

ANNUAL REPORT



1 March
2018
2019
28 February



MATLA A BANA
a voice against child abuse



A CHILD IS RAPED IN SOUTH AFRICA EVERY 3 MINUTES

**Most of them are young girls between
6 and 12 years old...**

**80% of them are raped by someone they know -
a father, brother, an uncle...**

**More than 88% of all child abuse cases are never
reported...**

VISION

To give a voice to abused children.

MISSION

PRIMARY

To minimise the secondary abuse children suffer when they report abuse against them, by addressing the unsympathetic reporting system in South Africa. With the main focus on victim support and training.

SECONDARY

- To educate communities on what child abuse is, signs and symptoms and how to report it.
- Award individuals who has gone beyond the call of duty to protect and assist our children.

INTRODUCTION

Matla A Bana was founded in 2002 by ex-hostage, Monique Strydom. It is an award winning non-profit organisation with projects in Gauteng, Western Cape, Eastern Cape, Northern Cape, Kwazulu Natal, Free State, Mpumalanga and North West Province.

It is the only NGO working in this field with a official memorandum of understanding with the South African Police Services.

Contact us:

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- ☎ 083 212 9824
- 📘 Matla A Bana
- 📍 @MatlaABana1
- 🌐 www.matlaabana.co.za

Award winners:



OUR PROJECTS

PRIMARY PROJECTS

- Child Friendly Reporting Facilities (Victim Support)
Direct Impact 2018 : 30 000 children
- Comfort Packs (Victim Support)
Direct Impact 2018 : 1 700 children
- Specialised Soft Skills Training - Detectives and social workers (Skills Development)
90 Detectives and prosecutors trained in 2018

SECONDARY PROJECTS

- School Programs (Education)
Direct Impact 2018 : 13 700
- "Incentive Awards (Community Mobilisation)
45 Detectives awarded in 2018

Our projects assist 30 000 child abuse victims every year.

Board of Trustees



Administrative Trustee



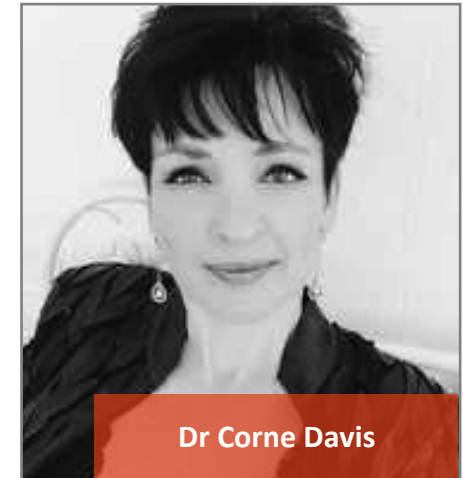
Alice Pitzer

Award winning business Entrepreneur.



Annora Mostert

Social worker, founder of Casual Day and business owner.



Dr Corne Davis

Lecturer at University of Johannesburg.



Esme Ehlers

Executive Coach - Coaching for change.



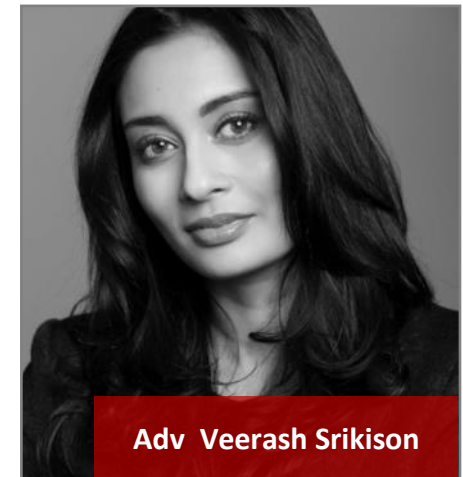
Monique Strydom

Founder & motivational speaker.



Ps Ndaba Maxanbane

President of the Ass of Evangelicals in Africa, Chairman of the Int. Council of the World Evangelical Alliance and Chairman of the Int. Bible Society of South Africa.



Adv Veerash Srikison

Family Law and Negotiation specialist and journalist.

REGISTRATIONS & MANAGEMENT

- Registered as a with the Master of the Supreme Court Non- Profit Organisation (036-349NPO).
- Registered with SARS as a public benefit organisation (0076/12/06).
- Bank account managed by Absa Trust Limited.
- Financial statements audited by Massyns and Partners.



ADMINISTRATION

- Administrative head office is in Cape Town.
- Use virtual offices and project work is subcontracted in order to ensure funding is allocated to projects.
- Projects are implemented when funding is secured.
- A percentage of funding received is allocated to administrative expenses.
- Shortfall on administrative expenses covered with fundraising events.
- One trustee meeting and one AGM hosted annually.
- Can issue Form 18A (Tax deduction for companies and individuals) for financial contributions.
- Can issue BEE Certificate for product and financial donations.



BANK DETAILS

Bank:	ABSA Bank Limited
Branch code:	632005
Account name:	Matla A Bana
Account number:	4058505741
Swift code:	ABSA ZA JJ
BIC number:	63 20 05



CEO Report

This year saw some great changes and challenges. Our greatest challenge still is securing funding for projects. The political and economical situation during the last year has not only put strain on the donors (resulting in a drop in donor funding), but also on the children (less employment, more substance abuse and more children at risk).

The child friendly facilities implemented in nearly all the provinces, still have the greatest direct impact. Our national and regional school education project reached more than 13 000 children this year. The Xtreme for Kids cycle tour offers the vehicle for the national tour hosted in February/March every year.

Matla A Bana was chosen and has been one of two flagship projects of the Old Mutual Staff Volunteer Fund Trust for the last four years. This support has made it possible to expand our Child Friendly Facility and the Training Projects into the Northern Cape. The training of SAPS FCS detectives and prosecutors is essential as it assists them to better deal with traumatised clients. Not only will it minimise the secondary trauma of the victims, but it will also ensure better disclosures, better convictions and less traumatised staff.

To ensure as much funding possible going to where it is needed, the MAB Board of Trustees made a decision at the end of 2018 to no longer employ any full time staff. Staff have been appointed per contract as funding is secured for each contract. Although this was a cost saving exercise; it has put strain on our loyal staff who have, through many years, shown dedication and a passion for the cause. The board has however has commit to ensure that the best interest of all will be the driving force.

To stay in tune with times, Matla A Bana had a facelift with the launch of the new Matla A Bana logo and our brand new website.

This year our projects helped more than 30 000 children in six provinces. This was only made possible by our dedicated team (staff and trustees), our sponsors and donors and many volunteers.

I would like to thank each and every one of you for believing in our cause and your continued support. **Never, never, never, give up!**

Monique Strydom



MATLA A BANA
a voice against child abuse

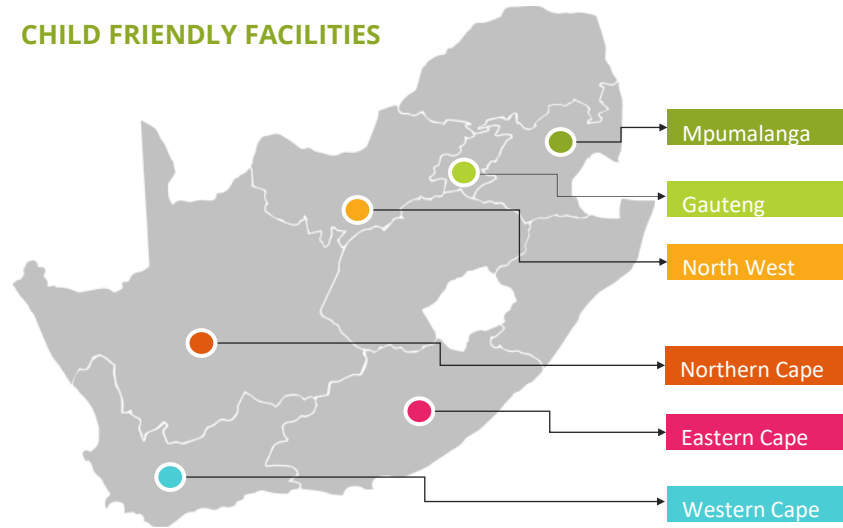
PROJECTS 2018/19

1. **Child Friendly Reporting Facilities**
(Victim Support)
2. **Comfort Pack Project**
(Victim support)
3. **Specialised Training**
(Skills Development)
4. **Child Protection School Program**
(Educational)
5. **Gauteng Incentive Awards**
(Community Mobilisation)
6. **Other**
7. **Fundraising**
8. **Marketing and Media**

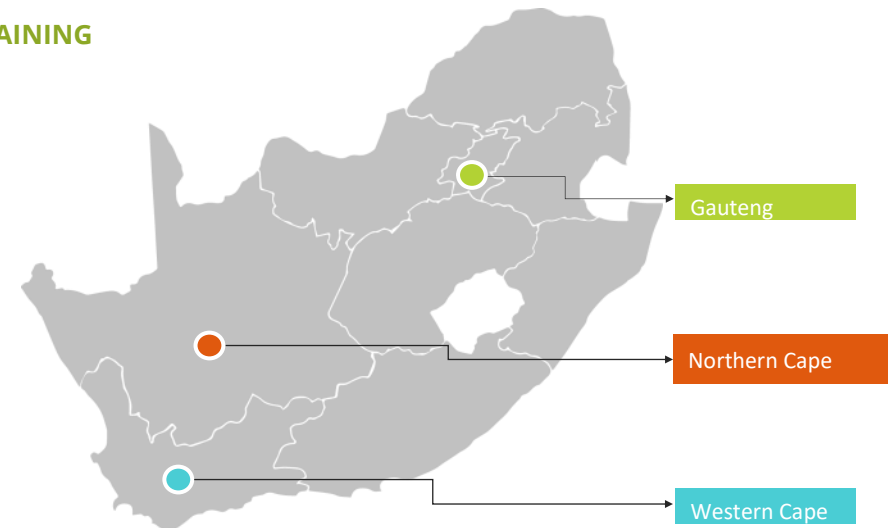


OUR NATIONAL IMPACT 2018/19

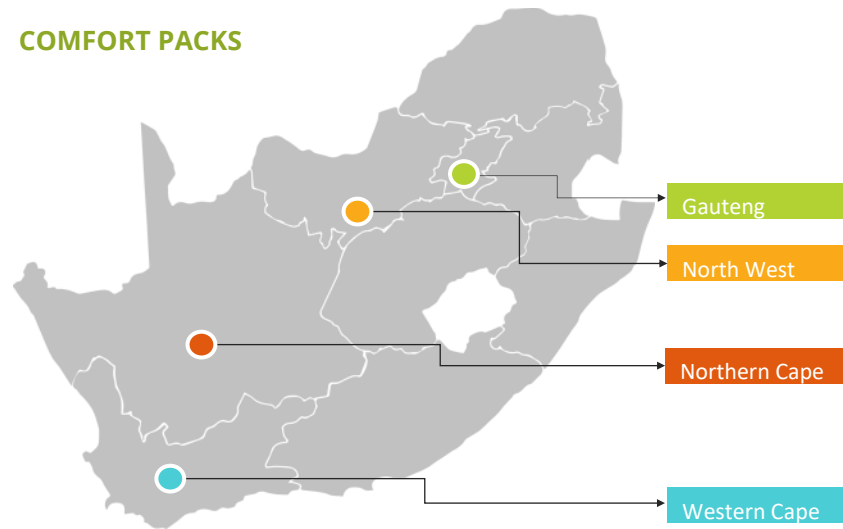
CHILD FRIENDLY FACILITIES



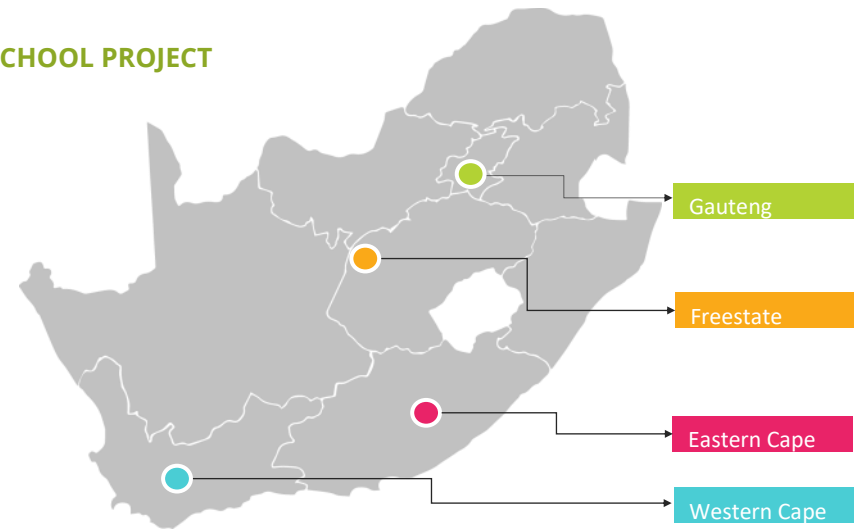
TRAINING



COMFORT PACKS



SCHOOL PROJECT



1



GOAL To implement standardized victim friendly reporting facilities at all SAPS FCS units, courts and hospitals in high child-abuse reporting areas. At high incidence units and courts where no accommodation is available, a child-friendly room will be implemented or a container facility supplied.

Cost per facility : R 80 000 to R 150 000

CHILD FRIENDLY FACILITIES

DIRECT IMPACT 2000+ CHILDREN (new facilities)

FULL REPORTING FACILITY:

Tshwane East SAPS FCS - 18 September 2018 (Gauteng office)

REPORTING FACILITIES - CHILD FRIENDLY ROOMS:

Kimberley SAPS FCS Unit - 4 May 2018 (Western Cape office)

Upington SAPS FCS Unit - 6 May 2018 (Western Cape office)

Krugersdorp Children's Court (Upgrade) - 10 May 2018 (Gauteng Office)

2018/19 MAIN SPONSORS:





GOAL To supply 100 packs per age group per month to each province.

Currently we mainly supply packs in Gauteng and the Western Cape. This year we were able to extend this project to the Northern Cape and North West Province too. Due to the high costs and large demand, we have not been able to supply in the need of all the provinces on a regular basis.

COMFORT PACK PROJECT

DIRECT IMPACT 1700 CHILDREN

WESTERN CAPE OFFICE:

July 2018	Mandela Day	530 packs (Western Cape)
Nov 2018	16 Days Campaign	400 Packs (Western and Northern Cape)

GAUTENG OFFICE:

May 2018	Child Protection Week	50 packs (Gauteng)
July 2018	Mandela Day	500 packs (Gauteng & NWP)
Sept 2018	Once off donation	80 packs (Gauteng)
Jan 2019	Once off donation	40 packs (Gauteng)
Monthly	Monthly donors	100 packs (Gauteng)

2018/19 MAIN SPONSORS:

Valma Laubscher (Nedbank volunteer)
Advocate Retha Maass



3



GOAL To train officers of the law in soft skills needed in order to deliver service excellence.

The priority of the police officer and prosecutor is to solve the crime, arrest the perpetrator and secure a conviction. Police members and prosecutors receive training in this regard. They however do not receive any training in the life skills needed to deal with the child-victim and the trauma related to the investigation of such cases. Although soft skill training is not included in the training of police officers, prosecutors and medical practitioners, the public expect them to exhibit these skills when working with children and rape/abuse victims.

SPECIALISED TRAINING

SOFT SKILLS TRAINING

A three day workshop developed by Maselouw Training for implementation by Matla A Bana. This training focusses on Emotional Intelligence, Conflict Management and introduction to Stress Management. This course has been presented by Maselouw (previously Reach Africa) for Matla A Bana for the last 14 years. This is the first time that Matla A Bana presented a training program in the Northern Cape.

COURSES HOSTED:

- Northern Cape Region 1 (May 2019) - 30 SAPS FCS Members
- Northern Cape Region 2 (May 2019) - 30 SAPS FCS Members

SENSITISATION AND DEBRIEFING WORKSHOP

A Sensitisation and debriefing workshop for 30 sexual offences courts prosecutors based in the Western Cape hosted in partnership with Bellville Regional Court at the end of February 2019.

2018/19 MAIN SPONSORS:



OLDMUTUAL



MASE LOUW



GOAL Educating primary school children on child protection on a national level.

We have been using our annual fundraising cycle tour (**Xtreme for kids Cycle Tour**) as a vehicle to reach into rural schools where programs of this nature are seldom presented. “Share your secret” show is hosted by our child protection character, Smiley and each child received a trauma Survivor Guide as well as a Hero pin. This show is presented in English and Afrikaans and kids are trained to look out for different types of perpetrators and how to respond to threats.

NATIONAL AND REGIONAL SCHOOL PROJECT DIRECT IMPACT 13 700 CHILDREN

NATIONAL SCHOOL TOUR (28 February to 9 March 2018) 5200 children

- Laerskool Dagbreek (Carletonville) 800 children
- Vredefort Primary (Vredefort) 560 children
- Harmony Primary (Virginia) 600 children
- Volksskool Laerskool (Graaff Reinet) 400 children
- Aberdeen Laerskool (Aberdeen) 420 children
- Blanco Laerskool (George) 560
- Laerskool Oker (Albertinia) 400 children
- De Villiers Laerskool (Robertson) 600 children

REGIONAL SCHOOL TOUR : GAUTENG (21 May to 24 May) 4000 children

- Lewisham Primary (Krugersdorp) 670 children
- Paardekraal Primary (Krugersdorp) 410 children
- Sir Henry Newton school (Doornfontein-Maboneng) 500 children
- Nooitgedacht Primary (Muldersdrift) 420 children
- Cosmo city Junior Primary (Cosmo City) 500 children
- Masakhane -Tswelopele Primary (Zandspruit) 500 children
- Tshimollo Primary (Mamelodi) 500 children
- Zamintutuko Primary (Mamelodi) 500 children

REGIONAL SCHOOL TOUR : CAPE TOWN (28 to 30 May) 4500

- Holy Cross (Oakdale) 500 children
- Bellpark Primary (Bellville) 500 children
- Bellville South Primary School (Bellville) 670 children
- West Fleur Primary (Atlantis) 510 children
- Parkview Primary (Atlantis) 890 children
- Parowvalley Primary (Parow) 1050 children
- Bellville North Primary (Bellville) 400 children (Additional show)

2018/19 MAIN SPONSORS:



OLDMUTUAL





GOAL Acknowledgement of Police officers and community members who has gone beyond the call of duty to help our children.

Family Violence, Child Protection and Sexual Offences SAPS members have to investigate thousands of child abuse and rape cases annually. These members are known to spend hours working overtime without compensation, are often under resourced and are exposed to severe trauma.

The Matla A Bana Incentive Awards were implemented to recognise the officers of the law and community members who went beyond the call of duty. It has been hosted since 2009 in Gauteng and to date more than 1000 individuals have received our awards.

GAUTENG INCENTIVE AWARDS

15 JUNE 2018

- **Best Unit** : Orlando FCS
- **Best FCS Commander** : Lt-Col Mosadi of Orlando FCS Unit
- **Service Excellence** : Advocate Elivera Du Plooy - Case of "Baby M"
- **Best Performer** : WO Botha (Tshwane Cluster) - The George Donald case (affiliated with Hatfield Christian Church) in partnership with Interpol. Donald (who raped children in his foster care) was arrested in Scotland and sentenced in South Africa. WO Botha was also the investigator in the Dros case.
- **Outstanding Achievement** : Sgt Phaladi Orlando FCS - Secured 9 life imprisonment sentences for a serial rapist targeting boys between 8 and 13.

23 NOVEMBER 2018

Rape survivor, Leilani Kuter, was the guest speaker at the second award ceremony for the year.

- **Best Unit** : Temba FCS
- **Best FCS Commander** : Major Mathikge of Temba FCS Unit
- **Best Performer** : Captain Ramabala of Provincial Investigation Unit - Peter Cashboy Khaza case involving 76 victims. The accused received 28 life sentences and 538 years of imprisonment.
- **Best Performer** : Cst Mokoena of Provincial Investigation Unit - Arrested a serial rapist targeting boys between 11 and 14 years. The accused received 12 Life & 116 years imprisonment! Constable was also in charge of the Parktown Boy Case investigation.

2018/19 MAIN SPONSORS:



Ana Paula's coffee shop Salon Marie



CITY LODGE HOTEL GROUP





Assisting members of the public with enquiries and reporting.
Assisting officers of the law with specific needs.
Hosting awareness campaigns.

2018/19 MAIN SPONSORS:



OTHER PROJECTS

PRODUCT SUPPLIES:

- **TECHNOLOGY:** Matla A Bana supplied external hard drives and memory sticks to the WC SECI unit to assist with collection of evidence in the investigation of cyber crimes against children.
- **FORENSIC ASSESSMENT TOOLS:** Noordheuwel High School donated 400 rag dolls to be used in the forensic assessment process.
- **EVENT SPONSORSHIP:** Secured event and catering for the SECI Cyber Crime Workshop hosted in October 2018.

EVENTS:

- **WOMEN'S DAY CONFERENCE:** On 5 September 2018, Matla A Bana hosted a Women's Day Conference. This was attended by 70 SAPS female officers and sponsors.
- **RAND EASTER SHOW (PARTNERSHIP SAPS):** Supported SAPS Gauteng with their exhibition at the Rand Easter Show April.
- **LEADERSHIP OUTREACH (PARTNERSHIP SAPS WIDOW & ORPHAN PROJECT):** Sponsorship and support for 65 children in this project (July 2018)
- **VOLUNTEER EVENT:** In December 2018, Matla A Bana Gauteng hosted a 16 Days Celebration breakfast for volunteers and AGM awards recipients.
- **INFORMATION SESSIONS:** Monique Strydom presented information sessions at Herolds Bay NG Church and the AGS Goodwood Church.

UJ STUDENT PROJECT:

- Mobilisation of 3rd year marketing students at Univeristy of Johannesburg to develop an awareness campaign for Matla A Bana. Four individual campaigns were designed.
- A workshop was hosted in Randburg in September 2018 to educate the local community. The SAPS FCS provincial office presented and exhibited at the event.

FUNDRAISINGEVENTS



 **matla a bana**
a voice against child abuse

XTREME

FOR KIDS 2018

n2 child rape







Five cyclists, eleven days and 1900 kilometres. Spreading the word about child protection and raising funds.

This was the sixth Xtreme for Kids Cycle tour hosted in partnership with SAPS. The tour also forms part of the national school tour.

A special thank you to our team:

Dirk Lourens (team leader and tour founder), Alan Klette, Lt Col Andre Van Rooyer (SAPS), Lt Col Mike Henning (SAPS), Marco Calitz, Andries Hills. Col Paul Van Eeden.

And to each and every sponsor, individual, church and school for their hospitality and assistance, without this tour would be impossible!

TOTAL RAISED : R 110 000



Home > Cycling News > [Xtreme for Kids Cycle tour](#) > [Xtreme for Kids](#)

Xtreme for Kids Cycle tour – A cycle tour with a difference

2018-06-12



The Xtreme for Kids Cycle Tour starts annually 11 days before the Cape Town Cycle Tour and runs from Johannesburg to Cape Town with the last day cycling the Cape Town Cycle Tour.

"Put your hands on your head! Put your hands on your shoulders! Put your hands on your knees. That is what it is all about and turn!" Attempting to do the turn, the group of all male cyclists slide around on their cleats much to the delight of the 500 children watching them.

It is the 6th day of the Xtreme for Kids Cycle Tour and the cycling team finds them in a small school in rural Aberdeen. They have just completed two gruelling days totalling 515km of cycling, with another long stretch of 235km still ahead. As the group look into the excited faces of the schoolchildren who are in awe of their dance moves, all they can think of is the difference they are making.

The Xtreme for Kids Cycle Tour saw the light when 2013 three business men responded to a challenge by General Arno Lammer (then SAPS Provincial Commissioner of the Western Cape). He challenged men to stand up against child abuse. The group, under the leadership of extreme athlete, Dirk Lourens, collaborated with hostage survivor, Monique Strydom and her organisation Natia A Bana – A Voice against child abuse. The plan was not only to cycle from Johannesburg to Cape Town via the Karoo and end the tour with participation in the Cape Town Cycle Tour, but also to reach deep into rural communities with a special school program presented at schools.

"The success rate of completion of the this Xtreme tour, is not very high," explains Dirk Lourens, who rates this as one of the most difficult cycling challenges in South Africa. "This is not about physical endurance only, it is about mental strength. To cycle for such a long period up to 13 hours a day, facing extreme heat and strong winds and still be positive, is not for everyone." Up to date only 10% of cyclists who joined have managed to complete the whole tour. This year four team cyclists (with the average age of 46 years old) completed the tour.

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A very special quality of this tour is the community involvement along the way- from a treat to Karoo Sushi on the top of a mountain to home cooked meals at private homes. For business consultant, Alan Klette, who has done his third tour the impact on the children is first prize, but for him another highlight is the incredible people they meet along the way and the teamwork between the cyclists and backup crew.

"There are many cycle tours similar to ours," explains organiser Monique Strydom, "but none of them has the impact on local communities like this one has. This tour is not only about extreme cycling, but it is about extreme emotions and extreme impact and lives being changed." Every year more than 5000 children hear the child protection messages spread by the group and their support team with the special school visits along the route.

The tour has the full support of the South African Police Services who also render their assistance along the way and during the school visits, should a child wish to disclose any crime against them. During the last 6 years of its existence, more than 40 000 children were reached in rural areas where outreaches are seldom seen.

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"This cycling tour is a life changing experience," says Lt Col Andre Van Rooyen, SAPS National Team cyclist from Graaff Reinet. His is echoing the sentiment of many of the 45 plus cyclists who have participated in this tour during the last six years. For most of the cyclists, this tour of 1890 km, starts out as an endurance cycle challenge, but quickly becomes a stark reminder of the dangers children in South Africa face every day.

The funds raised with the tour are still affecting communities and children. Natia A Bana creates Child Friendly Reporting Facilities at police stations and such facilities were created in the Western Cape, Gauteng and the Southern Cape with these funds.

These facilities help thousands of children every year who report crimes against them. The team (Dirk Lourens, Alan Klette, Lt Col Andre Van Rooyen, Lt Col Mike Henning and Junior Marco Calitz) received a hero's welcome at the welcoming event at Willowbridge on 10 March 2018. To them their passion – cycling – has become a powerful tool to bring about change in the lives of many young children.

TEAM SPONSORS:



OTHER SPONSORS:



NG Kerk Parys Oos
Anita Joan Du Preez
Jimmy & Magdel Zondag
Baleia Bistro
Carlswald Superspar



FUNDRAISINGEVENTS



During Child Protection Week at the end of May 2019, Smile Radio Station ran a special child protection awareness campaign for Matla A Bana. Various experts on various child protection topics like cyberbullying and victim expectation were interviewed.

The station also sponsored airtime for a radio advertisement to raise funds for the comfort pack project. Singer, Karen Zoid, offered her services as celebrity for both ad and the campaign.

Thank you to both Karen and Nue Light productions (who assisted with the final mix of the advertisement).

Thank you to each and every individual who donated towards this projects .

TOTAL RAISED : R 36 000

AIR TIME VALUE : R 80 000

MAKE A DIFFERENCE IN A CHILD'S LIFE AND DONATE R200 TOWARDS A COMFORT PACK. Visit www.matlaabana.co.za

Voice a smile distributes comfort packs for traumatized children at police stations during the processing of a sexual abuse (rape) case.

These packs contain essential items to help the child through the reporting process which can take up to 14 hours. In these packs children would find items like colouring books and crayons, nutritional items, toiletries, underwear, comfort item (teddy bear) and a Survivor Guide.

#CHILDPROTECTIONWEEK

www.matlaabana.co.za
Facebook : Matla A Bana

talk.co.za

matla a bana
a voice against child abuse

THE OLD & THE NEW

2002



2013



MATLA A BANA
a voice against child abuse

CELEBRATING OUR NEW LOGO

A voice for many children regardless of race, gender and age. Uniting communities (sponsors, donors, volunteers and officers of the law) in the fight against child abuse. Colours of hope, happiness and prosperity.

2018

The screenshot shows the website's header with the logo and navigation menu. The main banner features a child covering their face and the text 'HELPING 30 000 CHILDREN EVERY YEAR' and 'DONATE PROJECTS'. A sidebar on the right contains statistics and the organization's main goal.

matla a bana Home About Projects You Can Help Events Shop Report Crimes News Contact Us

MATLA A BANA
a voice against child abuse

HELPING 30 000 CHILDREN EVERY YEAR

DONATE PROJECTS

A CHILD IS RAPED IN SOUTH AFRICA EVERY 3 MINUTES.
MOST OF THEM ARE YOUNG GIRLS BETWEEN 3 AND 12.
IN 90% OF THE CASES THE PERPETRATOR IS KNOWN TO THEM.

OUR MAIN GOAL
We aim to minimise the secondary abuse these children will suffer when they report the crimes against them.

STOP CHILD ABUSE

In the NEWS

Matla A Bana opens a new child-friendly facility in Pretoria

Article and photos by Kotie Geldenhuys

Children falling victim to rape and sexual offences are traumatised and broken. They have lost trust in adults and struggle to tell their story to the police. It is for this reason that the police have specially trained investigating officers at the Family Violence, Child Protection and Sexual Offences (FCS) Units and forensic social workers who know how to put a child at ease in order to get a statement. This however can only be done in a child-friendly environment, where the child feels safe and secure.

Matla A Bana, a charity found more than ten years ago by Monique Strydom, is known for its commitment to prevent secondary abuse of children when they are interviewed by the police. Matla A Bana has already established child-friendly facilities in various provinces where children can give statements in a secure environment.

The latest recipient of such a facility was the Tshwane East Police Cluster, which is situated in Walthoo and serves a number of police stations including Silverton and Mamelodi. Maj-Gen André



Lt-Col Malatji, a forensic social worker, with a child in the new child-friendly facility



Maj-Gen Wiesé (left) cuts the green ribbon to officially open the new child-friendly facility

Wiesé, the Tshwane East cluster commander, was pleased with the facility and said that it will be a big help in dealing with crime affecting children and domestic violence in the area.

It is important that investigating officers and forensic social workers go to the level of the child to make the child feel at ease to get proper information from the victim. As the facility is equipped with state-of-the-art technology such as video recording equipment, the FCS members and forensic social workers can record their interview with the child victim. This recording can be used in court as part of expert evidence to help secure the conviction of criminals.

Lizel van Eeden, Matla a Bana's Gauteng project manager, thanked Maj-Gen Wiesé for negotiating with the owner of the premises to allow the setting up of this facility. She said that people do not always realise the value of such a facility, but that they have seen in the past what a huge difference it makes - not only for the child victims in the community, but also for the investigating officers working with them. Lizel thanked CWM Charitable Trust, which is managed by Absa Trust, for making the establishment of this facility possible.

With the opening of this new child friendly-facility, abused children will have a safe place to go to, to tell the police what happened to them without the fear of seeing their perpetrator somewhere in a police station's corridor or community service centre. Child-friendly facilities are indeed a safe haven for broken children.

Maj-Gen Wiesé (left) cuts the green ribbon to officially open the new child-friendly facility



SOME OF OUR MEDIA EXPOSURE

- Cape Talk
- Radio Pulpit
- Groot FM
- Smile FM
- Radio Riverside
- Netnuus
- Volksblad
- Servamus
- Caxton Papers
- News 24 (like Tygerburger)
- EWN (Child sexual abuse commentator)
- Community papers (Roodepoort Rekord, Mosselbay Herald)





Our work is only possible because of people like you!

Thank you to all our donor, volunteers, officers of the law
and our board of trustees.

Together we are changing lives!