



ANNUAL REPORT

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Honouring the efforts of our partners

The paradox of effort has been described as “the dissonance between the normative implications of effort and individual motivations to choose effortful tasks” (Inzlicht et al 2018).

This was the insightful observation made by the 15th century Italian courtier and author, Baldassare Castiglione who coined the term “spezzatura” in his “Book of the Courtier”. It describes an ability to practice in all things a certain nonchalance which conceals all artistry and makes whatever one says or does seem uncontrived and effortless. This notion of effortlessness, or “spezzatura”, is often however earned as a result of a vast amount of grinding, effortful and gritty activity or practice.

This is what defines the exceptional human beings who represent our partner NPO's, and whose selflessness, dedication and commitment to be of service to humanity are truly humbling. The magnitude of South Africa's socio-economic problems and its heart-wrenching consequences can easily lead to despair, a sense of hopelessness and exasperation, and yet our partners show up every day, almost effortlessly to make a difference in the poorest of the poor communities. As a Trust, our active partnerships have illustrated to us the value of how a consistent compounding of conscious daily actions, almost effortlessly and selflessly executed, can deliver an exceptional impact on vulnerable communities.

The year in review

The Trust's focus over the last year was to deepen established partnerships and areas of collaboration with several credible NPO's and institutions. Our funding and support have been directed across several sectors, most notably educational initiatives (from Early Childhood Development (ECD) to skills development and job creation programs for young adults), community development (including the elderly, who rank amongst the most vulnerable members of society, as well as poverty relief programs in the most impoverished communities).

Examples of the Trust's partnerships include:



1. The Foundation for Community Work (FCW)

FCW is increasingly playing a significant role in many marginalised and poverty-stricken communities. Its focus is on the holistic development of children through innovative, sustainable programmes and projects. The Trust's partnership with FCW is directed towards the extended roll-out of their "Family in Focus" ("FIF") program. This initiative takes the concept of ECD into the homes of families. It focusses on the needs of pre-school children and their families living in environments characterised by poverty, unemployment, crime and violence. The focus is on the family as the primary source of care for many young children.



2. Amy Foundation

The Trust has directed its funding and support towards the Amy Foundation's Youth, Skills and Development programme (YSD). This focus is in recognition of the need to challenge the dire unemployment crisis especially amongst the youth of South Africa, who by far represent the biggest percentage of the unemployed population. Most encouraging has been the success of the learner placement opportunities that include employment, internships, learnerships and small business origination.



3. RX Radio

RX Radio continues to receive numerous accolades and awards for its unique and innovative approach to conscientizing, educating and instilling dignity into vulnerable youth groups. We joined in celebrating RX Radio's 5th anniversary of being on air in May 2022. Noteworthy accolades include:

- a. An approach by Professor Sam Frankel, Associate Professor & Acting Chair at the Department of Childhood and Youth Studies in King's University College, in Canada, to document the child participation processes at RX Radio.
- b. In June 2022, RX held a webinar which was hosted by RX Radio Reporter Talitha Counter, in partnership with the Daily Maverick. The theme for this webinar was *Mental Health of South Africa's Youth: Children and Young People's Questions Answered*. Talitha had the opportunity to pose questions to Professor Petrus de Vries, Academic Head of the Child & Adolescent Psychiatry, Director of the Centre for Autism Research in Africa and the Adolescent Health Research Unit at the University of Cape Town.
- c. In November 2021, RX Radio officially launched in Ward B (the paediatric ward) at Brooklyn Chest Hospital (BCH). As part of enhancing the reach of the Brooklyn Chest productions, on the first Saturday of every month since April 2022, RX broadcasts the Brooklyn Chest Edition of *The Best of RX Radio* on Bush Radio.
- d. After finalizing the innovation request for the World Health Organisation, RX Radio had managed to submit the proposal in June 2022 to Louise Agersnap, the Head of Department of Digital and Innovation. This proposal focused on Mental Health and the impact it has on South African youth.



4. The Bulungula Incubator partnership

The Trust has deepened its relationship with the Bulungula Incubator over the past year. This partnership and project is a practical manifestation of the Trust's key objective of extending support to a community in the Eastern Cape that falls under a municipality recognised as the poorest in South Africa. Since the founding of Bulungula Incubator in 2004, a number of significant interventions and programmes have been introduced that has made a dent into what is an almost intractable problem that has systemic and macro-economic causes.

From new-borns to members of the most vulnerable, elderly, rural-based women, Bulungula has made a significant, positive impact through incremental change and partnerships with Government and other organisations.

Conclusion

The efforts highlighted above are what inspires the Trust to support and further build the momentum for positive change and impact in the most marginalised communities in South Africa.

A special word of thanks to our sponsor, Willis Towers Watson who generously provided the funding required to capitalise the Trust and its activities, and who continue to support the Trust as a vehicle that can act as an agent for positively transforming lives and communities.

Yours sincerely

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Chairman of the Board of Trustees

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