

EXECUTIVE SUMMARY
OF
THE CHAELI CAMPAIGN

***The only NPO in South Africa founded by children
who are active members of the Management Committee***

My greatest strength is that I believe that I can do anything.
Chaeli Mycroft

Winner of the 2011 International Children's Peace Prize



*"The Chaeli Campaign shows what a single young individual can do to change the lives of others for the better.
All you need is a good idea (like sunshine pots) and the enthusiasm to cause a chain reaction. Chaeli has both."
Clem Sunter (Author & Motivational Speaker)*

ORGANISATION PROFILE

Organisation name: The Chaeli Campaign

Location: Cape Town in the Western Cape Province

Established: 6 August 2004

CONTACT AND REGISTRATION DETAILS

Contact Person:	Zelda Mycroft	Tracy Green
Designation:	Chief Executive Officer	Fundraising & Events
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Physical address: Chaeli Cottage, 18 Culm Road, Plumstead, 7400

Postal Address: As above

Legal Status: NPO Registration No: 037-338-NPO
PBO Registration No: 930019291

B-BBEE Status: Level 4 Contributor (Certificate No: CHA001-2013)

Banking Details: The Chaeli Campaign
First National Bank
Plumstead (201109)
Account No: 6210 570 1264

Updated May 2013

HOW IT ALL STARTED

The Chaeli Campaign was founded by Chaeli Mycroft, her sister, Erin and family friends, Tarryn, Justine and Chelsea Terry because of Chaeli's need for a motorised wheelchair. After raising R20 000 in just 7 weeks it was decided to formalise The Chaeli Campaign as a non-profit organisation and continue to help other children with disabilities throughout South Africa. Adults joined forces with the original founders to manage the business side of the organisation, and the original founders were entrenched as the Founding Committee.

The Chaeli Campaign celebrates its 9th birthday as a registered NPO in August 2013. It runs eight programmes in support of children with disabilities and is actively involved in mobilising the minds and bodies of children. A dynamic advocacy focus promotes a unique and practical celebration of the inclusion of people with disabilities. There is a great need within the field of disability, not only for assistive devices, equipment and treatment programmes, but also for community education, understanding of disability and the normalisation of society through the inclusion of people with disabilities.

We believe that we don't merely give wheelchairs, we aid improved independence; we don't just provide hearing aids . we open up a hearing world; we don't simply supply laptop computers . we create a canvas on which children can express their thoughts and feelings. Our goal is to breathe hope into the lives of children with disabilities and their families as we find ways of improving their independence, socialisation, education and integration into their communities.

The original 5 campaigners, our Founding Committee, are still actively involved in promoting the Chaeli Campaign and this emphasises our maxim: ***Administered by Adults – Powered by Kids.***

The Objectives of The Chaeli Campaign are to:

- Promote and provide the mobility and educational needs of children with disabilities throughout South Africa;
- Use its facilities and resources to assist the disabled community;
- Work in collaboration with other organisations for the advancement of people with disabilities;
- Act as a catalyst with other centres / organisations / communities throughout Africa.

The Chaeli Campaign aims to change the life of one disabled child at a time in a significant way.

Our Mission Statement: To mobilise the minds and bodies of children with disabilities and to normalise society through advocacy and education programmes and events.

SOME THINGS THAT MAKE THE CHAELI CAMPAIGN UNIQUE:

- Our **holistic approach** to addressing the needs of the disabled is unique. Disability knows no cultural, socio-economic and geographical boundaries and we address needs across these boundaries incorporating aspects of health, education, social development, sport and arts and culture;
- Our maxim is ***Administered by Adults – Powered by Kids*** and our Ambassadors programme carries forward the importance of having children's voices heard and growing them continuously as active citizens;
- The Chaeli Campaign is the only NPO in South Africa founded by children (6 August 2004) who are active members of the Management Committee;
- Chaeli Mycroft: Winner of the 2011 International Children's Peace Prize.
- Chaeli Mycroft: Recipient of the Award for Social Activism, 2012 Nobel for Peace Summit.

PROGRAMMES

The Chaeli Campaign currently runs eight different programmes, as follows:

1. **Assistive Devices**
2. **Therapies (Resource Centre; Miscellaneous Support)**
3. **Inclusive Education (ECD; Formal Schooling; Parent Support)**
4. **Leadership/Ambassadors**
5. **Arts & Culture**
6. **Sport**
7. **Vocation (Rehabilitation; Life Skills)**
8. **African Odyssey**

***Advocacy of INCLUSION and growing awareness of the ABILITY of people with disabilities is central to all our programmes.**

1: ASSISTIVE DEVICES: WHEELS ARE BIG DEALS PROGRAMME

- Provision of Assistive Devices
- Educational /Entrepreneurial Focus
- Advocacy & Awareness projects

2: THERAPIES: RESOURCE CENTRE & MISCELLANEOUS SUPPORT

- **Resource Centre at Chaeli Cottage**
Library of video and hard copy materials/publications on various topics relating to the disability sector and inclusion. Computers with voice recognition software; scanners can convert written material into sound files
- **Therapy Centre at Chaeli Cottage**
Physiotherapy, occupational therapy and speech therapy presented to children from families in financial need at Chaeli Cottage. Sessions are by appointment and involve one-on-one interaction.
- **Community Outreach**
 - Weekly clinic
 - Early identification of barriers to learning
 - Capacity building workshops for parents and caregivers

3. INCLUSIVE EDUCATION PROGRAMME

EARLY CHILDHOOD DEVELOPMENT FOCUS

- Provision of assistive devices
- Capacity building workshops /skills transferral to caregivers
- Community outreach through therapies
- Early detection of various barriers to learning
- Essential ECD skills training to equip learners for Gr 1
- Parents/caregiver capacity building to facilitate home carry-over
- Educator capacity building

FORMAL EDUCATION FOCUS

- Barriers to Learning curriculum (Gr 1 . 7): provides resources and worksheets for educators
- Whole staff development re: inclusion practices and implementation of curriculum
- Support of learners with disabilities in mainstream schools
- Provision of assistive devices
- Educator capacity building
- Learner support

PARENT SUPPORT

- Monthly parent support groups (Southern Suburbs, Crossroads, Phillipi, Khayelitsha, Masiphumelele).
- **Quarterly community newsletter** in mother tongue (Ocean View, Masiphumelele, Khayelitsha, Gugulethu, Crossroads)

4: LEADERSHIP DEVELOPMENT PROGRAMME: AMBASSADORS

Founding Committee members actively serve as members of our Management Committee.

Pay-It-Forward Ambassadors: Growing social entrepreneurs who focus on leadership, networking, entrepreneurship skills that need to positively uplift the communities in which they live. This innovative programme targets young leaders between the ages of 10-14. The programme is currently presented in Cape Town (Southern Suburbs, Khayelitsha, Mitchell's Plain and Lavender Hill), Bloemfontein, Kimberley and Lenasia South.

Graduating ambassadors are invited to mentor the following year's ambassadors and, after serving a year as mentors, are invited to enrol in The Chaeli Campaign chapter of The Presidents Award, a programme that shares our focus of fostering active citizenship.

Motivational / transformational presentations (nationwide)

5: ARTS & CULTURE PROGRAMME

- **Art & Poetry Competition** . international initiative
- **Short Story Competition**
- **Hope In Motion Literature:** cartoon, ECD booklet, short story compilation, A-Z on Inclusion booklet
- **Educational theatre:** *In The Wings* Play; Primary School theatre workshops
- **Drama / dancing residencies:** mainstream high schools twinned with special needs schools
- **Stories of Hope:** videos and stories of inspiring individuals and events

6: CHAEI SPORTS & RECREATION CLUB

The ethos that drives all our events and functions is for these activities to happen in an inclusive environment. Therefore membership to the CSRC is open to disabled and non-disabled members.

Affiliations: WPSAPD; SASAPD; WP Sports Council; FEDANSA, WP Athletics, Bergvliet Sports Association
Sporting Codes: Athletics (road running/fun walks); karate/self-defence; boccia, dancing for the disabled (ballroom & latin) . wheelchair and ambulant couples (including sight-impaired, intellectually impaired, etc.)
Grand Prix: Annual wheels challenge involving teams of 3 participating on any wheeled object along a 1,5km course

Inclusive Tenpin Bowling League: 2 disabled + 2 non-disabled team mates, using adaptive devices to enable wheelchair users to play

Walk4Wheels: Annual 4 km and 8km inclusive fun run/walk

7: VOCATION PROGRAMME: REHABILITATION & LIFE SKILLS

Young adults with disabilities have opportunities to develop their skills whilst socialising in a nurturing environment. This programme includes:

- Skills development through working in an on-site coffee shop
- Weekly craft workshop from Chaeli Cottage and in Lavender Hill
- Employment opportunities in the open market . supported by occupational therapist
- Physical rehabilitation . supported by occupational therapists and physiotherapists

8 AFRICAN ODYSSEY

Affiliations and partnerships with communities in Zimbabwe, Burundi and Kenya.

ORGANISATION SUSTAINABILITY

- The Chaeli Campaign has a range of goods which include greeting cards, Christmas cards, Christmas gift tags, perfume, magic beans, the Chaeli bear, lollies, gift wrap paper, key-rings, handcrafted fruit bowls and a CD. These goods are sold at functions, on-line through our website and on-line shop and as a means to raise funds through our school challenges which form part of our Wheels are Big Deals Programme. The proceeds of these sales generate income for The Campaign's activities. Improved marketing strategies, added products and the upgrade of our on-line shop will boost product sales and will bring us closer to self sustainability.
- The Chaeli Campaign also has a Pledge Programme where 80 partners whose contributions (on a monthly basis) go towards paying the bond repayments of our Headquarters.
- The development of the Vocation Programme which launched a coffee shop at Chaeli Cottage manned by disabled adults also adds to the sustainability of the organisation as it creates a platform for new people to be introduced to The Chaeli Campaign and the income generated from this project will add to the monthly cash flow of the organisation.
- The coffee shop caters private functions . both small and large . and this catering service has an ever-growing list of clients.
- A small conference venue is available for meetings, workshops and conferences, supported by the coffee shop.
- A wide range of funders are constantly being researched and approached in order to grow and sustain our donor base.

PROGRAMME IMPACT

Eight programmes impact 3 000 direct beneficiaries per year . below find the breakdown of how this impact has been generated over the past year:

- Assistive Devices (Wheels Are Big Deals): 40 individuals + 40 families
- Therapies:
 - Stikland Hospital - 100 people
 - Masi & Ocean View - 40 Children
- Inclusive Education:
 - Lower Crossroads - 240 children (6 schools x 40 children)
 - Masi 30 children
 - Southern Suburbs 10 children
 - Curriculum 3 schools (700 children at each school); 50 parents (Masi + Crossroads + Southern Suburbs)
- Ambassadors:
 - Cape Town (Southern Suburbs . 18 families; Lavender Hill . 20 families; Khayelitsha . 25 families; Hanover Park . 12 families; Mitchell's Plain . 10 families)
 - Bloemfontein - 15 families and schools; Kimberley - 14 families and schools
 - Johannesburg (Lenasia South . 7 families & Central Johannesburg . 14 families)
- Arts & Culture: 2000 people participated in the following:
 - Art & Poetry competition
 - Short story competition
 - The Wings+Play
 - ECD booklets
- Sport:
 - 170 Chaeli Riders + 5000 spectators
 - 20 dancers at 6 competitions (400 spectators at each competition)
- Vocation: 55 young adults at 3 craft workshops at Chaeli Cottage (30), Lavender Hill (10) and Soshanguve (15)

Total Direct Beneficiaries: Approx. 3 000

Total Secondary Beneficiaries: Estimated 6 000

Total Media Beneficiaries: Approx. 3 million+ (monthly digital newsletter 3 200; quarterly community newsletter 5 000; web site; radio & TV shows; newspaper/magazine articles)

NETWORKS

The Chaeli Campaign is a member or networking member with the following organisations:

- Beautiful Gate
- The Western Cape Network on Disability
- Business Women's Association of South Africa
- ASEN
- The President's Award
- The Centre for Early Childhood Development
- Zelda Mycroft is a Ward Forum Representative for persons with disabilities in The City of Cape Town's Ward 73
- A Memorandum of Agreement exists between the Health Department and The Chaeli Campaign specifically pertaining to service delivery at Stikland Hospital

GOVERNANCE

The Management Committee meet quarterly in order to strategise and plan the way forward for The Chaeli Campaign. Members are:

Chairman: Bruce Lewis Wilsnagh

Vice-Chairman: Nafisa Baboo

Treasurer: David Bowen

Secretary: Tarryn Terry

Members: Andile Baxa, Erin Mycroft, David Kok, Kaya Tshabalala