to be more innovative and gather and fellowship with one another, they missed fellowshiping with other young people from the community. They missed playing with other children from the community although they were able to interact with them at schools. That helped them in their physical, intellectual, emotional development as well as to adapt socially.

With the educational protocols, that were put in place in terms of learner attendance, as we all know - that gatherings were limited, including in classrooms as well. Some schools were using weekly rotation and others were using alternate days. With us having so many young people attending school, it brought about a lot of challenges to keep up with different rotational basis for each learner for each school. This did not do well in terms of teaching and learning from the educator's point of view as well, as they had to repeat the same thing with different groups.



Ours is to strive to promote and uphold the culture of good quality care for the children in our facility. To rebuild and nurture good relationships with outside stakeholders so that our children are the beneficiaries of quality education and care. This was done by continuing to make sure that the environment that our children live in, is enabling, safe and secure for them to become good citizens in the future. Also, through the utilization of structured programs that considers the children's needs as a group and as an individual.

In the past year, PCYCC accommodated a total of 85 children between the ages of 4 and 21 years. We had 11 new admissions and 1 placed under temporary place of safety. Children are placed into four (4) cottages according to their age groups. We were blessed with young people who turned 21, while in our facility, since their home circumstances were still not conducive for them to be returned into the community.

This past year, 9 young people were reunified with families and some with their extended families and foster parents, through the reunification services which is an integral part of our program. One young person was transferred to another facility. This has been a joint responsibility of the placement agency, and PCH who are the children's custodians.

We are proud to have played a more active role in the Reunification processes in recent years, and we are continuing to be the champions of this process as we have increased the number of children that are returned into the community, where they **BELONG**.

Our Reintegration Team at work!





The reality is that the family home circumstances often take longer than anticipated to improve therefore our children remain in care system for longer until the permanent reunification is possible.

Home visits (and practicing their customs) are a good way of building relationships with family members in preparation for children's return

With the lockdown restrictions been eased, our young people were allowed to go on Leave of Absence (LOA) in December 2021, although some could not go because of the issues with agency worker not able to conduct home visits to grant these LOAs.

In the reporting year, PCH had 6 Matriculants, and we are pleased to report that they all did very well. 5 bachelors pass and 1 diploma pass. Big up to the class of 2021, who technically did not have grade 11 due to lockdown - they lost valuable learning in the classrooms, as we are all aware that about 80% of schooling was lost in 2020. Our young people managed to soldier on and made it! Their dedication, commitment, hard work, support, and zeal paid off.



Matric 2021 Farewell

- ❖ Due of lockdown regulations, our external tutors could not support us onsite, therefore we were forced to improvise with what we have, by initiating an in-house tutoring programme. Our young people were engaged in online tuition using virtual learning platforms, which assisted them in catching up with the curriculum.



We began yet another busy academic year in 2022, with PCH being blessed with 5 Matriculants.

Steady, consistent work has continued with them to prepare for their finals

-The New Normal:

Throughout 2021, we were operating in the new normal, where **safety protocols, isolation was the new language. Social distancing, sanitizing, and wearing of masks** was still mandatory. Living amid uncertainty took its toll on the emotional wellbeing, psychological and behavior of our young people. Our children have been actively involved in several programmes, that we managed to do - some not so well, due to restrictions. Through it all we learnt new skills and new language spoken via Virtual platforms and Webinars.

- Developmental Program:

This includes 24hour physical care, access to appropriate schooling and education, family reunification and reintegration.

Assistance with disengaging from the program, promotion of children's rights, mastering of the age- appropriate tasks, life space work, life skills, casework and groupwork. It became so challenging with having to work with masks on. We had to find innovative ways to make our young people safe. We had to adapt to lots of outdoor activities.

- Therapeutic Programs:

This includes a Developmental assessment, Individual Developmental Plans (IDPs) for each child, Case Conferences, individual counseling of children, and referrals to specialized services, home visits, family meetings, dealing with the daily holistic and developmental needs of each child.

Individual counselling	274	Court orders were updated	38
Court visits	40	Section 176 reports	10
Sections 159 reports	35	Case reviews	28
Home visits	15	Individual Development Plan's (IDP's)	11
Absconders	4	Transferred to other Facility	1
Mentors /host parents	7	Children being mentored	11
Minor incidents dealt by CCWS	36	Minor incidents deal by social worker	19
Complaints involving staff	5	Complaints involving children	16
Child line	5	Groupwork sessions	24

-Medical:

Another core function of childcare is to ensure the medical well-being of the child. A total of 301 different referrals were made to various other medical, care or counselling services

Northdale Hospital	112	Greys Hospital	13
Edendale Hospital	14	Woodlands Clinic	82
Northdale Dentist	3	Northdale Eye Clinic	2
Psychologists (Behavioral challenges)	22	Greys ENT/ Oncology	6
Childline (Therapeutic services)	5	Woodlands Clinic (speech therapy)	3
Ghandi Assessment Center	4	Woodlands Clinic (repeat medication)	21
East Boom Clinic	11	Harwood Pharmacy	3

- Educational:

- ❖ We are all aware that the Education sector was hit the hardest, because about 80% of schooling was lost in 2020. Our young people managed to soldier on and made it through.
- ❖ PCYCC has been impacted badly by the Covid 19 pandemic with regards to having an outside tutor to come and assist our young people with tuition. We were forced to improvise with what we have. Our young people have been engaging in online tuition and virtual learning platforms. That assisted them in catching up with the curriculum.



One of our Grade 1 learners off to an early start on first day of school.

School engagements

School visits on performance progress	98	School visits on parent's meetings	12
School visits for re-admissions	20	Visits to Special Schools	5
School visits for behavioral problem	13	School visits for placement	14

- ❖ 2 children from grade R, graduated, and were promoted to grade 1.
- ❖ Social worker had 4 sessions with 7 grade 7 learners.
- ❖ Social worker had 5 sessions with 5 grade 11 learners.
- ❖ Career Guidance Workshop Webinar, attended by 23 young people, (grade 9-12)
- ❖ Geo-matrix has been a valuable platform for our young people during the lockdown.



Creating opportunities for our final year students to engage in practical research and learning

3 learners studying Tourism attend King Shaka Airport as part of the studies.

After care:

- Nokubonga M. is continuing attending protective workshops at MH Moosa.
- Ntando M. is still attending Protective workshop at MH Moosa.
- Nomfundo C. completed her Learnership at Khulisani Academy. She was reunified with her maternal Aunt in Hopewell

Some Highlights for the year:

We are fortunate to have partners like Achieve Careers. They donated books for our Book Club. PCH has 20 committed Book Club members. Their Life Orientation booklets were used for our grades 7 - 11 sessions and became an integral part of the monthly reading sessions.



Our club members had a once in a lifetime opportunity to be photographed by a professional photographer, from Achieve careers at one of their sessions.

- Book Club members attended a Virtual Book launch by Professor Langa from Wits University and they participated in the reading challenge.
- 3 young people were assisted in getting their Identity Documents through Home Affairs.

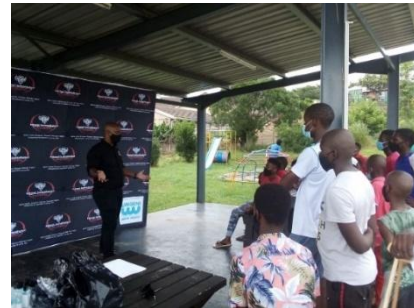


18 Young People attended a session about Bullying school "Bullying must Fall"

- 23 Young People from grade 9-12, attended a Career Guidance Workshop.
- 18 Young People attended a two-day training workshop on CHOMMY Conversation which was hosted by Department of Social Development

18 senior boys attended a one-day programme hosted by Inkuzi Isematholeni Organization.

Theme "Unleashing the Potential in a Boy child" and the Role of a Men in fighting GBV Pandemic.



- Senior girls attended a Workshop - Topic: 3P's: Passion, Purpose and Power.
- 18 senior girls attended an online awareness programme on Sexual Health.
- 14 Young People attended a training on the "Impact of Covid 19 on Children and Schools"



Our Young People have been part of the webinars that the Pietermaritzburg Gandhi Mandela Foundation have been offering throughout the year. They have adopted PCH as their community outreach programme.

22 seniors attended a Gandhi Mandela Youth Symposium Topic: NON-VIOLENCE is a weapon of the strong mind.

Child Protection Week:

- Senior boys and girls attended a Virtual youth panel discussion on Gender Based Violence hosted by the Youth Desk from The KZN Legislature
- 25 senior boys aged 12-21 attended an awareness programme about Gender Based Violence in Schools.

Our facility was blessed to be visited by one of the Globally recognized International motivational speaker Lynn Hill, while she was on her tour in schools in the Umsunduzi Municipality. She was promoting 365 days of "NO" to GBV and 365 days of Humanism.

Our children had a once in a lifetime opportunity to be addressed by Lynn Hill and her team.



Through it ALL, Children need Models, rather than Critics. (Joseph Joubert)
Ntokozo Mhlophe
Social Worker

CHILD AND YOUTH CARE REPORT

Once again it is a pleasure to submit a report on the Child Care services rendered in 2021/2022. These past 2 years we have had to adapt and evolve because of the COVID-19 disruptions, and I have to say well done to our team for taking the changes in their stride and being resilient through it all. I must acknowledge the young people themselves for working with us, for embracing the changes and being strong. It did not help that we went through a dark time during the looting and riots, which was scary for everyone, even more so if you had to deal with your own feelings and those of others in your care. It was not easy, but we did our best.

Child and Youth Care Workers were guided by their supervisor to navigate the changes and implement new protocols and added measures to keep the children and themselves safe as we were still dealing with the effects of the pandemic. We had to check temperatures, administer vitamins, prepare honey, and ginger solutions for the children, and as with everything we do, all this had to be recorded, which meant extra administration for CYCWs, but they did it effortlessly.

Lots of developmental programs were planned for the young people to teach them new things, keep them occupied and to divert their attention from the negatives happening around them. CYCWs continued assisting young people with homework and classwork as they attended school on alternate days.

My report will highlight some key aspects of childcare work that we are involved in:

Individual supervision	110
Group supervisions	65
In service trainings	14
Childcare meetings	28
Telephonic supervision	371
Online supervision	Ongoing

- 1 of our junior boys was admitted into hospital for some days, with a broken leg, a CYCW stayed with him throughout - that is what we do.
- Fire drills were still being done, at least once a month. False alarms would happen and be used as practice sessions. Young people have used emergency exits(windows), gone out in their towels as it has been drilled in them to take each fire alarm seriously. Children also elected their own fire marshals for the Unit. New admissions always orientated on how the fire drill works before experiencing one.
- Our Health and Safety committee consisting of 8 CYCWs, although we try to involve everyone when we do inspection, including Mervyn (maintenance) was operational. We check for hazards in the cottages and around PCH, make suggestions to further make the environment safe for all. Minutes are taken for these meetings and submitted to management.

FETC TRAINING

- We are proud to say all our Child and Youth Care Workers have done their training in Child and Youth Work Level 4 with NACCW, to continue practicing in the field, as per the regulations. We are now working on getting them to Level 5.

- Out of the 14 CYCWs from PCH who received their letters of competency from NACCW, 4 of them, received their FET Certificates from HWSETA. We are still waiting for the rest of the certificates.
- As per regulations for CYCWs to keep practicing they must be registered with Council, with an FET qualification they are registered at auxiliary level, their supervisor is registered at professional level as she has a degree. CYCWs are also NACCW members, and all attend Provincial and Sub-regional events in the sector.

IN-SERVICE TRAINING:

- As COVID-19 protocols somewhat eased up, we could meet outdoors for some trainings, with protocols still being followed.

Child Care meetings were held regularly, and, in these meetings, relevant operational requirements were addressed. We also used the opportunity to support, encourage and appreciate our childcare team



- CCM reminded CYCWs on how to do proper handovers, and cover everything.
- How to go through the checklists for the whole Unit properly, room by room before going off duty.
- Medication - Units addressed on the importance of handing over medications, especially chronic medication, counting balances together. Importance of proper recording after giving medication.
- Reminders of COVID-19 protocols, minimising visits, staying vigilant, sanitizing, and social distance.

NYAMEKELA TRAINING (PILOT TRAINING)



Empathic care skills - setting the scene
 Child Abuse and Neglect
 Communication: nonverbal and verbal
 Responsibilities of key Child Protection service providers
 Recognising trauma in children of different developmental stages

- Exploration: finding out about recent life events, social and health problems, assessment of functioning and mental distress.
- Referring children to appropriate services.
- Reflecting: restating and interpreting feelings



PRACTITIONERS FORUMS (under NACCW)

- We had online and some physical Provincial Executive Committee meetings, Ropah, Fiona, Zandile and Sipho attended these.
- We had a Practitioners Forum meeting at PCH, where we shared our experiences as organizations during the lockdown, protocols that were put in place, challenging behaviors and how we dealt with them and how we coped as CYCWs.
- We had a Practitioners Forum, celebrating CYCWs and their resiliency and shared some success stories from the field.
- CCM attended quarterly meetings in Durban with other senior childcare workers/supervisors.
- 05/10/21 - NACCW online Conference attended by majority of our team, and Management
- 26/10/21 - NACCW BGM Online - some childcare workers were also in attendance.

DEVELOPMENTAL/RECREATIONAL/HOLIDAY PROGRAMMES:

Watching others go home for the holidays and knowing you are not going anywhere, can be such a painful experience. With that in mind, we do try to plan fun but developmental activities that cater for the holistic needs of the young people who do not get to visit any family. Young people are involved in the holiday program planning to some extent.



Holidays activities such as crafts days, competitions, spelling bees, environment clean-up day around the community, arts and painting, indigenous games, indoor and outdoor games, sports, movie nights, etc. Back to my roots program

- Seniors played the dating game, which is a board game that teaches about positive relationships.
- Treasure hunt - listening, reading, socializing skills being tested and being patient.
- Junior girls took time to play "house" with their dolls.
- A 'burning the past' session was held where young people wrote down all the negative things from the past that they wanted to let go off and the pieces of paper were burnt as a process of letting go and starting afresh. Young people enjoyed a braai as they welcomed the new year.
- On the first of January young people made resolutions for the new year, wrote them down and pasted them next to their beds.



Young people also got a chance to go to Botanic gardens, where they learnt about diverse plants and their uses.

- Boys' talks were held, boys shared their experiences before coming to PCH and shared how being at PCH has benefitted them. Shared personal resolutions.
- Young people had a refresher meeting about Fire Drills and nominating Fire Marshals.
- Educational movies were watched which have different themes - loyalty, caring for others, obedience, courage, respect, not giving up, grief/loss, why it's bad to steal, choosing good friends, teamwork, forgiveness, loving yourself, amongst others.
- Seniors did their family trees, working on their sense of belonging. Discussing what is family, the importance of family and roles of family members.

CARING FOR THE ENVIRONMENT

All Units had allocated days to do an environmental clean-up around PCH, picking up rubbish and identifying any hazards around the premises and the cleanup of the compost area.

Recycling activities continued and some crafts were made in the holidays - Girls made flowers using plastic and paper. They also made flowerpots from 2litre cool drink bottles and colored them. Boys made picture frames using recycled materials.

Junior boys made cardboard houses, that looked so real, with windows, and doors and even a floor made from a plastic mat.



Recycling and Re-using:

Children continued regularly with separating and collecting their own waste as well as sorting out waste received by donors.

Young people working on their ecobricks

Young people had a water saving program, used chart paper and role plays to depict ways that we waste water and ways that we can save water.



SPIRITUAL

- Church services were held at PCH on site throughout the financial year. They were held on Sunday mornings, and consisted of prayer, sharing of verses, discussions and praise and worship. Young people took turns to coordinate the services.
- Good Friday was celebrated and coordinated by Unit 3. They enjoyed poems, Bible verses, spiritual music, and dance.
- Children also watched movies at times, relating to the themes identified.
- Bible study continued with the Child Care Workers onsite
- Ascension Day was celebrated, with reading of Bible verses.

EDUCATIONAL

- CYCWs attended open days, parent's meetings, sports days, collected reports and attended to any issues at our children's schools.
- We carried on starting our days with study before other programs as the children were still going to school on alternate days.
- A lot of programs focused on educational concepts eg. spelling practices, counting, reading activities, storytelling, board and puzzle games, word searches, word connect, telling time, memory games and numerous other cognitive activities.
- Young people were supported in making study timetables to prepare for end of year exams.
- Seniors had motivational talks about the importance of education.

LIFE SKILLS PROGRAMMES

Different life skills programs were facilitated, of which some of them will be highlighted:

- A child protection program was conducted whereby young people were in 4 groups answering the questions - 1. What is Child Abuse, 2. Purpose of Child Protection, 3. Responsibility as a young person regarding Child Protection, 4 types of abuse and what to do when you experience such.
- Girls had discussions on how to behave appropriately as a young lady, puberty, and hormones. Menstruation and how to maintain hygiene during this time.



Young ladies participated in the baking masterclass lessons supported by EtheKwini Caterers

- Seniors held the following Programs: "Amazing me" - sharing strengths and developmental areas, long and short-term goals and then putting all this in their memory boxes. Discussions on negative and positive peer pressure. They did vision boards - sharing their dreams.
- Seniors did a good qualities program, self-awareness program - looking at one's triggers and what to do when "triggered"
- Yoga/ meditation and relaxation techniques and self-introspection taught to young people
- Boys to Men program by the campfire, to teach them to respect women, valuing oneself, how to be a great leader, share stories of what manhood means to them and shared their clan names.
- Girls' campfire - sharing their life journey including where they wish to be in the future.
- Young people were involved in discussions and debate around the Human Trafficking crises in our country
- Young people had a program called "Myself" where one introduces themselves and others get a chance to ask questions - getting to know each other better.
- Debriefing sessions were held after the looting and rioting.
- Debriefing sessions about COVID-19 experiences.
- Junior boys had a program on dangerous games.
- Regular environmental clean-ups were held, as well as picking up of hazards and recycling.

- Debates were held on various issues.
- Promoting the principle of normalization, young people doing things for themselves like hand washing their own clothes and blankets using their feet in big basins.

Healthy foods and healthy eating program, Healthy eating and International Chef Day was celebrated with presentations on topic by each Unit.

A healthy lunch was coordinated by another Business Partner Road Lodge PMB



- Young people were involved in making birthday charts, family tree, school information chart, routines, duty roster, rights and responsibilities and rules and expectations charts for their cottage, at the beginning of the year.

RESOURCE CENTRE



Children used the resource centre to practice computer skills and do research and projects, they learnt how to create a database, saving documents, power point presentation, the different computer components. Young people learnt to do motivational letters, CVs, application letters, formal letters. Seniors had careers day and researched and presented the requirements for their chosen careers.

FIRST AID

The First Aider program took place for a few weeks. They are enrolled with the St John's Cadet for trainings, and they are divided into 3 groups, which are Level 1, Level 2 and Save a Life. This was held on Saturday mornings.

- In May young people recapped on Emergency Scene Management (ESM), golden hours, good Samaritan, objectives of First Aid, what to do when someone is in shock, faints or is unconscious.
- In June young people did practicals on what to do when someone faints, is in shock or is unconscious. They also watched a video on ESM and then had a discussion on that.
- During the Mid-term holidays, young people practiced in their Unit groups.
- Unfortunately, COVID-19 protocols disrupted activities. They continued adhoc with the program internally.

SPORTS

- Sports days were held at PCH to keep young people busy and to stay fit physically.
- Different games played at the cottages and in the field - ball games, sack race, spoon and egg race, relays.

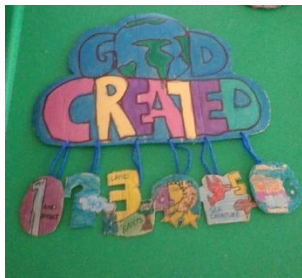
- Dance classes with Upliftment Programme were held for juniors and seniors via Zoom.

During the holidays we incorporated indigenous games as part of the programme, which teach children about teamwork, patience, determination amongst other things.



- Young people also got a chance to go and swim at the local swimming pool.
- Astro League soccer could not carry on as we had to follow the protocols.
- Young people would divide themselves into teams and play soccer or netball against each other.

GARDEN PROJECT



Our educational and therapeutic Happy Earth Garden project has continued very well. All our young people were involved in doing different activities as they looked after the garden, learning invaluable skills.

They planted many kinds of seedlings, cabbage, beetroot, spinach, lettuce, brinjal, green paper, curry leaves, onions, and tomatoes.



All gardens were utilized, main garden, by the office, the tyres and by Unit 3 cottage.

They were then involved in weeding, watering, collecting mulch from Woodlands grounds or opposite the library, mulching, cleaning the garden, removing yellow leaves and rubbish, and just looking after the plants till harvest time.



- Young people learnt to turn the soil to prepare for planting and to use wool and sticks to hold the tomato plants up.
- Young people continued looking after their fruit trees, watering, weeding, and putting mulch.

PCH CHOIR

- The choir members met adhoc to practice under the leadership of our *CYCW Siphon G.*
- They participated in some of our festivals such as the annual award day and Valentines events

CELEBRATION DAYS

Each Unit gets to coordinate different events from the celebration days. Some highlights:



Human Rights Day was celebrated with a national anthem, drama on apartheid, dances and speeches depicting their understanding of the day.

- Family Day coordinated by Unit 4. Young people divided into 4 groups, each with their own color and a captain for the easter egg hunt and games.
- Freedom Day was celebrated with the national anthem, discussion about what the day is about and drama to further explain.
- Worker's day was celebrated, sharing the facts about why this day is recognized as a public holiday. CYCWs honored as workers in South Africa.
- Youth Day was celebrated, with a quiz on what the day is about, motivational talks, plays, dance, songs and rounded off with a lovely braai.
- Mandela Day: young people children cleaned up and sorted the recycling area. Cleaned out all bins, the yard, and the main bin area.
- Women's Day was celebrated - with music and dance and special messages to the CYCWs.
- Spring day - young people planted seeds and ran programmes in cottages that highlighted the importance of trees and plants and caring for nature.



Heritage Day, which was missed in 2020, became more exciting for our young people! Theme - "Let's go back to our roots"

Lots of traditional foods, including 2 ox heads, which Sipho and the boys prepared. Cultural dances, songs, plays prepared and presented by the young people. Senior boys volunteered to wash the big pots.



- Day of Reconciliation - Discussion on the importance of forgiveness and wrote down the things they would like to forgive others for and burnt the papers.
- Awards day and Christmas party, young people were very grateful and excited to have this celebration once again as we didn't have it the previous year. Enjoyed the clothes shopping as well and were grateful for the increase.
- Young people celebrated Christmas together this year with a special lunch and sang carols with their Unit brothers/ sisters as a family. Dressed up in their new clothes and had a lovely lunch with dessert and received presents and lots of party packs.
- Valentine's day celebration, young people made cards for each other and for all staff - They also enjoyed some toffee apples prepared for them by Ethekwini caterers.

YOUTH REPS

- Our Youth reps for that period were Thabiso, Bongani, Amanda and Bongeka. All monthly Provincial youth forum meetings during this time were held virtually.
- Our youth reps and coordinators attended lots of online National meetings. This included attending 9 online leadership workshops. Some of the discussions were related to Time management, Global Forum for Children and Youth, UN High Commissioner for Human Rights, NEC Processes and Nomination Criteria, girls dealing rejection, teen suicide, GBV, World Vision Event for Universal Children's Day, commemorating the 32nd Anniversary of the Convention on the Rights of the Child.
- They also attended 4 strategic planning meetings. Youth coordinators had their own meetings with the national office.
- The youth team had 6 conference and 3 BGM preparation meetings, 2 mock presentations sessions for the BGM. They had workshops on facilitation, guidelines, roles, and responsibilities during conference.
- Youth had a NACCW youth BGM, 15 youth attended online, and they were excited.
- Youth reps attended the NACCW main BGM, Amanda, Bongeka presented for the KZN youth and did very well.
- 06/11/21 - NACCW National Youth Forum BGM, Thabiso our Youth Rep was chosen to be the National Deputy Chairperson. He then attended NEC workshops online about the roles and responsibilities of the new position, Team building and dynamics, Leadership trainings and a year planner meeting with NACCW National coordinators and other provinces virtually.
- Youth reps would bring feedback and run programs with other seniors from meetings attended.

A special thank you to all donors and stakeholders who supported us through Lockdown.

"Children are not a distraction from more important work.

They are the most important work."

C.S. Lewis

God bless you all

Ropafadzo Mashoko

Child Care Manager

PUBLIC RELATIONS AND MARKETING REPORT

It gives me great pleasure to report on the past year's events under PR and Marketing.

PCH Celebrates 135 year



In 2021 PCH celebrated 135 years since its establishment in 1886 by Miss Elizabeth Mary Cook. A lady who worked in a bookshop in Pietermaritzburg in the early 1800's, had love for children and that gave birth to this Home which was the 1st in KwaZulu Natal.

For the past year, each newsletter dedicated a special segment to provide information from the time the home was established until this day. We also ran a competition for the public to like and share our social media pages.

A huge appreciation goes out to the companies that sponsored our lovely prizes as well as all members of the public that assisted in boosting our page likes and follows.

Newsletter

- ❖ Our Newsletter was circulated monthly and on track with the industry average, most of our readers opened the mailed newsletter multiple times as tracked by the Mailchimp report analysis, however more than 50% of subscribers do not click the link to open the newsletter.
- ❖ Our readership as expected drops and picks up at different times for many reasons especially email addresses that stop working or number of Audiences that unsubscribe however we constantly updated our database to ensure that we remain in contact with majority of our donors and friends of PCH.
- ❖ **We are proud to report that our current database reaches 1389 people as of February 2022.**

Social Media Tools

- ❖ Social media updating on our **Facebook page** continued to be updated on daily on events that were held at our home as well as any form of awareness and campaigns which now consists of 1721 likes. Our Facebook page is now regarded as a 5-star page and remains to be our main awareness and marketing tool. Post reach 1656
- ❖ Our **twitter** page was also updated daily and now consists of 1009 followers; our twitter followers has also showed an increase with Facebook being the more popular social media medium as always.
- ❖ Our newest **Instagram** page is also on a steady rise with 350 followers.

FUNDRAISING EVENTS:

Tekkie Tax Day

- ❖ In the previous years, Tekkie tax had matched the amount we raised for the campaign since 2015 and this stopped in 2020 at the beginning of Covid.
- ❖ This means that organizations now get returns equivalent to stock sold by that Organization.
- ❖ In 2021 with the help from the schools, companies, PCH staff and Board of Directors, we managed to raise R 10 325.



Mandela Day

- ❖ In July our Mandela Day Campaign recruited a higher number of companies and individuals for raising a more significant amount.
- ❖ More companies showed an interest, even during covid times, and supported our "Feed a Child" campaign. This campaign required no physical contact with our donors and was still successful.

In Contact CRM by James Cochrane

- ❖ In 2021, PCH was introduced to InContact-CRM. A database for both donors and children. We have mainly been focused on capturing data from our children's files and loading everything into the system - Background for each child, IDP's, health reports, Birth certificates, immunization cards are some of the information that has been captured into InContact database.
- ❖ This makes it easy to pull out information as opposed to going through the whole file. This system is also a safe way to store and have a backup in case of files being destroyed by either water or fire.
- ❖ As of February 2022, we have captured 64 files and had 14 files that still needed to be captured.

Events/Workshops

- ✓ **NGO Fundraising forum hosted by Annelise De Jager- Using Facebook effectively.** We had an opportunity to watch Annelise interview Reinet Meyer who uses Facebook as a marketing tool. Reinet said she receives 80% income via Facebook.
- ✓ **NGO Fundraising forum hosted by Annelise De Jager- Social Media training-** Annelise took us through other features that are available on Facebook and that can assist in getting more page likes. She further spoke about the style in which we need to use when posting.

- ✓ **InContact training** - This was a live training which was held in Ethelbert Child and Youth Care Centre, for those facilities that were using the In-contact database and few changes were made and agreed upon by the CYCCs.
- ✓ **NGO Fundraising forum hosted by Annelise De Jager- Using testimonials in promoting your business-** Annelise explained that testimonials are written or recorded statements that support your creditability and level of expertise. She also unpacked 6 hidden agendas that should be highlighted in your testimonials.
- ✓ **NGO Fundraising forum hosted by Annelise De Jager- Organizing events-** Annelise said it was crucial that if one is planning an event to have a checklist.
- ✓ **NGO Fundraising forum hosted by Annelise De Jager- Radio Interviews-** On this session 16 Annelise unpacked the things one needs to consider before doing radio interviews. She said each organization needs to have a clear understanding of what is expected after the interview.
- ✓ Could it be that you are looking to grow your database or seeking donations? She gave us a breakdown of successful things needed before having an interview.
- ✓ **Tekkie tax 2021 Training by Maria Scholtz-** A few changes have been made since last year's attempt at Tekkie tax. Maria had a presentation with all the NGO's that will be taking part this year.
- ✓ **Strategic questions for non-profits (Vision) by Bruce Wade-** Bruce spoke about a vision that each company needs to have. What is your why? Why do we exist? The vision of the organization is based on the future, where do we need to go? He said a mission are things you need to achieve to reach your vision.
- ✓ **NGO Fundraising forum hosted by Annelise De Jager- AARTO-** Annelise shared information on the Administrative Adjudication of Road Traffic Offences Act, 1998 (AARTO, Act No. 46 of 1998) is an act of the Parliament of South Africa which introduces a points demerit system for violations of traffic law. It is managed by the Road Traffic Management Corporation (RTMC), a public entity under the Department of Transport. Although the act was enacted in 1998, it has not yet been fully implemented, but has now been rescheduled for a national rollout to the whole country early in 2012.
- ✓ **POPI ACT Virtual hosted by David from Prentice and Associate and presentation by Ronel De Jager who as an Advocate, CEO from Bizmore Inc-** David explained the aims of the Act. Protection of personal information (POPI) Act 4 of 2013 aims: Ronel stressed the fact that all companies need to be POPI compliant, small, or big if you deal with personal information then this Act applies to you as well.

- ✓ **Relationships by Annelise De Jager.** On this day the host focused on the fact that succeeding in business is all about making and maintaining relationships. She listed ways in which you can do and achieve this. In building and maintaining these relationships one must always remember that "You are the main ingredient."
- ✓ **Governance and legalities by Annelise De Jager-** On this session Annelise interviewed Mr Adriann Rauben Heimer who is the CEO of SAVF, and he gave an insight on starting an NGO. He said this needs to be run like a business. There are legalities and governance that are put in place to ensure the establishment of the NGO is built on a solid foundation.
- ✓ **Marketing during difficult times by Tony Sham.** On this day we learned how to effectively market your business. Basic marketing principles are the best practice.
- ✓ **The art of sustainable fundraising by Nick Burne.** When fundraising through Facebook, we need to ask ourselves if this App will still be popular in 10-15 years. Building relationships through FB is ok, however the relationship needs to be taken further and beyond FB.
- ✓ **Public Relations and Communication by Claire Kivedo.** -On this day we concentrated on the definition of a PRP and the duties. We also learnt the importance of building and maintaining great relationships with the media. Claire further mentioned that it is important to use the **SMART** goal when doing a campaign, which stands for: Specific, Measurable, Attainable, Relevant and Time-Based. Writing and compiling a story goes together with how a company is presented, truthful and authentic sharing that connects you to the audience. When starting a conversation, it is crucial that you use the 5W's and 1H.
- ✓ **Adding WhatsApp on Mailchimp by Gary Eckstein.** Gary answered the most asked question: How to insert "Click chat" on MailChimp. He took us step by step on how to achieve this and make life easier for your donors to interact with you from MailChimp via WhatsApp.
- ✓ **GivenGain - Improving your website nu Jannie Smith.** Fiona, Jannie, and I discussed ways in which we can get more donations via the website. At the present moment we only have Payfast and he made a few suggestions. He advised us to add an "Donate "and "fundraiser" buttons which will enable other people to donate on our behalf.
- ✓ **New Payfast dashboard.** Payfast recently updated their dashboard and on this day, they took us through on how to operate the additional features.

- ✓ **A year of no excuses by Annelise De Jager.** Annelise welcomed us on the 1st zoom session of the year. She mentioned that there are 3 excuses that one mainly makes in life:
 - I don't have time
 - I do not have money
 - I don't know how - Lastly, she closed the meeting with making us aware how comfortable we are in some situations we find ourselves in when we have the power to change them.

- ✓ **The state of email marketing in South Africa by Tony Sham.** On this day we focused on where does email marketing stand in SA with the introduction of POPI Act. HE mentioned that as it stands, we are within our legal rights to contact people who are in our database, unless they personally ask to be removed.

- ✓ **Department of Social Development: Covid-19 Guideline virtual training.** On this day we focused on Covid and curbing the spread in a form of hygiene. We were taught on how to clean surfaces after each use as well as the correct way of wearing of PPEs.

Website

- ❖ Many donors report having found us via their search on the website. This implies that our Home does remain high on the list of searches for children's services.
- ❖ The website has been updated with new content. We have deleted outdated posts and newsletters and entered new and fresh content.

Promotional Campaigns

- ❖ Litres for Education campaign came to an end on the 1st of March 2021. There was no communication from the LFE team. After struggling to log into our account, we contacted SPCA in Umgeni who confirmed that the campaign did come to an end.
- ❖ Payfast balance is currently at R **R8355.49**, it shows an increase of R2319.12 from our last report and is evidence that the Donate Button is effective.
- ❖ KFC Add Hope campaign also remains on our monthly newsletter as means to encourage our donors to support this worthy cause that PCH benefits from.

Sundry donations and sponsorships

I wish to acknowledge every individual who has shown support to our organization over the past year. At times when funds are limited, each contribution and act of generosity realizes the sustainability of our organization and for this -We thank you!

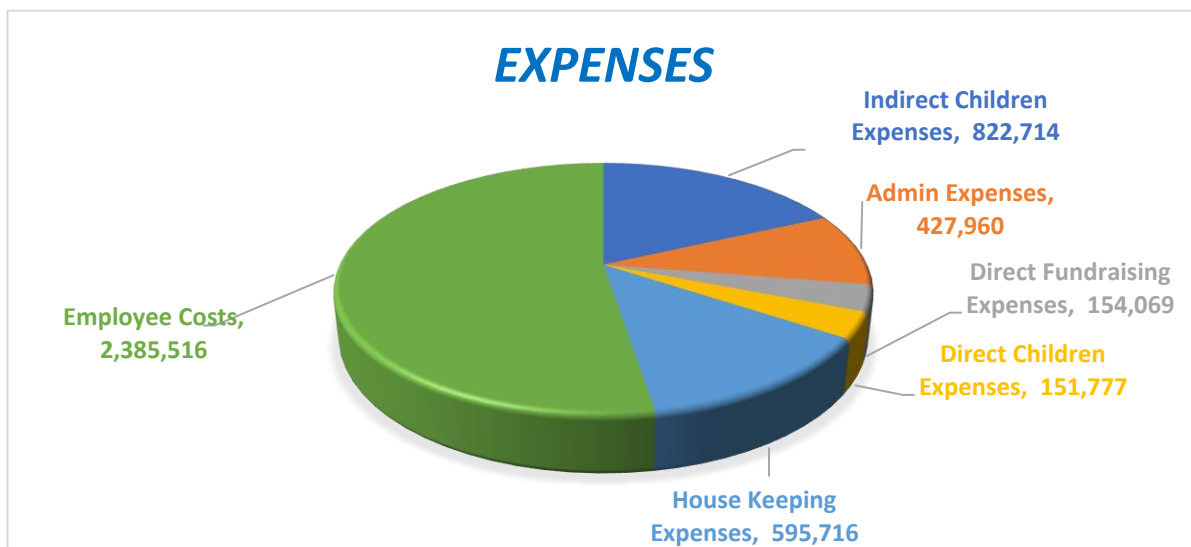
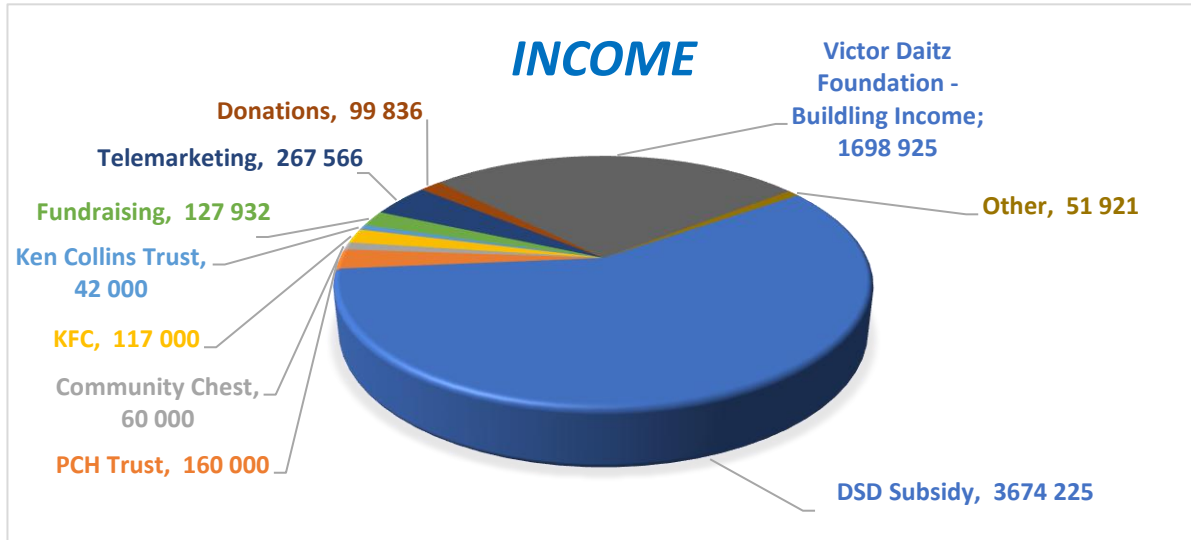
Sinethemba Nxumalo

PR & Marketing Officer

PIETERMARITZBURG CHILDRENS'S HOME NPC

TREASURER'S REPORT - FOR THE YEAR ENDED 28 FEBRUARY 2022

Financial results as follows:



Income generated for the period under review being 2021/2022 amounted to R6 299 405 which reflected a 44.3% increase in comparison to the 2021 financial year. This is due to the funding received from the Victor Daitz Foundation for the building of the Hall at PCH. There was also an increase in the funds received from Department of Social Development. Funds received from DSD amounted to R3 674 225, being 58% of total revenue. Donors reduced their donations due to the tough economic climate experienced during this period.

Expenditure grew by 6.0% for the 2022 financial year compared to the 2021 year. This increase resulted from higher employee costs, fuel expenses, and other expenses. Expenses amounted to R4 537 752 for the 2022 year.

With stringent controls put in place by management in daily expenditure, PCH is in a surplus for the 2022 financial year by an amount of R1 765 795, however one must note that the net surplus is R66 870. The reason for the high surplus is due to the funding of R1 698 925. received for the hall and the expenditure relating to the building of the hall is capitalized as an asset.

A special thank you to all donors for their valuable contributions to PCH the past fiscal year.

Our staff, along with the management team and board members, had played an important role in ensuring that we could continue to sustain the Home and explore new revenue streams.

On behalf of the Board, I'd like to thank the management team and staff for going above and beyond for the Home, especially during the pandemic and difficult economic times.

Mr. M Achari
Treasurer



Motus Aftermarket Parts
New Mattresses



Motus Aftermarket Parts
Stationary



DHL
Xmas Gift Packs



Truda Foods
Gift Packs



Mountain Rise Methodist Church
School Shoes



PNA Accountants
Meal Packs



Pietermaritzburg
CHILDREN'S HOME

002 213 NPO
2002/014771/08 NPC
930003017 PBO

Banking details:

Name of Account : PMB Children's Home
Bank : First National Bank
Account number : 50932521351
Branch : Boom Street, Pmb
Branch Code : 221325

Telephone : 033 3874004
Address : 45 Teak Road, Woodlands, Pmb
Postal : P O Box 949, PMB, 3200

Emails

General Manager : director@pch.org.za
Administration : admin@pch.org.za
Public Relations : pr@pch.org.za
Social Work : social@pch.org.za
Child Care : ccmanager@pch.org.za



**CELEBRATING 136
YEARS**

OF SERVICE TO

**VULNERABLE
CHILDREN**