

HCI AGM. 03-07-2020

Case Study: Navigating our NPO through the corona crisis



pre-corona programmes



PRE
SCHOOL



PRIMARY
SCHOOL



HIGH
SCHOOL



POST SCHOOL

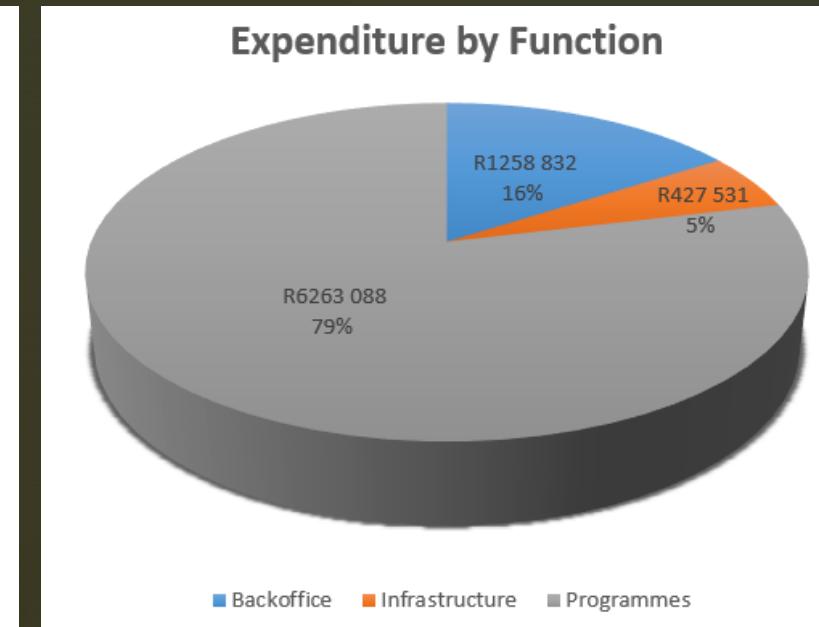
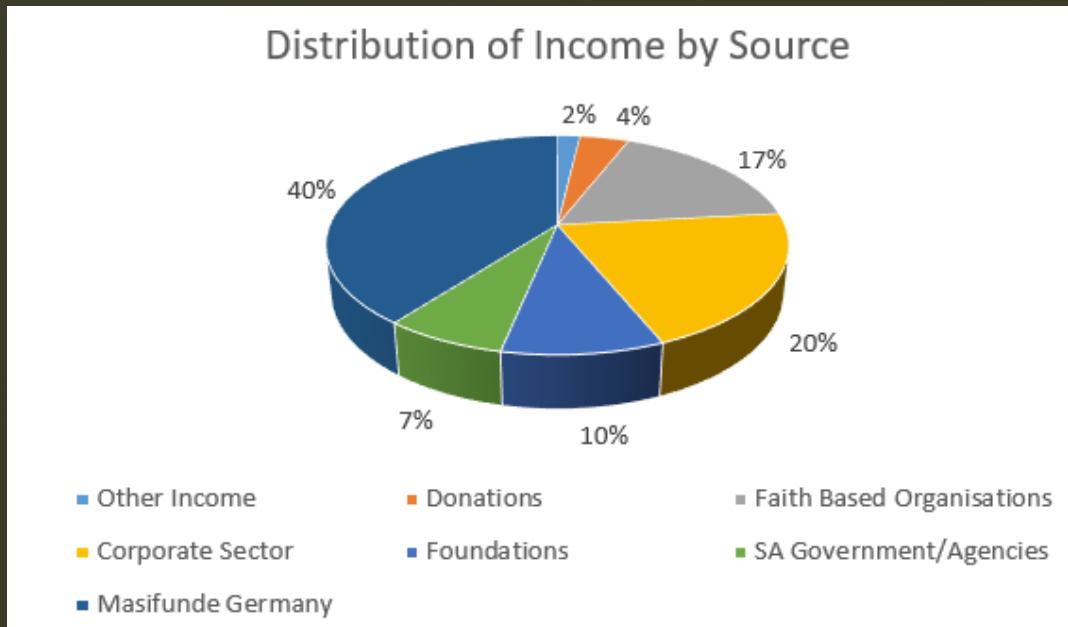
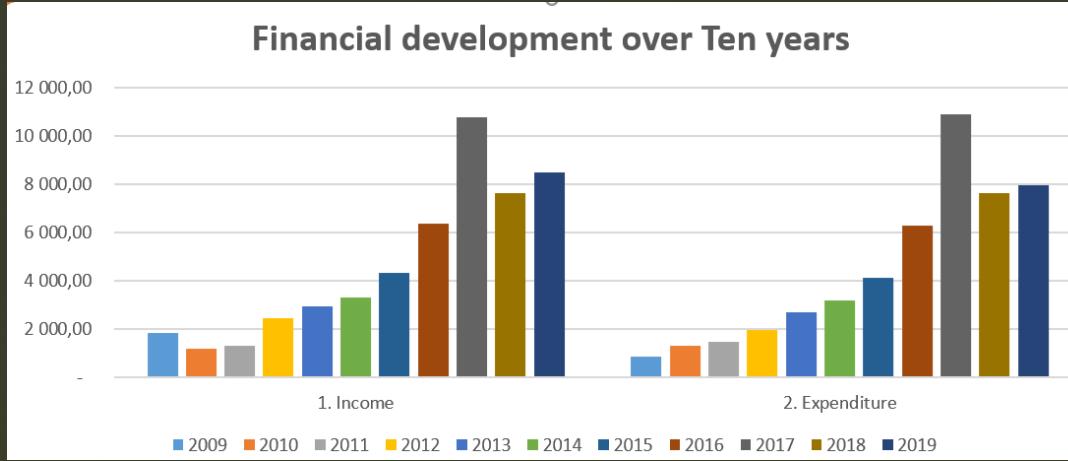
Academic Support
ICT-Training
Life Skills
Creative Extra-Murals

Job Placement
Vocational
Entrepreneurship
2nd Chance

SOCIAL ASSISTANCE



pre-corona realities





corona strategy

Priority 1: our team

Job and income security

Health- and safety

Trust through communication

Priority 2: our beneficiaries

Emotional wellbeing

Academic needs

Physical needs (incl families)

Pre-conditions

No physical contact

Learners without data/devices

No prior pandemic knowhow

Strategy

Need for programme activity
and outreach to learners

Need for cashflow

Need for planning-security



corona programmes



SOCIAL ASSISTANCE



programmes during lockdown:
quaranTV



PRIMARY





lessons learned:
quaranTV

Planned before the lockdown

Went live with the lockdown

Shared risk and workload with partner organisations

Communicated with funders to show activity

programmes during lockdown: social assistance



PRE

PRIMARY

HIGH

POST

FAMILIES

Early warning system
for 650 beneficiaries

Psychosocial support

Bi-weekly
food Parcels for 250
Masifunde families

lessons learned:
social assistance

From day 1: focus on emotional well-being of learners

Food parcel support from 2nd month only

No “opportunistic” fundraising but knowledge sharing:
Blogging, interviews, podcast

Programme catering reallocated to food-parcels:
financed social assistance till end of 2020



PRE



PRIMARY



HIGH



POST

programmes during lockdown: quaranTIMES newspaper

quaranTIMES ichomu yakho ngeunlockdown

Edition 2 • 1 - 15 JUNE 2020 E-PAPER available: www.masifunde.org

CONVENIENTLY COLOUR CODED

THIS NEWSPAPER IS CONVENIENTLY COLOUR-CODED TO IDENTIFY THE RESPECTIVE AGE GROUPS!

FREE SCHOOL

KIDS

PRE-TEENS

TEENS

YOUNG ADULTS

CREATIVE ARTS

That's why the phase-out of the lockdown does not mean that we will be back to normal every night.

Our politicians tell about a 'Year Non'- which is all of us have to get used to. We will continue to wear masks in public, practise social distancing and high standards of hygiene by regularly washing our hands. We have to protect ourselves and to protect those around us, the ones we love – usually it's nothing!

This 'Year Non'- utilises many of us though, which is not easy, with little access to groceries or challenging forms of transport. That's why we celebrate 'Lockdown heroes', those who look out for others in these difficult times or who undertake their work in a supercapa (through not having going out).

The safety message is for all of us and in particular, young and the superhero within you. I believe you can and help you to stay active and positive.

Stay healthy, happy and strong!

Face Masifunde Team

masifunde

PENSDOWN!

The magazine was for learners in grade 10 to 12 learners held a youth dialogue about alcohol and drug abuse on the 20th of March 2020, right before the lockdown. The learners are teenagers between the ages of 15-18 years old and the dialogue involved you extended to their point, about 20 teenagers were present. The idea of hosting the dialogue came about when they researched and learnt about the different effects of substance abuse and the general reasons why teenagers abuse alcohol.

The first question that was discussed was: "What are the main media that influence us to drink alcohol and media the most life starts?". From the discussion it was safe to conclude that the young people agreed that the media was nothing like the slogan, "Stay safe and live life of complete lifestyle that they see in alcohol advertising. Given that most of them are from a disadvantaged background – that was – and alcohol is mostly consumed irresponsibly and that is the condition they grow up under. "Instead of living the lives of the rich, you get into trouble with your parents or worse, a fight on the streets and suddenly you might be behind with your school work." – Siphiwe Lukhe.

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"In my opinion the ban was a great move to combat crime abuse during the lockdown."

"There are less crime in cities, we are less exposed to alcohol because of the ban of alcohol. As teenagers tend to run to a lot of places when they are intoxicated."

"Many communities were scared in fact like, for example, teenagers stayed at home and did not consume alcohol, so it's better to not go for young people, bodies and minds."

"Teenagers

lessons learned:
quaranTIMES newspaper

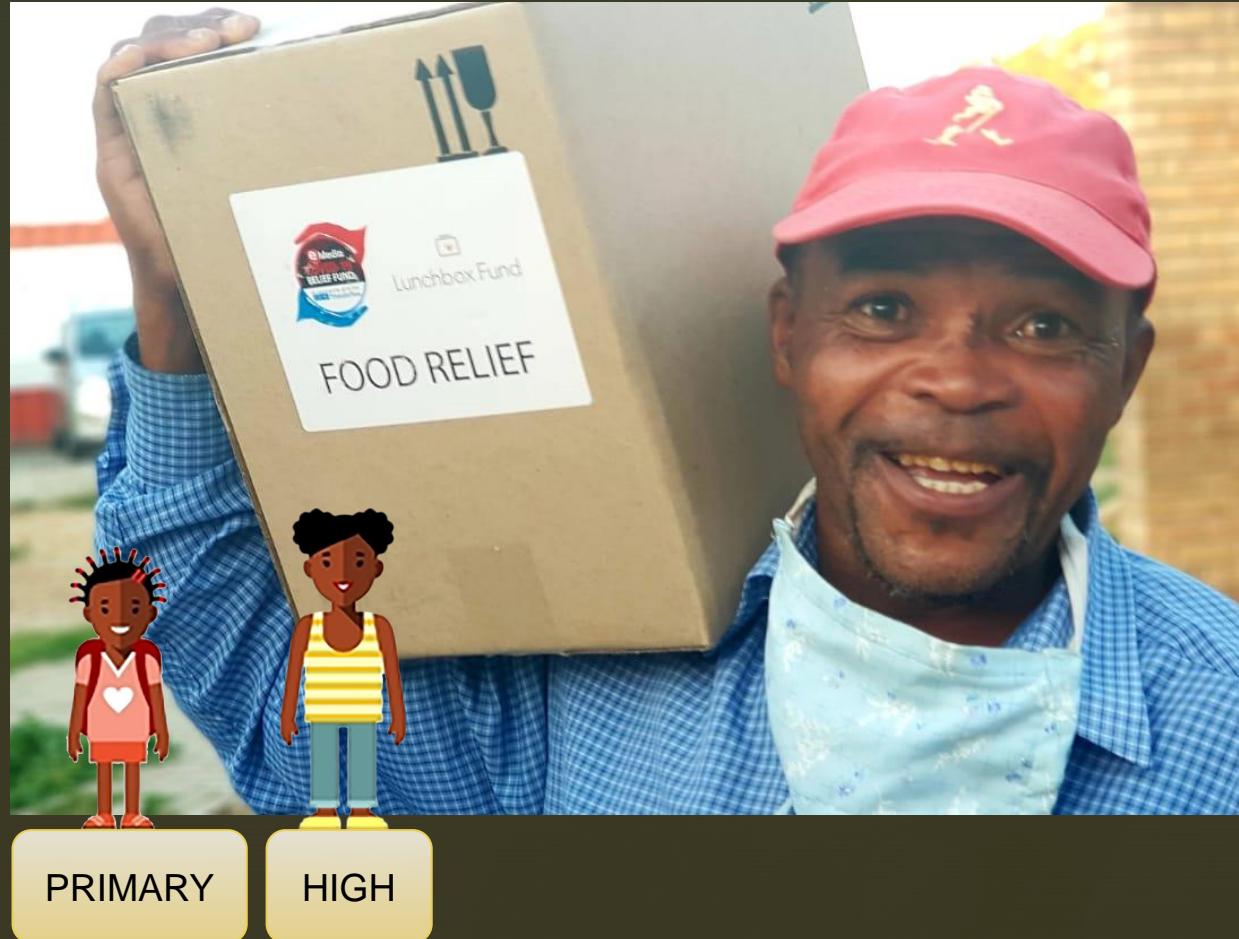
Developed in level 4, first editions in level 3.

Too late to find partners to roll-out even further.

Enabled us to produce content for all age groups.

Reallocation of unused programme funding towards
printing and HR cost.

programmes during lockdown: project unity



PRIMARY

HIGH

Food Parcels for families
in-need from 75 schools

with Masinyusane
and
United Through Sport

To date:
8.000 parcels.
50.000 people

lessons learned:
project unity

There is lots of beauty and little sustainability in charity.

More acknowledgment for handouts than for education.

Synergies of partnership and resource sharing.

All access funding from partners in to project unity:
HCl/eMedia, VW, Knorr Bremse, FeedSA, Windfarms

lessons learned:
general lockdown lessons

Plan proactively and with like minded leaders

Good timing to get buy-in from Management and Board

Strong partnerships for the crisis

Inform funders early, regularly, transparently: with a plan!

Fundraise overseas through information sharing

Benefits of short working hours and home-ICT settings



Thank you very much!

Please visit us: www.masifunde.org