

# HE AND SHE WHO IS SILENT, IS TAKEN TO AGREE



matla a bana  
a voice against child abuse

ANNUAL REPORT 2014/2015

# SAY NO TO CHILD RAPE

## Trustees

Prof Lize Booysen

Mrs Esme Ehlers

Pastor Ndaba Mazabane,

Mrs Annora Mostert

Mrs Alice Pitzer

Mrs Martie Prinsloo

Mrs Monique Strydom



CEO, Monique Strydom




Lizel van Eeden


## Contact Details

Matla A Bana Gauteng Matla A Bana  
Western Cape  
PO Box 413887 Craighall 2196 24  
Chavonne Street  
matla@mweb.co.za Welgemoed 7530  
Phone 073 1711031 matlapr@mweb.co.za  
Phone/Fax +27 21 9139107

**NPO NO : 036-349**

**[www.matlaabana.co.za](http://www.matlaabana.co.za)**

 Matla A Bana

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# CEO REPORT

## Monique Strydom

**Society needs to speak about abuse, before children will report abuse.** This was the findings of a University of Johannesburg research project done by 3<sup>rd</sup> year marketing students. They were challenged by Matla A Bana a year earlier to determine why children were not reporting sexual offences against them. Mostly all of the groups in the research project came to this conclusion – it is because of our silence that kids are not speaking out.

So we took up their challenge of **GETTING CONVERSATION GOING** and this was the main focus during the last year of reporting. In addition to our core projects, which continued as funding allowed, we mobilized communities to speak out and started raising awareness of the urgency to create a society where children and adults can speak freely about child abuse. We hosted various successful campaigns creating awareness and inspiring people to speak out and also to speak about the topic.

Child pornography is a growing threat to our children and as was clearly seen in the Durbanville case, no child is safe from a nice neighbor, especially one with a camera and a computer. Matla A Bana has once again continued with assistance to SAPS in the investigation of these child pornography investigations and will continue to assist, lobby and create awareness around the growing problem.

## ADMINISTRATION

During the second half of the year, MAB received funding from the National Lotteries Board which made the appointment of part time administration assistant possible in both offices.

We however received the support of more than a 1000 volunteers who assisted with the various projects, from comfort packs to painting of facilities. Volunteers from companies like Old Mutual, Absa Insurance and Financial Advisors, Tracker, Proudly South Africa, Crimeline and Lead SA formed part of this volunteer group.

During this financial year, MAB was selected as one of the beneficiaries of the Vodacom Foundation Change the World Project and Christell Weyers was appointed to assist with the Getting Conversation Going Project. This project did not only fund her salary, but also funded activations within this project.

We are sad to announce that Mr Rodger Latchman resigned from the Board of Trustees due to work commitments. A new trustee will be identified and appointed in this position. Absa Trust is still the administrative trustee and will continue in this role. Massyns and Associates once again took responsibility of the auditing of the financial statements at no cost to Matla A Bana.

We would also like to thank the City Lodge/Town Lodge group and Afrique Boutique for assisting with our accommodation requirements and Roni Muller for the creative work.

## MEDIA

**Social Media:** Our social media is running strong and our Facebook is getting great support. We have also launched a Twitter account and this is also greatly supported.

**Main Stream Media:** Matla a Bana was featured in local and national radio and TV programs and shows, including prime news TV slots and radio shows, like EWNNews, Channel Africa News, Cape Talk, RSG and KFM. This was due to the strong partnerships with organizations like Lead SA, Proudly South Africa, Crimeline and Primedia.

## MARKETING

MAB was invited to participate at **the International Crimestoppers Conference**, where we had a sponsored stand (and used the opportunity to engage the conference goers to pack comfort packs) and also to deliver an address.

To conclude – I would like to thank all our sponsors, volunteers, our Board of trustees (who keep us on our toes) and a very special thank you to Lizel Van Eeden (Gauteng Project Manager). It has been an honour to work with all of you and to be part of this special group of people who are indeed touching the lives of many abused children. Lastly, all the glory goes to our God, who has provided and guided us through many trials and tribulations. May we never lose our passion in wanting to better the lives of our children.

# Successes

- Matla A Bana received a Gold Award in the NGO category from the Roodepoort Chamber of Commerce.
- Lizel Van Eeden received the Gauteng Department of Social Development Givers Award.
- Due to the implementation of a full facility at Sunnyside FCS, a social worker was appointed at this unit.
- School project was extended into Gauteng (still includes national rural areas). More than 10 000 children were reached with the project.
- Trained 50 detectives in specialized skills and 100 managers in victim expectation.
- Implemented 2 full reporting facilities and 4 child-friendly rooms.
- Mobilised 16 community groups to assist officers of the law.
- Supplied more than 1600 comfort packs to child abuse victims.
- Received local, national and international media coverage.
- Mobilised 200+ volunteers to assist with projects.
- Was represented at Crimestoppers International Conference and #365 Days hosted by Crimeline and Minister of Women, Susan Shabangu.
- Received a certificate from SAPS Provincial Office for support on projects.

# Fundraising Events

This year we hosted two main fundraising events:

## XTREME FOR KIDS CYCLE TOUR

This year we had an 8 man strong team who cycled the 2000 km cycle tour from Johannesburg to Cape Town, including an Iron Man lady winner and a journalist from Beeld. In Cape Town they were joined by 22 other cyclists for the Cape Argus. R90 000 was raised with this project in total which will fund shortfalls on various projects. This project also coincided with the AWE schools tour reaching more than 15 000 school children.

We would like to thank all our cyclists who helped us to reach this incredible target.

**Main Sponsors:** MFC, RDG, Roman's Pizza, Clearwater Mall and Biogen

## NIGHT OF THE STARS

A fun-filled evening where guests were joined by celebrity Masterchef Sanet Labuschagne and popular celebrities like Alex J, Bertha Le Roux, Joe Niemand and Melanie Du Bois. The evening included the auction of unique items and fun events. R 90 000 was raised which will be used towards Getting conversation going.

**Main Sponsors:** Afrique Boutique, Graham Beck, Clearwater Mall

## FUNDRAISING EVENT BENEFICIARY

Matla A Bana was also the beneficiary of various fundraising events hosted by our partners.

- Tour of Hope (Rays of Hope Rosebank Union Church)
- Roodepoort Round Table Trolley Race (Clearwater Mall)
- Cradlestone Mall Cake Project

We value the continued support



# PROJECTS

## **AWARENESS PROJECTS**

- “Getting conversation going”

## **PREVENTION PROJECTS**

“Awe” School Project

## **VICTIM SUPPORT PROJECTS**

- Comfort Packs
- Child Friendly Facilities
- Adoption Project
- Incentive Awards
- Unique

## **SKILLS DEVELOPMENT**

- SAPS Training

## Awareness Projects

# Getting Conversation Going



The **GETTING CONVERSATION GOING** awareness project is designed and implemented to secure participation from society and to inspire our community to start speaking about abuse. This will hopefully give children the confidence to start sharing and reporting their abuse. During 2014 the following projects were developed and implemented:

### **ADVERTISING CAMPAIGN:**

- Development of a script for a TV campaign
- Development of a print advertising campaign
- Development and printing of campaign banners for both provinces

### **GETTING CONVERSATION GOING EVENTS:**

- Getting Conversation Going Opinion Leaders Event (University of Johannesburg – Child Protection Month). Attended by 40 plus high ranking SAPS officials, media and role players.
- Breaking the Wall Of Silence – Clearwater Mall in conjunction with Honeydew SAPS (Child Protection Month). Launch with celebrities and weekend exhibition including participation of school students and SAPS.
- Getting Conversation Going/Jan Kriel School (Willowbridge Shopping Centre – Child Protection Month). Student activation as part of Social Responsibility project.
- Getting Conversation Going University Johannesburg SPRA (August). Public relation students activation and exhibition.
- Getting Conversation Going NGO & SAPS Event (University of Johannesburg – September).
- Breaking the Wall of Silence – International Crimestoppers Conference (October). Speaker slot and exhibition.
- Mamncane Taxi Project. Training and mobilising 6 ladies in GT and WC to create awareness on taxis (16 Days of No Violence Campaign November)

### **ASSITANCE PROJECTS:**

- **www.2talk.co.za** In May MAB, launched an information website focussing on signs & symptoms of abuse, where to report abuse, children's laws and where to find help.
- Help service. Both offices assisted the public with the reporting of cases and other issues relating to child abuse.



## Prevention Projects

# “Awe” School Project

MAB developed a theater show focusing on teaching primary school children about the dangers of keeping silent and who perpetrators operate in order to ensure the silence. 13 Shows were hosted in Johannesburg, Parys, Colesberg, Graaff Reinet, Uniondale, Mosselbay and Buffelsjags. Each child received an AWE badge and a Survival Guide.

### LAUREN BOOK TRAINING:

400 Children from Parowvalley Primary School underwent the 3 day Lauren Book Protection (USA) course hosted by Lauren Book.



## Victim Support Projects

# Comfort Packs

*(Victim Support)*

Supplying comfort packs to SAPS FCS officers and rape clinics to give to the child when the crime is first reported. The pack contains items that will assist in the emotional, physical and emergency needs of the child. A donation from the National Lotteries Board assisted greatly in the need. We could however still only supply for small girls and not for the other ages. More than 1500 packs were supplied in the Western Cape and Gauteng.

### GAUTENG

- Proudly SA (100 NLDTF)
- MAB AGM Packing (100 NLDTF)
- Hitachi Data Systems (166)
- Muldersdrift Business Women's Ass (660)
- Optibaby (60)
- Mosaiek (50)
- Linden Bible Study Group (50)

### WESTERN CAPE

- Crimestoppers Conference (120 NLDTF)
- Lead SA (200 NLDTF)
- MAB Packing (100 NLDTF)

## Victim Support Projects

# Child Friendly Facilities

*(Victim Support & Community Mobilisation)*

Minimising secondary abuse by creating child-friendly reporting facilities or rooms at police stations or hospitals. Including audio-visual recording facilities, two-way mirrors, waiting areas, assessment and monitoring rooms. Where there is no funding secured or where there is no accommodation available, Child-Friendly rooms are implemented.

## FULL REPORTING FACILITIES

### EXISTING

**GAUTENG:** GT Provincial Unit, Krugersdorp FCS, Vereeniging FCS, Tembisa FCS, Vosloorus FCS

**WESTERN CAPE:** Wynberg FCS, Mosselbay Da Gama's Kop, Khayelista FCS, Stellenbosch FCS, Atlantis Hospital (Container unit), Nyanga / Mitchells Plain FCS, Kraaifontein FCS, Cape Town FCS, Milnerton FCS, Paarl FCS

**MPUMALANGA:** Witbank FCS Unit

### NEW

**GAUTENG:** Sunnyside FCS (Container Unit), Honeydew FCS (Roodepoort based)



## CHILD FRIENDLY ROOMS

### EXISTING

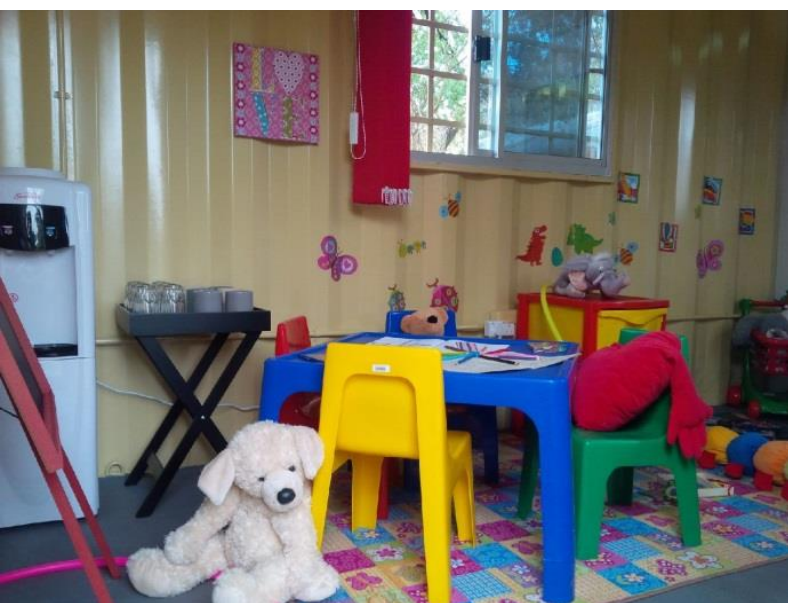
**GAUTENG:** Roodepoort FCS, Benoni FCS, Themba FCS, Daveyton FCS, Morokka FCS, Kathlehong FCS, Roodepoort Sexual Offences Court, Roodepoort Children's Court, Krugersdorp Court, Pretoria Central SAPS, Lyttleton SAPS, Honeydew SAPS, Alexandra SAPS, Roodepoort SAPS, Randfontein SAPS, Westonaria SAPS, Magaliesburg SAPS (victim room), Muldersdrift SAPS, Mamelodi SAPS

**WESTERN CAPE:** Delft FCS, Kuilsriver FCS, Paarl Hospital (Paediatric waiting area and Medical examination room) Vredenburg Hospital (Examination room), Vredenburg FCS

### NEW

**GAUTENG:** Roodepoort, Pretoria Central FCS (Cyanre)

**WESTERN CAPE:** Parowvalley School Therapy room (Lauren Book USA Project), Parowvalley School Trauma Room (Old Mutual Care & Share), Bishop Lavis FCS (Old Mutual Care and Share)



## Victim Support Projects

# Adoption Projects

### EXISTING ADOPTIONS

- Krugersdorp FCS (Christian Heritage Church)
- Tembisa FCS (Linden Bible Study Group)
- Sandton FCS (Rosebank Union Church)?
- Alexandra FCS (Rosebank Union Church)
- Linden SAPS (Rosebank Union Church)
- Roodepoort FCS (Mosaiek Church)
- Fairland SAPS (Mosaiek Church)
- Honeydew SAPS (Verskilmakers)
- Muldersdrift SAPS (Ruimsig Church)
- Benoni FCS (Woord en Lewe)
- Brakpan FCS (Woord en Lewe)
- Springs FCS (Woord en Lewe)
- Germiston FCS (Woord en Lewe)
- Kathlehong FCS (Woord en Lewe)

### WESTERN CAPE

#### EXISTING:

- Vredenburg FCS (Akkerboom Dutch Reformed Church)

#### NEW:

- Kraaifontein FCS (Shofar Church)

**Main sponsor:** Rays of Hope

# Incentive Awards

*(Lobbying)*

Awarding Gauteng Child Protection Detectives who have gone beyond the call of duty in helping child victims by hosting a bi-annual award ceremony. Two awards events were hosted in Gauteng and one in the Western Cape. More than 100 Officers of the law were awarded, included the detectives who investigated the Springs "House of Horrors" case.

**Main Sponsors:** Lipco, Afrique Boutique, Alice Art, Clearwater Mall, Rosebank Union Church, City Lodge Group, Roman's Pizza

## Victim Support Projects

# Unique

### SOCCER BALL DONATION

Securing a donation from Clearwater Mall of 1000 Soccer balls and distributing it to Zandspruit informal settlement, Provincial SAPS Christmas tree, Christmas wishes for kids project.

**Main sponsor:** Rays of Hope

### SAPS WOMEN'S PRAYER DAY

Assisting SAPS GT Provincial Office to host their annual SAPS Women's prayer day.

**Sponsorships:** Assisting Mosaiek SAPS Women's Day event with securing sponsorships.

**Events:** Hosting a SAPS Women's Day event in partnership with Honeydew SAPS and Clearwater Mall.

## Skills Development

# SAPS Training

The training of officers of the law in special skills and legal aspects needed to deal with rape and abuse victims. This year the training focused on soft skills specifically trauma training. Included in the group who received training was the detectives who worked on the Anine Boosens case and Project Spade.

### GAUTENG

- Trauma Training:  
25 Detectives (Child Trauma Centre)

### WESTERN CAPE

- Trauma Training:  
25 Detectives (Child Trauma Centre)
- Conflict Management Training:  
25 Detectives
- Victim Expectation:  
100 SAPS Client Service Commanders  
(Lauren Book Project USA)

**Main Sponsors:** Old Mutual Foundation, Lipco, Lauren Book Project USA, Child Trauma Centre

