

AGM Report 2021-2023



AUG 23

LifeLine Pretoria
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Board Members 2021-2023

Chairperson:	Ashley Heslop
Vice Chairperson:	Prebashnie Moonsamy
Secretary:	Selby Mzimba (temporary)
Director:	Jackina Mello
Internal Communications:	Robyn Mooney Leslie Imrie
Treasurer:	Leslie Peters (Financial Consultant) Noleen Smith (Presentation of monthly financial reports)
Fundraiser/Donor Funding:	Shershan Naidoo (Ex-officio) Robyn Mooney Leslie Imrie
External Communications:	Robyn Mooney Leslie Imrie

**A note that Leslie Imrie and Shershan Naidoo have recently resigned from their roles on the LifeLine Pretoria Board.*

Chairperson's Report 2021-2023

We have come to the end of another year and it is a pleasure to reflect on what has taken place in this period of reporting.

LifeLine Pretoria boasts 48 years of existence and we are thankful for yet another year. LifeLine Pretoria has become more relevant than before with the increasing demand for our services.

On behalf of the Board, I express my heartfelt appreciation to our funding partners and friends without whose philanthropic endeavors and generosity, we would have experienced significant financial instability.

I thank all the staff, volunteers, board members and the friends of LifeLine Pretoria for your commitment, support and generosity of time for the LifeLine Pretoria office during the past period. There is a great deal more going on behind the scenes than meets the eye, our tireless efforts and considerable expertise are deeply appreciated.

During the 48 years of LifeLine Pretoria's existence, the COVID-19 pandemic has thus far probably been only second to the two world wars in terms of the disruption it caused to our lives, families, workplaces and services. Fortunately, communication technology had reached a level of maturity that made it possible for us to continue to offer the Personal Growth and Counselling Skills Training Courses as well as counselling of clients and other meetings of LifeLine.

We continue to see a growth in demand for our courses and many people are continuing to benefit from them. Our courses continue to be our main source of income. Thank you to the Training Coordinator and her team of volunteers who ensure that the courses are delivered in such a way that more and more people want to do them.

Thank you to the Communications Team for the sterling efforts to make LifeLine Pretoria known and popular on social media through their daily emotional support postings, advertising of our courses and keeping us all informed about what is happening at LifeLine Pretoria. We thank them also for the marvelous work they did to revamp our LifeLine Pretoria website.

Thank you to our probationers for their efforts to raise funds for the organization. Their innovative ideas have brought in funds even though the pandemic restricted us in some instances.

Our budget performance for the period April 2020 to March 2023 was good with strong financial controls in place. We reviewed contracts which ensured that we operated within budget. These included the change in service providers for our telephone system, internet and office printer's contract. Many thanks to our Accounting Firm, MultiFin Financial Solutions whose ongoing support and service have ensured that we remain within budget and for their help with the audit and new budget.

As we move forward during post epidemic, I am sure that the creativity of the staff and volunteers will develop more innovative ideas of how LifeLine Pretoria can continue to be of service to the communities of Pretoria, to continue our training courses and fundraising initiatives. During this challenging economic situation in our country, we are forced to revisit how we use our funds and reduce our expenses to keep LifeLine Pretoria open.

I wish to thank the Board for their dedication, time and generosity. We have completed our term of office. Some of us are available for re-election and those of us stepping down, I wish you well as move on. May the new board members elected at this AGM settle into the organization and continue to work to make LifeLine Pretoria grow and become the first choice to call for help, support and training. May LifeLine Pretoria be courageous and empowered to continue offering our support to the communities of Tshwane in these difficult times, to be innovative, to use our gifts and talents and to improve the quality of emotional well-being.

May we all be blessed.

Ashley Heslop
Chairperson

Director's Report 2021

Introduction

Yes, the arrival of the pandemic COVID-19 we could have never imagined the LifeLine Pretoria, we could not even imagine presenting the Personal Growth Course and Counselling Skills Course being presented online, because of its nature and its impact on a people sharing their lives with each other in person.

Now to the report I am writing today, is to give feedback on the Online Personal Growth Course and Counselling Skills Course that we presented over the year we presented the two LifeLine Pretoria Training courses online.

I am happy to announce the LifeLine Pretoria course have been presented online and the impact is still the same.

Online Personal Growth Course – August, November 2020 and February 2021

Our first Online Personal Growth Course was presented in August and September 2020, the course was well presented and it was a great success. There was a total thirty-seven number of course participants who attended the course both on the Weekday Morning and Saturday Courses. Thirty of the course participants from this Online Personal Growth Course continued to the Online Counselling course, the other seven postponed to participate in the next Online Counselling Skills Course because it was almost the examination season.

The November 2020, Online Personal Growth Course was presented as the Weekday Morning course and not the Saturday course, there were fifteen course participants who went through the November 2020 Online Personal Growth Course and all of them continued to the Online Counselling Skills Course in January 2021.

February 2021 Online Personal Growth Course, due to the Lockdown regulations at the beginning of the year 2021, we could not present the Weekday Evening Course, in person as planned and also their number of applicants were very less for the course to continue.

The Weekday Morning Online Personal Growth Course and the Saturday Online Personal Growth Course continued well and were well presented. The total number of course participants from both courses were thirty-nine, which is a slight decrease from last year February / March Personal Growth Course. Thirty-three out of the thirty-nine continued to the Online Counselling Skills Course in May/ June 2021.

Total number of PG Course participants - 91

Online Counselling Skills Course – June, September 2020 and January 2021

The Counselling Skills Course was our first Online Course last year, when we reopened and I am still so grateful to Deryn Logie, our former receptionist, for her great work that she put in helping to arrange the training course to be presented online, I will always be grateful. In my 2020 annual report, I did highlight that at the time of the report writing, we were currently presenting the Online Counselling Skills Course. The June 2020 Online Counselling skills Course was presented to the course participants who attend the February 2020 Personal Growth course at the center before the country went to lockdown. The number of course participants who continued on the Online Counselling Skills Course decreased by fifty percent, due to reasons such as loss of employment, salary cuts, affordability of data, etc. The total number of course participants was twenty and seventeen were selected as new volunteer counsellors.

We then moved on to the next Online Counselling Skills Course which was presented in September 2020 for the course participants who attended the Online Personal Growth Course in August 2020. As stated above, only thirty attended the September Online Counselling Skills Course, then out of the thirty course participants, eighteen came for the selection interviews and only fifteen were selected.

The January 2021 Online Counselling Skills Course had fourteen course participants, it was presented on six consecutive Saturdays, which worked out well so that we able to prepare for the upcoming Online Personal Growth to start in the middle of February 2021, which was after we completed the Saturday Online Counselling Skills Course. Seventeen course participants were selected as volunteer counsellors and thus far only fourteen are still on probation and will be going off probation at the end of August 2021.

Total number of Counselling Skills Course participants - 68

Probationers 2020/2021

The volunteer counsellors who joined the organisation after the above-mentioned training courses, had a challenge of sitting in face-to-face sessions and telephone session because of the pandemic, most of our experienced counsellors are no longer availing themselves for counselling duties, both telephone and face to face, and also due to the pandemic we lost our older volunteers who had to leave the organisation due to the pandemic. This left us with a backlog of probationers after each Online Counselling Training session and each time after the Orientation session, we would advise the new probationers of their probation starting date because we had to wait to get at least one group off probation, so that the new group will get time slots to schedule for telephone and face to face counselling. Details on the number of probationers and those who successfully completed their probation can be found on the training stats sheet attached to this report.

Advanced Inhouse Training

We continued with the Advanced Inhouse training, presented by Rozanne Ashworth, the trainings are presented in-person and not online. Although the training was not as many as we always do because of the pandemic, hence the training is presented in-person.

The topics that we presented to our volunteer counsellors as follows:

- Trauma
- Suicide
- Gender Based Violence
- Relationship Counselling

A great appreciation to Rozanne Ashworth who has faithfully served the organisation by making sure that our counsellors are well equipped and empowered to provide counselling in any type of a situation.

Fundraising

LifeLine Pretoria held a hiking and mountain biking day at Windy Brow Game Reserve. A 2020 probationers' group had organized this day previously to include entertainment, where profits would have been divided equally between LifeLine Pretoria and Windy Brow Game Reserve. This event had to be placed on hold due to the lockdown restrictions. In the beginning of 2021, LifeLine Pretoria got broken into and Windy Brow Game Reserve suggested we scrap the big event and have the day as soon as possible! We had the event

two weeks later and it was a success. All the proceeds that were made on that day were donated to LifeLine Pretoria. We look forward to working with Windy Brow Game Reserve in the future.

Although it has been a difficult year for most people, we are determined to keep moving forward. We are determined to keep LifeLine Pretoria going and growing because we know that now more than ever is a time where people need to focus on their mental health and we aim to give them a place to do so.

Conclusion

As I conclude this report with appreciating everybody, I want to start with the all the volunteer counsellors who have made all the training courses possible and successful, without you, we would have not achieved what we achieved over this past year, you are all the heartbeat of LifeLine Pretoria. Many, many thanks for all the great work done,

Thank you to the staff members, whom we support each other and have good working team environment, that we have created for the benefit and the growth of LifeLine Pretoria, all the training activities would have not been possible without your support, supervision and guidance. I greatly appreciate you all, Deryn Logie, Sheila Houghton, Jackina Mello and Elizabeth Mosweu.

Lastly, I am ever grateful to God, for entrusting me with the opportunity to be part this amazing organisation, which I believe that even during this difficult time, God will make all things possible.

Agnes Semono
Director

Director's Report 2022

It is always a great privilege for me to find myself still serving under LifeLine Pretoria where my life was transformed and changed for the better and now, I am sharing with others who are going through emotional distress and turmoil. I believe what kept us going to this day, is the hope that things will change, as long as we keep going and do what we believe in. Through the challenges that we faced as LifeLine Pretoria, we were able to keep on keeping on, with hope and courage for a better day each and every time.

And of course, LifeLine Pretoria could have not been where it is today without the help of all the dedicated and committed volunteer counsellors, who I believe, are the heartbeat of the organisation. In the past two years I have seen some of the volunteer counsellors with a great heart during challenging times for LifeLine Pretoria, truly going the extra mile in keeping the organisation going and alive.

In addition to the above, I want to appreciate all the volunteer counsellors who stayed committed and honoured their LifeLine pledge of service. We greatly appreciate and value your great contribution. Also, thank you to those volunteer counsellors who could not fully commit because of valid reasons but kept the organisation abased and contributed whenever they were able to do so and also on request - we appreciate you as well, no matter how much the contribution, we still value it and appreciate. Some of the volunteers contributed by assisting with activities of telephone counselling, face-to-face and Zoom counselling, training courses, selection and probationers' final interviews and outreach projects.

One day when meeting one of our veterans of LifeLine Pretoria, hearing how things have changed because of Covid 19, she said to me "when things change, you also need to change and adapt." This statement stayed with me for a long time until I came to the realization that change is necessary, even though it is uncomfortable but is for the better and it is helping to keep us up with the times of where the world is heading. I believe that as LifeLine Pretoria, the changes that we had to make and will still make in the future, will be implemented for the positive benefit of our organisation.

I would like to thank all the staff members who are committed to making the organisation move forward despite the challenges, looking beyond the challenging times and continuing

with their hard work for the benefit of LifeLine Pretoria. Also, for going the extra mile in making sure that LifeLine Pretoria continues to provide the free confidential counselling services to the community of Tshwane Metropolitan.

Thank you to the LifeLine Pretoria Board Members for their continuous support and contributions, your time and efforts are highly appreciated. A special thank you to Ashley Heslop for always availing himself to assist and stepping in at all times in making sure that LifeLine Pretoria continues despite the challenges. Also, for your support to me, Ashley, as we work together for the benefit of LifeLine Pretoria. Your unselfish and generous heart towards LifeLine Pretoria is what is keeping the organisation standing to this date, may it all be well with you.

Many thanks to Jill Ribeiro for all her great contributions to LifeLine Pretoria, especially in these challenging times. Jill Ribeiro assisted the organisation with donors and sponsors for various projects that we did, especially in the Outreach Department. We greatly appreciate and value all your efforts and do not take what you have done for granted, many thanks.

Many thanks to our donors and sponsors who have also contributed to LifeLine Pretoria during these challenging times, your contribution is valued and acknowledged with great appreciation. LifeLine Pretoria is able to continue to provide free confidential counselling and positively impact lives through your generosity.

As I conclude, I strongly believe that we as LifeLine Pretoria have a very good product we can sell to our community - our Personal Growth and Counselling Skills Training Courses. I believe these courses can be a life transforming experience to most people, especially after the impact of the Covid 19 pandemic. These two products will help many to regain hope and restructure their lives in order to move and look forward to a brighter and better future ahead. I believe that counsellors will sell these products to family, friends, colleagues, fellow students and our clients who will benefit from LifeLine Pretoria Training Courses and of course we continue to inform all the above as well about our free confidential counselling services. Thank you, I am truly looking forward to a better future for LifeLine Pretoria filled with all possibilities.

Agnes Semono
Director

Director's Report 2023

Introduction

I want to start by thanking and appreciating the people who have really shown their dedication and commitment to LifeLine Pretoria and who have always gone the extra mile for LifeLine Pretoria.

Firstly, I would like to thank God for being good to LifeLine Pretoria during these economically challenging times that we are facing in our country.

Also, a big thank you to the LifeLine Pretoria staff members, who are dedicated and committed to their daily tasks and even giving more, when a need arises, I truly appreciate and acknowledge your contribution, may it all be well with you and your families.

Thirdly, thank you to all the Board Members for their support and contributions, as we work together for the growth and the development of LifeLine Pretoria for our community, overseeing everything of the organisation and giving good, positive input to make the organisation move forward.

Thank you to all the volunteers, counsellors and probationers, who are the heartbeat of LifeLine Pretoria. I am grateful to all the volunteer counsellors who always honour their pledge of service to LifeLine Pretoria and avail themselves for counselling duties and training courses. I truly appreciate all the great work and support. You are truly valued and appreciated.

LifeLine Pretoria Personal Growth Course and Counselling Skills Courses

Each year LifeLine Pretoria presents three Personal Growth Courses and three Counselling Skills Courses to the members of the public who are interested in becoming volunteer counsellors. The course participants are mainly psychology students who want to gain practical experience and also be assisted with their Masters applications.

There has been a decrease in the number of course participants in our training courses compared to the past years and the pre-Covid 19 years. We present Online and In-person courses for both the Personal Growth Course and Counselling Skills Course.

Advanced Inhouse Training

The Advance Inhouse Training sessions are presented to LifeLine Pretoria volunteer counsellors and probationers only. These training sessions are mainly attended by new volunteer counsellors who join the organization with the condition that all new counsellors must complete the two-year program.

The training topics include the following:

- Trauma
- Rape
- Gender Based Violence
- Marriage / Relationship Counselling

Fundraising events

In the past year, we were able to host two fundraising events, which were able to assist us with raising finances for LifeLine Pretoria. We held a Colour Fun Walk and our Annual Golf Day.

- Colour Fun Walk Fundraising Event:

On the 10th of September 2022, we hosted a Colour Fun Walk at Loreto School in Queenswood, which was organised by the March 2022 Probationer's Group. The probationers worked very hard to market the event. It was a great success despite the numbers of participants being low. The March 2022 Probationers Group managed to raise R11,000 for LifeLine Pretoria. Well done to them for hosting a successful first Colour Fun Walk.

- Golf Day Fundraiser Event:

On the 25th of October 2022, LifeLine Pretoria hosted our first Golf Day fundraising event after the Covid 19 pandemic. The Golf Day was held at the Wingate Country Club with eighteen golf teams who supported LifeLine Pretoria. Thank you to our LifeLine Pretoria Outreach Coordinator, Sheila Houghton, for stepping in to assist with the preparations of the Golf Day and to ensure that it was most successful. A big thank you to all the teams who participated, the sponsors and LifeLine Volunteers who helped on the day.

Conclusion

Thank you once again to all the volunteers, staff members and the Board of LifeLine Pretoria for the great work done for LifeLine Pretoria. Many thanks for your great contribution in keeping LifeLine Pretoria open and serving during these challenging times in our country. We look forward with hope and positivity to better years for LifeLine Pretoria. Thank you everyone and blessings on us all.

Agnes Semono

Director

Donations and Stats Report 2021-2023

GENEROUS DONATIONS AND CONTRIBUTIONS TO LIFELINE PRETORIA

COMPANIES/ORGANISATIONS	PRIVATE INDIVIDUALS
The Shannon Trust	Mr. Christoffel Murphy
Dischem Foundation	Ms Amelia Viana
Harith General Partners	Maciej Laneckie
Sleeper Sales	Charlaine van Wyk
Flora Mystique	Laura Cotton and Liam Gauché
IAmaglobal Company	Amere Waperner
Iqbal Mohammed Attorneys	Johannes Booysen
Minutemanpress Silverton	Goitse Makakane – Mashike
	Julie and Andre Strydom

COUNSELLING STATISTICS 2019-2023 COMPARISON

	2019	2020	2021	2022	2023
January	284	314	193	178	101
February	345	300	173	65	175
March	354	78	350	197	192
April	326	122	146	188	
May	375	175	184	106	
June	265	551	179	108	
July	372	364	221	89	
August	435	206	210	60	
September	307	215	214	49	
October	341	178	227	27	
November	389	124	263	105	
December	281	192	15	124	
TOTAL	4 074	2 819	2375	1296	468

TRAINING STATISTICS 2021-2023

Personal Growth Course	Number of participants
2020/2021	91
2021/2022	53
2022/2023	76
Counselling Skills Course	Number of participants
2020/2021	68
2021/2022	76
2022/2023	56

Community Outreach Report 2021-2023

Nurturing Community Engagement in Shifting Landscapes

Introduction

“Life is not always perfect. Like a road, it has many bends, ups and down, but that’s its beauty.” — Amit Ray

Looking back since the last AGM in July 2020, LifeLine Pretoria experienced 26,412,542 touchpoints of which 3% was in Outreach, 16% in Campaign Activations and 81% were in Talks. Compiling my AGM Report has given me an opportunity to reflect on the beauty of change. Despite the setbacks of Covid-19, Outreach for LifeLine Pretoria continued to flourish. As the landscape around us shifted, we gracefully accepted the challenge, adapted, responded, and grew in a new direction.

Radio

We took a risk to embrace a positive online opportunity with Platinum Gold Radio and reached new heights with their wider audience of listeners. In 2021 Lifeline Pretoria had a regular slot, once a month on their Monday morning magazine talk show. Our topics of discussion covered various matters of public interest. Platinum Gold listeners shared from as far as Europe: “We enjoy the positive attitude and enthusiasm in the chats on our platform and sincerely appreciate your efforts to perpetuate that. Warm, fuzzy moments are so valuable for so many people.”

We were thankful and grateful to be nominated, by a listener who was also a counsellor at Lifeline Pretoria, to go on air with Anele on Radio 947 Breakfast Show. Lifeline Pretoria was a proud recipient of R50,000 from the Dischem Foundation for our response in curbing gender-based violence in the communities we operate in.

In order to increase the number of client bookings in Atteridgeville, we did an interview on Pheli FM with Keke on the Capital Imbizo Show. The intention was to inform listeners about Lifeline Pretoria’s free face-to-face counselling services, available by appointment at that community.

We celebrate our Afrikaans speaking counsellors Yolanda and Ingrid. Both of whom did sterling interviews in Afrikaans about Lifeline Pretoria and the services we offer, with Annelise from the NPO Fundraising Forum on Lekker FM. One of our Volunteers also took up the opportunity to go live on air, with Impact Radio, to talk about suicide, during their broadcast from the “You Matter” Walk. Capricorn Radio called Lifeline Pretoria to chat about procedures and consequences for reporting teenage rape.

Tertiary Institutions

We supported the virtual interventions to replace open days across the 5 campuses of the University of Pretoria while they completed their academic semesters online during Covid. Our Comms team synchronized LifeLine Pretoria’s Facebook posts to tag UP in line with their awareness campaign themes. As a result of our collaborative effort, Lifeline Pretoria remains a preferred referral for both the university students and their staff. Messages from “Friends of LifeLine” were shared across UP’s twitter and Instagram social media platforms. It was indeed exciting for our mascot “Liefie” when we finally resumed in-person awareness campaigns on all UP’s campuses. We are thankful to our volunteer, Danielle, for coordinating a mental health survey with Tuks Netball Team. This was followed by a teaser and a video to celebrate Mental Health Month.

As Gauteng moved into the epicenter for the third wave of the Covid-19 pandemic, Lifeline Pretoria was invited by Varsity College in Lynwood, to record a video on Managing Student Stress. The intent of this was to help their students set boundaries and refocus on preparations for upcoming examinations. This year we returned in-person to celebrate World Health Day. We also coordinated a stress awareness campaign via Zoom with both staff and students at Belgium Campus. Rosebank College continue to support our Youth and Mental Health campaigns. We are grateful to one of our volunteers, Alre, for guiding our conversations on Mental Health with Blind Students from the South African National Council for the Blind.

Corporate

Jackina, our previous Director and I participated in Statistics South Africa, Men's on-line Indaba. We delivered a talk on Gender-Based Violence to support their employee health and wellness program. This year, as part of their corporate wellness program, we delivered a talk on “Work Life Balance”. We facilitated a difficult discussion on “Sexual harassment in the workplace” for MIET Africa in Soshanguve. We encouraged positive and healthy responses to “Conflict and Stress” for the staff at Axcelerate in Centurion.

UN World Days

Lifeline Pretoria marked various celebrations across the calendar. For World Health Day, we invited our volunteers and staff to write letters of kindness to 171 health care professionals at the Pretoria Heart Hospital. We received a letter of appreciation and a testimonial from the HR Manager and the General Manager of the Hospital, for the impact these simple letters made on the emotional wellbeing of their staff.

We collaborated with Unchain Our Children on the World Day Against Trafficking in Persons. We joined the world in celebrating Cultural Diversity. We showed our communities that we were culturally comfortable and that we cared about them, by painting colourful handprints in the form of a heart on a wall in the volunteer's lounge at our head office in Watermeyer. We celebrated World Humanitarian Day and shared a meal with the Arethusane Children and Youth Centre in Nellmapius. We livestreamed our World Peace Day Celebration on Facebook. This comprised of a flower mandala build, meditation and a peace wave before ringing our peace bells. On World No Tobacco Day we went to Stabilis Treatment Centre to explore addictive behavior. We absorbed some youthful energy on World Youth Skills Day from the young adults attending a holiday Career Expo in Soshanguve. We joined the Eersterus Community Health Clinic and their clean needle project to celebrate International Overdose Awareness Day. Thank you to their local Pick n Pay for sponsoring our lunch.

16 Days of Activism against GBV

After lockdown, in December 2021, we coordinated a successful in-person campaign. We commenced with our launch outside SuperSpar Queenswood. We brought attention to shopper's bags which had the Lifeline logo on them. We honoured those who had lost this battle in our Freedom Park Walk and afterwards visited the GBV Command Centre. We learnt more about the government's victim empowerment process at Silverton Police Station. As a result of the station commanders request and immediate need, we found and visited Ra Bafenyi, a DSD vetted Men's Shelter. Our team took a bus visit to Thuthuzela Care Centres in Mamelodi & Soshanguve Hospitals. We ended by attending a Virgin Active Shape Class to release stress & deal with anger constructively. We are grateful to the Jes Foord Foundation who regularly supply comfort bags for our delivery to Thuthuzela Care Centres in Tshwane. We collaborated with Lifeline National Office for their outreach at Mabopane Square. We collaborated with City Press, as subject matter experts for their Woman's Month Rape Survivor Advocacy Article, on "Understanding the brutal violation of Sexual Assault as a social problem." We provided input towards a Daily Sun newspaper article on "Preventing secondary victimization for rape."

Community Centres

Covid-19 lockdown measures wreaked havoc. Our Mamelodi Community Centre situated within the Mamelodi UP campus remained closed until the campus re-opened to in-person classes. Our Atteridgeville Community Centre moved from St Anne's to St George's Catholic Church due to space constraints. The catechetical centre was required to be used by the school next door for classrooms. Our Queenswood Centre responded to the local community needs and resumed face-to-face counselling with strict adherence to Covid-19 protocols. As the Lifeline counselling room in the Nafcoc Centre was not conducive for social distancing or ventilation during face-to-face sessions, the Soshanguve Community Centre relocated to a well-ventilated and much bigger room at St Charles Lwanga. We are indebted to Sanitouch for their donation of hand sanitisers and sani-wipes which helped make our community centres Covid-19 compliant.

Community Outreaches

We were invited to attend the Archdiocese of Pretoria Youth Day Career Expo at St Anne's Catholic Church in Atteridgeville. We supported the Department of Health and local Stakeholders in the City of Tshwane Youth and Adolescent Day held at KT Motubatse Community Hall in Shoshanguve. We celebrated Nelson Mandela Day over 2 years in Mamelodi. First with Viva Foundation in the Informal Settlement and then in a collaboration between the UP Urban Studio, Mamelodi Men's Forum and Swan Electrical. We helped guide career choices during a Career Day held in Nellmapius at the Church of the Nazarene for grade nine to twelve.

Teen Suicide

In response to the increase in teen suicide in Pretoria, we collaborated on a Community Spring Day Campaign at The Medicine Shop in Groenkloof Plaza. We accepted an invitation for a parenting workshop to help formulate a community response to family issues at St Joseph's in Eersterus. Following the death of SA rapper Ricky Rick, we joined hands with the "You Matter" Walk, whose focus was on suicide awareness and prevention.

Bereavement

The impact of Covid-19 was felt deeply. Grateful to our counsellor, Retha, for inviting us to a webinar on Grief, Trauma and Loss with Ogilvy. To help clients deal with multiple loss and complicated grief, we continue to advertise the free ten-week bereavement course facilitated by our Honorary Member, Flick Mullen.

Never a Dull Moment

Lifeline Pretoria responded to the impact of the riots and floods in KZN. We encouraged clients to boost their mood by clearing clutter and feel good by sharing with those less fortunate. We received an invitation from the University of Pretoria and participated in an Expert Group Meeting facilitated by the UN. We were excited to be able to contribute our valuable insights toward Family Well-Being in Africa.

Personal Development

Agnes and I enrolled in a short online course, facilitated and funded by the US Consulate General JHB. This course 'Confronting Gender Based Violence: Global Lessons for Healthcare Workers' was managed through the John Hopkins Centre for Clinical Global Healthcare Education in the US. I have learnt so much through our participants when facilitating on the Personal Growth Course and during training in the Counselling Skills Course. However, nothing has been more rewarding than creating capacity for face-to-face or telephone counselling sessions. While these help probationers prepare for their final interview, they also reduce the backlog on client requests for appointments. Positive human energy is contagious. My most challenging experience thus far, was setting up our golf day for 2022. I didn't know there was so much I could learn about golf!

Conclusion

My wish for Lifeline Pretoria - In these challenging times, may we continue to shift forward, playing an even bigger role in the communities we serve.

Celebrating our spirit of perseverance,

Sheila

Community Outreach Coordinator

COMMUNITY OUTREACH MONTHLY 2021-2023

	2021	2022	2023
January	-	-	-
February	1 460 000	1 200 000	23
March	1 490 299	325	1 058
April	1 400 171	1 200 100	782
May	1 370 096	316	1 449
June	1 400 175	400	-
July	1 401 109	1 290 385	1 200 218
August	1 400 987	2 520 104	-
September	1 401 209	-	-
October	1 400 227	90 500	-
November	1 401 312	-	-
December	1 400 060	1 787 237	-
TOTAL	15 525 645	8 089 367	1 203 530

COMMUNITY OUTREACH KEY FOCUS AREAS 2021-2023

	2021	2022	2023
Outreach	151 446	875	365
Talks	15 370 977	3 750 045	1 200 977
Workshop/Training	-	-	-
Campaign/Activation	3 222	4 338 447	2 188
TOTAL	15 525 645	8 089 367	1 203 530







School Uniform Campaign Report 2021

LifeLine Pretoria was in partnership with the Church of the Nazarene –Restoration Center, located in Nellmapius Community. The church had a school uniform campaign to give school uniforms to the school children in the community of Mamelodi and Nellmapius.

LifeLine Pretoria partnered with the church in order to raise funds for the school uniforms and we managed to get the funds and buy the school uniforms, which the church received well. This event, of handing over the school uniforms, was held on 27 February 2021 at the Nellmapius community.

We received donations from Pep store and Ackermans store after I phoned for a donation.

Ackermans, after the first donation, contacted us again with another donation, which added up to a total amount of fifteen thousand rands for the school uniforms. We had to buy the uniforms at Ackermans in Menlyn Shopping Center.

We received shoes from the Spar shoes campaign.

We also received huge discounts from the school supplier in Johannesburg and supplied 100 school back packs from a shop in Johannesburg at a very discounted price.

One of LifeLine Pretoria's volunteer counsellors, Zelda Pharaoh, had a contact who also donated shoes from Oriental Plaza.

During the Christmas season in December 2020, a donation of twenty thousand rands was received with which we bought, as per list, age-appropriate Christmas gifts. We wrapped each gift and printed their names on each gift from my labeling machine. This was for 100 kids and sweets were included in each gift supplied by Spar.

Also supplied: mealie-meal, fruits and veggies, which were donated by Food Lovers Market and an anonymous donor.

We also gave carpets from my partner's house to help cover floors at the church in Nellmapius.

Jill Ribeiro
Volunteer Counsellor (2021)

Communications Team Report 2021-2023

In September of 2020, a few of us volunteers and one or two staff members embarked on a fundraising and marketing course journey with Annelise de Jager, who is the founder of Tekkie Tax Day here in South Africa. She is an expert in the charity sector and has over 30 years of experience in the fundraising and marketing field. This course is specifically designed for NPOs like LifeLine Pretoria and it covers a range of topics to empower and equip organizations like ourselves to build a strong brand, to strengthen our relationships with people and to raise funds more effectively.

These bi-weekly sessions taught us many things about social media, databases, email campaigns, newsletters, winning websites, POPIA, you name it! Naturally, learning a lot means there is also lots of homework to do! So besides keeping our social media platforms running, we had much to work on! We got started on our database and website revamp and also implemented changes to our social media approach where it was necessary. These are all long processes and don't happen overnight. It takes a lot of planning and behind-the-scenes work for these things to be upgraded and implemented but we work together well as a team and look forward to all we will accomplish together for LifeLine Pretoria.

We continue to maintain our new website as well as our social media accounts and enjoy working with the different probationer groups and the Golf Day team to advertise our fundraisers. We also work closely with Sheila, LifeLine Pretoria's Outreach Coordinator, to share our special events and outreaches with you, our followers and friends.

At this stage we have a quarterly newsletter that goes out to all our volunteers and friends of LifeLine Pretoria. If you have not yet received one of these and would like to, please email us on communication@lifelinepta.org.za

If there is anything we could "wish for", it would be that:

- Our volunteers and friends follow us on Instagram and Facebook and that you like, comment and share as much as possible!
- Our new website will be perused regularly and enjoyed by all.

Sheena Dinkelmann
Communications Team Leader

Rape Counselling Report 2021-2023

In 2021, our small Rape Counselling Team consisted of 4 LifeLine counsellors. We continued to receive calls on the dedicated rape line, several of which resulted in face-to-face sessions. Many of these are referred by outside organisations, e.g. TEARS. Our service does need to be made known more widely, both amongst the LifeLine counsellors and in the general community.

We were constrained to a degree by COVID-19 restrictions, which meant we were unable to meet regularly, and it was not always possible to exchange the phone on a regular basis.

A Rape Counselling training session was held by Rozanne Ashworth early in 2021 with the hope that some of the counsellors who attended would consider volunteering to join the Rape Counselling Team. The requirements to join the team are as follows:

- A willingness to keep the phone for at least a week at a time.
- The completion of the six-month probationary period.
- To attend LifeLine Pretoria's Advanced Inhouse Training on Rape Counselling, presented by Rozanne Ashworth.

The Rape Team Counselling Leader, Dawn Mosdell resigned in March 2022. We appreciate Dawn for her great work and contributions to the Rape Counselling Team for all the years she was a leader to the team.

In 2023 we find ourselves an even smaller team with big shoes to fill. Kindly make contact with the office should you wish to become part of this much needed part of LifeLine Pretoria's counselling services.

Thank you to Ingrid du Toit, Phumzile Ndlovu and Danielle Donald for their care and dedication to providing this service to the community over the years. You are real stars.

Rape Counselling Team