

2024/25

ANNUAL REPORT

MATLA A BANA

“ True charity is silent excellence.
Helping without seeking spotlight.



MATLA A BANA
a voice against child abuse



“ True impact is often unseen; behind the scenes, our work transforms lives.”

Minimising the secondary abuse children suffer because of an unsympathetic reporting system

Reaching 30 000 children every year with victim support and education programs

2024/2025



MATLA A BANA
a voice against child abuse

About Matla A Bana

This year we celebrated 22 years of responding to the national crisis of child abuse, especially sexual abuse.

Our award-winning projects have a national impact and are fully supported by the South African Police Service and the National Prosecuting Authority.

Successes 2025

7

Child-friendly facilities in three provinces opened or upgraded.

8 9

Police detectives, forensic social workers, sexual offences prosecutors and trauma counsellors in three provinces trained in essential skills and debriefed.

2 2 5 7

Comfort Packs donated to SAPS FCS Units and Sexual Offences Courts in the Western Cape, Gauteng, Northern Cape, Eastern Cape, North West Province, Limpopo and Mpumalanga.

2 1 9 0 0

Children in mostly rural areas in seven provinces reached with our anti-bullying child protection school program.

“ 35 000+ ”

Children impacted with ongoing projects.



Leading our team

BOARD OF TRUSTEES:

Annora Mostert, Pastor Ndaba Mazabane
Monique Strydom, Alice Pretorius, Professor Corné Davis, Esmé Ehlers
Advocate Veerash Srikison, Absa Trust

OPERATING TEAM :

Lizel Van Eeden, Sandra Nieuwenhuizen

Auditors:

Jordaan Botha and Partners

BOARD OF TRUSTEES AND STAFF



CEO REPORT

Monique Strydom



At Matla a Bana, our work happens largely behind the scenes - in police stations, courts, hospitals, classrooms and communities - where dignity is restored, trauma is reduced, and children are protected. Each year, through our award-winning projects, we reach more than 30,000 children, offering protection, care and knowledge at critical moments in their lives.

Matla a Bana remains deeply proud of its partnerships with government and fellow NGOs. We are the only NGO with a Memorandum of Understanding with SAPS dedicated to child protection, and we are currently in our third five-year MOU, reflecting the value of our contribution. During this year, we have also been recognised on two occasions by the Department of Justice for our work.

In 2024/25, we marked 22 years of responding to South Africa's national crisis of child abuse, particularly sexual abuse. Our work continues to focus on minimising the secondary trauma children experience when reporting crimes through systems that are often not designed with their needs in mind.

True impact is not always found in the spotlight. It is often quiet, deliberate, and deeply transformative.

REFLECTING ON OUR PROJECTS

This year, with the continued support of loyal partners who understand the importance of these spaces, we were able to open or upgrade seven **child-friendly facilities** across three provinces. Two of these facilities serve high-incidence rape areas (Kraaifontein SAPS FCS and Khayelitsha SAPS FCS Units), while volunteer support enabled upgrades at three additional SAPS FCS Units (one rural unit) and the Parow Sexual Offences Court.

Recognising that officers of the law are routinely exposed to severe trauma, Matla a Bana continues to invest in **training and debriefing** programmes for police officers, prosecutors, medical practitioners and trauma counsellors. Matla a Bana has developed three specialised training modules focusing on emotional, physical and mental resilience. These interventions ultimately not only minimise secondary trauma of victims but also improve case quality, service delivery and community trust, particularly in gender-based violence investigations involving women and children.

Despite the proven value of these programmes, funding remains a challenge, as there is a widespread perception that such training should be government-funded.

We are therefore deeply grateful for the venue and catering sponsorship by Netcare in KwaZulu-Natal, the Eastern Cape and the Western Cape, and for the ongoing support of the Ackerman Family Foundation which made the rollout into less supported provinces possible.



CEO REPORT (Continued)

This year, 86 officers of the law in three high rape reporting provinces were trained and debriefed, strengthening resilience, improving decision-making, reducing burnout and enhancing victim engagement.

A further milestone was the rollout of a new training model (presented as a fourth model), Trauma-Informed Victim Management for the Legal Justice System, incorporating art therapy and a victim expectations training session. This workshop not only served as training and debriefing platform, but also strengthened collaboration between investigators and prosecutors – a critical component in child protection cases.

Through our **Comfort Pack** Project, Matla a Bana donated 2,257 comfort packs to SAPS FCS Units and Sexual Offences Courts across seven provinces. These packs, provided to children at the point of reporting, help to minimise secondary trauma and build trust between the child and the responding officer. While our goal is to supply 100 packs per age group per province each month, high costs and demand continue to limit consistent national coverage. At an average cost of R260 per pack, this project remains heavily dependent on donor support. Matla a Bana remains the only organisation providing these packs at a national level.

We want to extend our sincere gratitude to the more than 100 volunteers who assisted with knitting bears and bags, decorating notebooks and packing comfort packs.

Our **school-based child safety programme** reached a record 21,900 children in seven provinces this year, thanks to generous corporate donations and the continued success of the Xtreme for Kids Cycle Tour.

The Don't Bully program became our 2024 focus, enhanced with a revised script, a new character, and a dedicated rap song performed by well-knowns rapper, Onblusbaar and Reagan Reece Carolissen. Delivered in English and Afrikaans, the programme teaches children to report bullying, recognise grooming and identify deceptive behaviours. Of particular importance was our ability to reach deeply rural areas such as Mpumalanga, North West Province and Limpopo, as well as high-risk gang-affected communities in the Cape Flats. Programme delivery was conducted in partnership with SAPS FCS Units and SAPS Social Crime Prevention Units.

Although unfunded, our **Victim Support** Project continued to grow, responding to families who had nowhere else to turn. Through discreet, referral-based support, Matla a Bana assisted survivors and families through reporting, investigation and court processes. These interventions have directly contributed to arrests and the removal of perpetrators from positions of access to children.

During the year, Matla a Bana collaborated with various partners to support awareness, research, training and survivor support initiatives. Highlights included a gender-based violence research session with SAPS, Child Protection Month activities, continued collaboration with Bless My Bag, and the distribution of essential items, therapeutic resources and Survivor Guides to police units and courts across several provinces.

Partnerships with Connect Network and the South African Police further enabled training workshops, infrastructure support and recognition initiatives, strengthening collective efforts to protect vulnerable children and survivors.



CEO REPORT (Continued)

We are equally inspired by the commitment of volunteers who choose to donate their skills and talents. This year, fourteen volunteers undertook extreme sporting challenges in support of Matla a Bana. The Xtreme Swimming, Cycling and Scuba Diving teams not only raised funds but also amplified awareness of child protection and safety in South Africa.

Despite achieving significant impact, we close the year **facing serious challenges**. A 20% decrease in donor funding, coupled with economic pressures and a shift towards corporates funding internal initiatives, poses a growing concern for NGOs like Matla a Bana — particularly as the demand for our services continues to increase.

As a deliberate cost-saving measure, Matla a Bana has operated without full-time staff or dedicated office premises since 2008. Projects are implemented as funding is secured, ensuring that the maximum possible portion of donor funding is directed toward programme delivery. While this lean operational model is widely commended within the sector for its efficiency and responsible stewardship of resources, it does place significant financial and workload pressures on project managers who oversee implementation under constrained conditions.

Yet, even in these constraints, our work continues quietly, consistently and with purpose. Behind the scenes, lives are being transformed, children are being protected, and systems are being made safer. That is where our spotlight remains.

OUR SUCCESS IS YOUR SUCCESS

I extend my sincere gratitude to every person who stood with Matla a Bana — often quietly, always with purpose.

To our **donors**, thank you for believing in work that does not seek the spotlight, yet delivers lasting impact. Your trust enables us to protect children, strengthen systems, and respond where the need is greatest.

To our nearly **150+ volunteers**, your generosity of time, skill and courage embodies the very heart of our organisation. Whether packing comfort packs, supporting events, knitting bears or taking on extreme challenges, you reminded us that service is most powerful when it is given freely.

To the **officers of the law, prosecutors, medical practitioners and social workers** we work alongside, thank you for your daily commitment to justice under extraordinarily difficult circumstances. Your professionalism and compassion ensure that children are met with dignity when it matters most.

To our **staff**, your resilience, integrity and quiet excellence continue to inspire. You carry this work with humility and strength, often behind the scenes, and the impact you create is immeasurable.

To our **Board of Trustees**, thank you for your stewardship, guidance and unwavering commitment to good governance. Your leadership ensures that Matla a Bana remains focused, accountable and faithful to its mission.

Together, you make it possible for us to serve without fanfare, to protect without recognition, and to change lives without seeking applause. Because of you, hope is restored — silently, consistently, and with profound effect.

With deepest appreciation
Monique Strydom

A dramatic scene featuring a bright, circular spotlight shining down from the top right. The light illuminates a dark, textured surface, possibly a wall or ceiling, and creates a pool of light on the ground. From this illuminated area, several wispy, white plumes of smoke or steam rise and drift across the dark space, creating a sense of movement and atmosphere. The overall mood is mysterious and focused.

SPOTLIGHT
ON OUR
PROJECTS

2024/25



CHILD FRIENDLY REPORTING FACILITIES

Responding to the need for the growing need for child-friendly reporting facilities at police units and sexual offences courts in South Africa that adequately meet the needs of child victims..

Matla a Bana has been upgrading child-friendly rooms at hospitals and courts, and establishing dedicated reporting facilities at SAPS Family Violence, Child Protection and Sexual Offences (FCS) Units since 2004.

In collaboration with SAPS FCS Units, Matla a Bana developed a standardised blueprint for a child-friendly reporting facilities at police stations. These facilities include:

- A private waiting area
- A child-friendly assessment room for interviewing and assessment
- Murals designed to support the assessment process
- Audio-visual recording equipment to record all interviews and assessments, enabling improved documentation, referrals, and case management
- A monitoring room with a live feed from the assessment room, allowing social workers or detectives to observe the interview

The above is a full child-friendly reporting facility. Where office space is unavailable at and there is space available on the grounds, a container-based facility is implemented. Where this is not feasible and accommodation limited, a dedicated child-friendly room is established.

Currently more than forty such facilities implemented by Matla A Bana at FCS Units, Sexual Offences Courts and hospitals are fully operational.

MAIN SPONSORS :

Rose Street Trust, Business Against Crime, Medlec, Garth Briggs, Xtreme for Kids Cycle Tour, Keller Williams Reality

**7 UPGRADED OR
NEW FACILITIES**

IN 3 PROVINCES

NEW REPORTING FACILITIES

KRAAIFONTEIN FCS UNIT (FULL REPORTING FACILITY)

Matla a Bana opened its second child-friendly facility in the Western Cape at Kraaifontein SAPS in 2010. The unit, housed in a small residential building, allocated a single garage for the facility, which Matla a Bana converted into a child-friendly space with drywalling, a two-way mirror, secure access, and audio-visual recording equipment.

In 2020, the facility became non-operational after a break-in during which the audio-visual equipment was stolen. Although Matla a Bana upgraded and refurbished the space, however limited funding prevented replacement of the stolen equipment. In 2023, the space was converted into offices due to staff shortages, leaving the unit without a child interview facility.

At the time of implementation Kraaifontein Police Station was one of the highest rape reporting stations in the country. Funding by **Rose Street Trust** ensured that a child-friendly container could be implemented. Implementation was planned for December 2023 but challenges due to factors beyond our control, including limited funding, management changes, staff shortages, and festive season delays made this impossible.

Implementation commenced in March 2024 and the container was officially opened in June 2024. The facility boasts with a more cost-effective audio-visual system with continuous recording and monitoring, including headphones and external drives to ensure recordings are securely managed (pilot project). A volunteer-designed garden was also installed around the container and artist, Glendine, donated her talent to beautify the outside of the container. The facility was opened in **June 2024**.

We want to acknowledge the incredible support effort by the logistic staff at Kraaifontein Police Station as well as the Western Cape Provincial FCS command, who assisted with the many challenged we faced during this implementation.



NEW REPORTING FACILITIES

CALEDON FCS UNIT (ASSESSMENT ROOM & WAITING AREAS)

Over the past two years, Matla a Bana received multiple requests from the SAPS WC FCS Provincial Office and the commander of Caledon FCS to assist in creating a child-friendly facility. The unit, previously operating without dedicated space and sharing limited offices, was relocated to a house in Caledon. An empty garage under the house was identified for the facility, but initial police renovations ran out of funds. Costs for aluminium sliding doors and windows were covered through a donation from **Garth Briggs, Xtreme for Kids Cycle Tour 2023** and savings from the Kraaifontein project (**Rose Street Trust**).

Under the guidance of Captain Boer, who had previous experience with Matla a Bana projects, an adjacent storeroom was converted into a waiting area with a bathroom. Over a week-long implementation, the Matla a Bana team, volunteers, and the commanding officer installed sliding doors, windows, flooring, painted walls, reinstalled plumbing, fitted a toilet and basin, and created a covered veranda waiting area. Furniture, murals, curtain rails, décor, and final setup were completed over a long weekend.

Despite some delivery delays, the project progressed smoothly thanks to the efficient contractor team, strong support from the Provincial office, and the commitment of the commanding officer, who provided updates and assisted on his day off. The result is three functional spaces for child victims: a downstairs child-friendly reporting room, a lower waiting area with a bathroom, and an upstairs waiting area. The facility was completed in celebration of **Women's Month August 2024**.

A special word of thank you to our two volunteers, Johan and Andrinette Potgieter, who offered their willing hands to help us implement this facility.



NEW REPORTING FACILITIES

BENONI FCS UNIT (FULL REPORTING FACILITY)

The project builds on Matla A Bana's long-standing partnership with the Benoni FCS Unit, which began in 2013 with the establishment of the unit's first child-friendly room. The implementation of the project took much longer than planned due to restrictions and requirements by the SAPS Provincial office, not originally mentioned during the initial site meeting in April. Approval was initially secured through engagement with the Gauteng Provincial Commissioner's Office, with the support of Brigadiers Zulu and Mashele. And funding was committed by **Business Against Crime** and **Medlec**.

To address the delay due to the new requirements, we called in the assistance of Business Against Crime (BACSA) and Brigadier Kruger, who supported Matla A Bana in navigating the required administrative processes involving SAPS and the Department of Public Works. By 16 October 2024, all key role players reconvened on site to conduct a final inspection and confirm spatial and technical requirements, including compliance with SAPS IT (TMS) standards. The facility design incorporated dry walling, appropriate ventilation and air-conditioning to ensure both operational functionality and a child-friendly environment. Approval to proceed was finally obtained and construction could start. This included dividing a large office into two rooms (assessment and monitoring rooms) and upgrading the waiting area.

The official launch of the facility took place on **18 December 2024** and was attended by Brigadier Zulu, Gauteng Provincial Head of FCS, who acknowledged Matla A Bana's ongoing contribution and positive impact within the FCS environment.



NEW REPORTING FACILITIES

KHAYELITSHA FCS

Matla a Bana implemented a child-friendly facility at the Khayelitsha SAPS FCS Unit in 2012, including infrastructure upgrades to create dedicated space for child victims. Over time, office space allocated to the FCS Unit was reduced due to increasing demands within the station.

The unit currently manages approximately 2,300 cases, registering around 1,200 new cases annually, of which 50% involve children. Of these cases, 70% are girls, with an average age of 10. The unit serves a wide catchment area including Khayelitsha, Macassar, Strand, Somerset West, and Sir Lowry's Pass. Khayelitsha remains one of the top 10 rape-reporting stations in South Africa.

In response to a SAPS national directive to strengthen victim support services at high-reporting stations, Matla a Bana, in partnership with the SAPS FCS Provincial Office, assessed the facility in August and identified Khayelitsha as a priority for urgent upgrading to meet the SAPS–Matla a Bana child-friendly facility blueprint.

Due to severe space constraints, a container-based child-friendly facility was approved as the most viable solution. With funding support from the **Rose Street Trust** - who also supported upgrades at the Nyanga and Mitchells Plain SAPS FCS child-friendly facilities - it was possible to start with this implementation at the beginning of 2025.

Matla a Bana additionally upgraded the internal FCS waiting area in line with the approved blueprint. A special work of thank you to artist, **Glendine**, who donated her art skills to beautify the outside of the waiting area. These improvements significantly enhanced the unit's capacity to deliver dignified, trauma-informed services to child victims and their families. The facility was opened in **February 2025**.



UPGRADED FACILITIES

PAROW SEXUAL OFFENCE COURT (VICTIM ROOM, KITCHEN & WAITING AREAS)

Matla A Bana upgraded the victim room and waiting area at Parow Sexual Offences Court in 2012. This upgrade was made undone when the government decided to standardise all the sexual offences courts. Unfortunately this upgrade was not victim orientated or victim friendly and the low quality furnishings was quickly damaged and run down. . Matla A Bana was approached to assist by upgrading this facility and it took several years and much red tape negotiations to receive approval. The funding for this came mainly from private individuals and a large group of volunteers assisted in painting murals and refurbishing furniture. All the hallways on the lower and upper level of the court was painted, the kitchen was upgraded, the downstairs waiting area and the children's room was refurbished. This project was implemented in **September 2024** and Matla A Bana received an award of recognition for this work from the Department of Justice.



UPGRADED FACILITIES

LEPHALALE SAPS FCS UNIT

In celebration of **Mandela Day**, a group of volunteers from Limpopo came together to support the Lephale SAPS FCS Unit. Although the unit has very limited space and currently cannot accommodate a child-friendly facility, the volunteers focused on creating a more welcoming environment for children. Improvements included repairing the entrance roofing, painting the exterior walls and front door, and creating a small play area. We extend our sincere thanks to volunteer Marja Pieterse who initiated this project. Also thank you to **Hytec Lephale**, sponsoring partners, and all the volunteers for their support.

HONEYDEW SAPS FCS UNIT

Keller Williams Realty has been a Matla A Bana partner and supporter for the past nine years and we always look forward to their annual charity event – Red Day. On **9 May**, more than 50 **Keller Williams Realty** volunteers joined forces to upgrade the Honeydew SAPS FCS Unit. Some of the rooms and waiting areas were previously painted by Keller Williams volunteers and it was time for an upgrade. It was a day filled with laughter, joy and much painting! The commanding officer's office, waiting area, and parade room were repainted; hallway murals were refreshed; and the assessment room was upgraded in line with the Matla A Bana blueprint, including new murals. In addition to this the company also handed over comfort packs to the unit and sexual offences court. Thank you Anouschka Lubbe and team for always being a highlight in our year!



TRAINING PROJECT

Officers-of-the-law in South Africa are routinely exposed to severe trauma, placing them at high risk of chronic stress, burnout, compassion fatigue, and impaired decision-making.

Without adequate psychological skills, these pressures negatively affect both well-being and operational effectiveness. Investing in training assist in strengthening resilience, improving decision-making, reducing burnout and absenteeism, and enhancing team cohesion. It also improves victim engagement, case quality, and community trust, particularly in gender-based violence investigations, ultimately elevating service delivery to vulnerable populations such as women and children..

Matla A Bana developed three training modules by trainers with experience in high-stress environments. Each module focuses on a different area - emotional, physical, and mental - together providing a holistic approach to managing trauma, stress, and PTSD. These modules are presented per one group ideally through a 6 to 8 month period. This has not always been possible due to funding constraints. However, to date we have trained more than 6000 officers of the law.

The venue and catering sponsorship by Netcare in Kwazulu Natal, the Eastern and Western Cape made it possible to host more training courses also in provinces with high rape statistics, like KZN and the Eastern Cape, where funding is often not available. The Netcare and continuous sponsorship by Ackerman Family Foundation assisted in the implementation of a fourth training module focussing on trauma informed victim management for the legal justice system of which all four were hosted in the Western Cape. This year we trained 89 SAPS FCS Detectives, Forensic Social workers, ER nurses and Sexual Offences Courts Prosecutors based in three provinces. We were able to return to. Where some of the members in the Eastern Cape Group could not attend both modules, they were replaced by other members. All the modules are SETA accredited.

SPONSORS :

**Ackerman Family Foundation,
Netcare N1 City, Netcare Green Acres,
Netcare Umhlanga**

89 OFFICERS

IN 3 PROVINCES

MODULE 1 TRAUMA, STRESS MANAGEMENT & NEGATIVE RESILIENCE

This 2-day module includes the following:

Understanding and working with negative resilience by promoting positive resilience presented by security specialist and psychologist, Mike Sears. This training module was developed by world renowned trauma specialist, Dr Merle Friedman. The second day consists of two shorter modules. The Trauma Management is hosted by hostage survivor, Monique Strydom and is based on own experience and surviving trauma as a hostage. The second session of the day namely Introduction to Stress Management is hosted by brain profiler and trainer, Leonore Louw. What makes this training unique in the world is that all the trainers base their training on first-hand experience.

This year we secured funding to commence the training of two new groups in both Eastern Cape and Kwazulu Natal. These groups include mostly new FCS members who recently joined the unit.

Training hosted:

14 & 15 May	EC (group 2)	20 Detectives & forensic social workers & 3 Netcare ER Staff
4 & 5 July	KZN (group 2)	15 Detectives & forensic social workers



MODULE 2

ESSENTIAL (BEHAVIOURAL) SKILLS

This three-day training module is presented by specialist trainer, Leonore Louw from Maselouw and is in depth training on the following:

Day 1 Emotional Intelligence Foundations Introduces the core elements of emotional intelligence, with emphasis on self-awareness, recognising emotional triggers, strengthening empathy, and improving communication skills for sensitive victim interviews and engagement.

Day 2 Self-Regulation, Professional Conduct, and Interpersonal Skills Focuses on emotional control in high-pressure investigations, building confidence and social competence, strengthening teamwork and conflict management, and maintaining professionalism during case escalations through practical exercises.

Day 3 Stress Management and Psychological Resilience Examines the effects of trauma exposure and compassion fatigue, includes structured assessment of individual stress levels, and provides practical stress-reduction techniques and long-term resilience strategies to support sustained performance..

This three-day training module is presented by specialist trainer, Leonore Louw from Maselouw.

Training hosted:

23 - 25 Nov

Eastern Cape (group 2)

18 Detectives & forensic social workers



MODULE 4

TRAUMA INFORMED VICTIM MANAGEMENT FOR THE LEGAL JUSTICE SYSTEM (VICTIM EXPECTATION AND ART THERAPY)

Effective collaboration across the various sectors of the criminal justice system is essential. Detectives within the Family Violence, Child Protection and Sexual Offences (FCS) units, as well as prosecutors in the Sexual Offences Courts, are routinely exposed to high levels of secondary and vicarious trauma. Opportunities for structured, intersectoral engagement within a safe and supportive environment are limited. For this reason a decision was made to include detectives, forensic social workers as well as the sexual offences prosecutors in the various regions.

With venue and catering sponsorship provided by Netcare NI City, and sustained support from the Ackerman Family Foundation, a series of one-day workshops was convened for FCS detectives and Sexual Offences Court prosecutors based at FCS units and sexual offences courts in the Cape Town Metropole and surrounding area.

The Victim Expectation module (presented by forensic social worker specialist and trainer, Edith Kriel) focused on neurobiological responses in child victims, the identification of trauma and trauma-related behaviours, and evidence-informed interviewing techniques aimed at enhancing the quality of disclosures.

The afternoon session, facilitated by artist Glendine, offered a structured, non-verbal intervention that supported trauma processing, reduced occupational stress and burnout, enhanced emotional regulation, and built resilience, contributing to improved psychological wellbeing and professional functioning. Art therapy also engages both hemispheres of the brain, enhancing critical thinking for officers of the law. While the left hemisphere governs logic and structured problem-solving essential for investigations, the right hemisphere supports creativity, intuition, and pattern recognition. Activities like drawing, painting, or visualizing scenarios stimulate right-brain functions, enabling officers to approach situations from new perspectives, generate alternative solutions, and anticipate outcomes more holistically. By integrating intuitive, visual thinking with analytical reasoning, officers can improve decision-making, situational awareness, problem-solving, and overall effectiveness in complex investigations and high-pressure law enforcement contexts.

Training hosted:

23 April	18 Detectives, forensic social workers & prosecutors (WC)
7 June	15 Detectives, forensic social workers & prosecutors (WC)
6 Aug	15 Detectives, forensic social workers & prosecutors (WC)





COMFORT PACKS

Matla A Bana provides comfort packs to the South African Police Services Family Violence, Child Protection and Sexual Offences (FCS) units. These packs are given to child victims when a case is reported.

In some cases, a child who is a victim of rape may spend up to 12 hours at a police station undergoing statement-taking and medical examinations. During this time, children often have no food, drink, or emotional support.

Each pack contains comfort items (a teddy bear, colouring book and crayons), food (an energy bar, cold drink and soup) and essential hygiene items (panties, sanitary towels, soap, facecloth, deodorant, toothpaste and toothbrush). Packs are prepared for two age groups: small (5–8 years) and medium (9–12 years). Not only do the packs help minimise the secondary trauma children experience when reporting crimes, but they also assist in building trust between the child and the investigating officer, often resulting in quicker and more effective disclosure.

Our goal is to supply 100 packs per age group per month to each province. Currently, we mainly distribute packs in Gauteng and the Western Cape. With the support of major sponsors, we have also reached the Free State, KwaZulu-Natal, Eastern Cape and Northern Cape. Due to high costs and demand, we are unable to supply all provinces consistently. The average cost per pack is R260, depending on supplier prices and order volumes. Due to a lack of funding this year we could only supply half of the number of packs we supplied the previous year.

This project also provides a valuable team-building opportunity, with company staff assisting in packing and handing over the packs to the SAPS. More than 140 volunteers were mobilised to assist with the packing.

MAIN SPONSORS :

**Absa Trust, Mix Telematics, Keller
Williams Realty, Avantedge Group
Venue : Mosaiek and Vredelust Churches**

2257 PACKS
IN 7 PROVINCES

COMFORT PACKS SUPPLIED

MAY 2024

400 medium girls	Gauteng FCS	Mix Telematics, PNA & VML
100 mixed girls	Gauteng FCS	Keller William Realty

JUNE 2024

68 small girls	Eastern Cape FCS	AFM Gen2Gen & Xtreme Swim Team
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JULY 2024

100 small girls	Northern Cape FCS	Living Network, Xtreme Swim Team
200 small girls	Gauteng FCS	Mix Telematics
120 mixed girls	Gauteng FCS	Avantedge Group

OCTOBER 2024

50 mixed girls	Muizenberg FCS	VML
1000 medium girls	Gauteng, Free State, Limpopo, North West Province and Mpumalanga FCS	Absa Trust

INDIVIDUAL DONATIONS 2024

219 mixed girls	Gauteng	Various donors
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SCHOOL EDUCATION PROGRAM

In 2015, research by marketing students at the University of Johannesburg revealed low reporting of sexual abuse by children, driven by limited discussion of abuse, lack of trust in reporting systems, and poor awareness of reporting channels.

The Matla A Bana National School Programme originated through the Xtreme for Kids Cycle Tour, where a volunteer fundraising initiative evolved into an effective platform for educating children in rural and underserved areas. Matla a Bana prioritised primary school outreach and developed child-focused programmes, including Share Your Secret and Don't Bully, reaching more than 10,000 children annually. A multilingual survivor therapy guide was also developed for children without access to professional services like therapy.

This project has been running since 2013 in various forms with various messages. Following reports of increased bullying after the COVID-19 pandemic, Don't Bully became the organisation's 2024 focus. The programme was enhanced with a revised script, the introduction of the "Bully" character, and a dedicated Don't Bully rap song. Well-known Afrikaans rapper, Onblusbaar, joined actor Reagan Reece Carolissen to strengthen engagement. Delivered in English and Afrikaans, the programme teaches children to report bullying and recognise grooming and other deceptive behaviours. Matla A Bana works in partnership with the South African Police Services FCS units and Social Crime preventions units in the various provinces where high risk schools are identified by the police. The police also accompany Matla A Bana to the schools should there be any reporting.

This year several large donations and the Xtreme For Kids Cycle Tour 2025 made it possible to reach deep into rural and metropole high incidence areas. More than 219000 children were reached in 7 provinces, including Mogwase, Cloeteville and Lavender Hills (gang areas). A special mention to Barko Financial Services who dedicated a support team to the Limpopo and Mpumalanga School Tours.

MAIN SPONSORS :

**DRD Gold, Barko Financial Services,
Business Against Crime, PNA, Avalon Ship
Broking**

21900 CHILDREN
IN 7 PROVINCES

SCHOOL EDUCATION PROGRAM (TOURS)

MARCH 2024

10 Schools
(4200 children)

EASTERN CAPE & NORTH WEST
PROVINCE:
Aliwal North, Rustenburg, Mogwase,
Lichtenburg, Coligny, Potchefstroom,
Wolmeransstad

DRD Gold

MAY 2024

10 Schools
(5700 children)

WESTERN CAPE:
Bellville, Brackenfell, Lavender Hill,
Steenberg, Klapmuts, Simondium,
Cloeteville, Idasvalley, Paarl

Avalon Ship Broking

OCTOBER 2024

10 Schools
(6000 children)

MPUMALANGA & LIMPOPO
Lydenburg, Burgersfort, Steelpoort
(rural areas)

Barko Financial
Services

FEBRUARY 2025 (XTREME FOR KIDS CYCLE TOUR)

6 Schools
(6000 children)

GAUTENG & FREE STATE
Krugersdorp, Fochville, Vredefort,
Kroonstad, Theunissen, Brandfort

Business Against
Crime & PNA



SPECIAL PROJECTS

In addition to its core programmes, Matla A Bana implements a range of once-off and ongoing special projects that respond to identified needs, supporting child victims of sexual abuse and assisting law enforcement officers to enhance care, protection, and effective service delivery.

VICTIM SUPPORT SERVICES:

Matla A Bana provides victim support services to survivors of rape and sexual abuse, as well as to their families, by guiding them through the reporting process and offering ongoing assistance throughout their cases. Support includes case follow-ups, advocacy to encourage timely investigations, media liaison where appropriate, and legal guidance related to reported matters. This is a low-key, referral-based service, yet our interventions have resulted in arrests and the removal of perpetrators from positions where they had access to children, contributing to improved protection and accountability. Including a paedophile teacher from a boarding school.

PARTNERSHIP PROJECTS:

During the year, Matla A Bana partnered with several organisations to support awareness initiatives, training, and research. In September, Matla A Bana facilitated a research session with SAPS members led by Prof Dalal of **Mid Sweden University** and Prof Corne Davis, contributing to a research paper examining the impact of gender-based violence on the economy.

To mark Child Protection Month in May 2024, Matla A Bana partnered with **AFM Gen2Gen** in Kuilsriver to host a Service of Hope and Blessing. The event featured childhood abuse survivor and advocate Eloise Nel as guest speaker and was attended by members of various SAPS FCS units in Cape Town. This initiative formed part of a week-long programme hosted by the church, in which Matla A Bana actively participated.

Matla A Bana made various donations of children's winter clothing, food items, and Worry Worm therapy toys and "I can cans" to police units and sexual offences courts across Cape Town and Gauteng donated by **Blouberg Omgee Groepie** and **Vrouelandbou Unie Gauteng**.



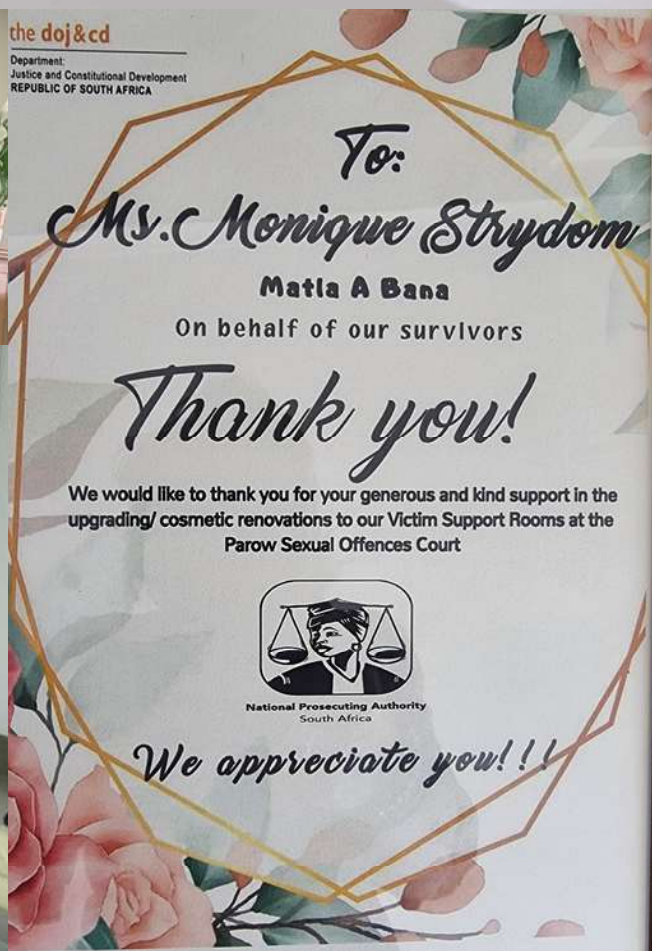
SPECIAL PROJECTS (continued)

Our long-standing partnership with Tamar Jacobs (**Bless My Bag Project**) has made a meaningful impact over the years. This year, the partnership continued with the handover of 73 handbags filled with essential items to SAPS FCS units in the Western Cape. These bags were given to the SAPS FCS Units in the Western Cape to hand over to women who have reported rape and abuse, offering hope and support during the festive season.

A donation from **Barko Financial Services** enabled Matla A Bana to hand over 3 000 Survivor Guides to the Limpopo FCS Provincial Office for use in school outreach programmes in high-incidence areas.

During Child Protection Week, Matla A Bana partnered with **Connect Network** to host a workshop in Cape Town focused on effective reporting. SAPS FCS Western Cape detectives, forensic social workers, and Dr Renée De Villiers from the Western Cape Department of Health presented to nearly 100 child protection network representatives.

Matla A Bana continued its long-standing partnership with the **South African Police Services**. During this period, Matla A Bana joined the **Loevenstein Neighbourhood Watch** to assist with painting the reception area of Bellville police station (Xtreme for Kids Cycle Tour partner) and donated 1 000 bottles of sanitiser to the station. We also partnered with **SAPS FCS Gauteng Province** in hosting their Provincial Excellence Awards by securing sponsorship for the hosting of the event.



FUNDRAISING - GOING XTREME!

XTREME SWIMMING

Through the Xtreme for Kids Swimming initiative, Werner van Geer, Jacques Kannemeyer, and André Kannemeyer successfully completed a Robben Island crossing in challenging conditions, including thick mist and 13-degree water. In addition to this remarkable physical achievement, the team exceeded their fundraising target to raise R37 500 in support of children affected by sexual abuse. Matla A Bana is deeply grateful for their commitment and support.

XTREME FOR KIDS CYCLE TOUR

The Xtreme for Kids Cycle Tour commenced on 27 February 2025, with seven cyclists undertaking a demanding 1 900 km journey from Roodepoort to Cape Town over 11 days, concluding on 9 March 2025. Hosted annually by Matla A Bana since 2013, the tour serves as a key fundraising and awareness vehicle for the National School Tour Project. This year, long-time donor Garth Briggs led the tour, joined by Alan Klette, Izak du Plessis, André Theys, Kai Bellmann, Jenestin Julies (SAPS), Holden Marshall, and support volunteers Hennie van Rooyen, Paul van Eeden, and Daniel Prins. Main sponsors: Wolf Security, V&A Waterfront, Systems Advisers, Ceres Toyota and Moore Stellenbosch. The funds raised with this project will assist to carry shortfalls of projects in the new year.

XTREME FOR KIDS DIVING

In October a small group of scuba divers (including two Matla A Bana trustees) used a diving expedition to raise funds and create awareness.

BARNYARD EVENT

In addition to this one of our annual highlights is the **Barnyard Event** hosted by volunteers, Charl and Madelein Keyter. It is highly popular events like these that not only create goodwill but also serves as fundraisers for our administrative costs.

We want to acknowledge all these volunteers for sharing their passion with us. As well as the volunteers, churches and smaller project donors who made all of this possible.





THANK YOU



START OF THE XTREME FOR KIDS CYCLE TOUR 2025 AND THE MATLA A BANA NATIONAL SCHOOL TOUR.

DATE 26 February 2025

TIME 08:00 (Show) 09:00 (Departure)

VENUE Ebenhaeser Primary School, Krugersdorp

RSVP Lizel on 073 171 1031 by 21 February 2025



MATLA A BANA
a voice against child abuse

Visit our Website matlaabana.co.za



To all the police officers, prosecutors and forensic social workers for continuing to fight for our children with great passion and sacrifices.

To all our financial and product donors for donations and products which all added up to make our projects so successful.

To all our volunteers for knitting, painting, cycling, packing comfort packs and donating your talents and time.