



**LIFELINE JOHANNESBURG
ANNUAL REPORT 2014**

CHAIRMAN'S REPORT

I became Chairman of LifeLine Johannesburg last May and the Board and Management embarked upon a year of stabilising the organisation, consolidating what was working and changing structures and strategies to literally give LifeLine a LifeLine.

We entered the 2013/2014 financial year with concern about the continued future of the organisation. LifeLine Johannesburg, as did many other non-governmental organisations, found itself in a difficult funding position. In response, extensive retrenchments had been embarked on during February 2013 which were concluded during this financial year. Staff shortages, large retrenchment packages as well as various debts threatened the stability of the organisation and indeed its continued existence.

Throughout the year, measures were taken to put LifeLine Johannesburg back on a sound financial footing. This has been achieved by facing up to the challenges and dealing with issues always with a focus on sound business principles.

While consolidating LifeLine Johannesburg's financial position, strategic changes were also under discussion. Two important areas were identified. Firstly, the organisation is known as an NPO focussing on adults. However, LifeLine Johannesburg works extensively with children under the age of 18. Both branding and training of counsellors and peer educators need to reflect this important area of work. Secondly, accreditation of training has become a focus for both counselling and corporate training.

A further strategic focus has been to align LifeLine Johannesburg with other LifeLine centres including the National LifeLine office. Ever closer links are being forged with the larger LifeLine family. By working more closely together, the organisation as a whole becomes stronger and more sustainable through sharing of information and resources.

My thanks to the LifeLine Johannesburg Board who worked as a team towards achieving the vastly improved position we now find ourselves in. My further heart-felt thanks to both staff and counsellors who worked tirelessly and made sacrifices to secure LifeLine's place as an important NPO delivering much needed services to the Johannesburg community. There are far too many individuals to mention everyone and you know who you are. However, without Isabella Holden's true dedication and commitment, LifeLine Johannesburg would not be in the position it is today.

Ami Mendelsohn continued to run LifeLine Corporate and the Girls and Boys on the Move Sexual Reproductive Health Programme. She supported Isabella in every way she could. We shall miss her and wish her well in her richly deserved retirement. We welcome Candice Goldsmith who is taking over Ami's role and more. Ami was supported by Tsego Makgale. Mpumi Bonga literally proved herself worth her weight in gold as she grappled with day to day finances. In the past few months Welheminah Matlala and Kagiso Motsogi both graduates of the IDT project have proved invaluable additions to the office team. Without Janet King and her helpers there would have been no Counselling Course this year. Mavis Rathogwa and Nontlahla Tsutsu held the fort in our Alexandra and Soweto centres while Sine Nyoni and her team delivered Victim Empowerment services to Soweto and the Inner City of Johannesburg. We also said goodbye to Bongji Mdebuka who served LifeLine Johannesburg with unwavering dedication for 18 years and welcomed Thompson Charlie in his position. My heartfelt thanks to you all and everyone else who has contributed to keeping LifeLine alive and helped develop it back into a thriving service to Johannesburg, Alexandra and Soweto.

Andrew Jacobs

DIRECTOR'S REPORT

I became director of LifeLine Johannesburg in June 2013. Subsequent to the retrenchments of February 2013, we faced a staff shortage. We immediately commenced building a new team to ensure the continuation of the important services LifeLine Johannesburg delivers to our city communities. We succeeded in building a strong, motivated and energetic team to take LifeLine forward with our continued focus on quality of service delivery and financial sustainability.

As LifeLine Johannesburg, we believe that civil society organizations need to engage with one another and work together in partnerships. Being aware of what other organizations offer means that services can be coordinated and duplication avoided. LifeLine Johannesburg participates in The Exchange Platform, a group of the bigger organizations in the abuse prevention, health and wellness field which includes Love Life, Child line, The South African Depression and Anxiety Support Group and HIVSA. LifeLine staff and volunteers engage in provincial and regional forums related to Victim Support Services, Sexual Reproductive Health as well as area specific stakeholder forums in Alexandra and Soweto. In partnership with the Department of Social Development we also mark Orange day on the 25th of every month as an opportunity to educate and make people aware of abuse against women and children towards prevention of abuse and debunking myths.

LifeLine Johannesburg embarked on a process to accredit its training. The National Institute for Community Development and Management (NICDAM) assists us with

this complex process and we are confident that we will be able to offer accredited training as from the end of 2014 onwards.

We further embarked on renovating the LifeLine building in Norwood and Soweto. The Norwood building was purposely built as a training centre and with its new look we intend to make better use of this facility as an asset earning revenue. We are further looking for premises in Soweto as our 2 existing sites aren't sufficient to serve such a large area. Although this is proving to be a challenge, we hope to expand by placing counsellors at police stations or clinics.

Most important to LifeLine Johannesburg are the community programmes we run touching and changing our communities on a daily basis. Despite the challenges we face as an NGO, it is our passion for our work on the ground that keeps us motivated and energized with a constant awareness that it is a privilege to do the work we do.

These programmes are:

1. Counselling and community Development – supported by the Anglo American Chairman's fund
2. Girls and Boys on the move – supported by the Ford Foundation.
3. Victim Empowerment – supported by the Department of Social Development

Other donors include Blue Label, Strate and numerous individuals contributing financially to the important work we do.

Through its activities, LifeLine Johannesburg reaches a large number of clients. These are summarized below.

TOTAL NUMBER OF CONTACTS: 57 794

ALEXANDRA COUNSELLING CENTRE

ACTIVITY	NUMBER OF CLIENTS
Schools counselling programme	788
Face-to-face counselling	2 627
Peer education	29 011
Total	31 426

SOWETO COUNSELLING CENTRE

Activity	Number of clients
Telephone counselling	490
Face-to-face counselling	657
Peer education	1 400
total	2 247

NORWOOD COUNSELLING CENTRE

ACTIVITY	NUMBER OF CLIENTS
TELEPHONE COUNSELLING	7 572
FACE-TO-FACE COUNSELLING	3 070
TOTAL	10 842

LIFELINE PROJECTS

Project	Number of clients
Girls and boys on the move: ford foundation	6 479
Victim empowerment Programme: department of social development	6 800
Total	13 279

COUNSELLING AND COMMUNITY DEVELOPMENT

The Person-Centred Approach embodies the values of LifeLine Johannesburg with an emphasis on empowerment, self-determination and personal growth of clients. This ethos finds expression through our counselling and peer education services which remain a core LifeLine function.

We acknowledge the Anglo American Chairmans' Fund which supports our Soweto and Alexandra counselling Centres and without which delivering services to the community would not be possible.

1. ALEXANDRA COUNSELLING CENTRE

The Alexandra community faces many challenges of poverty and trauma. LifeLine Alexandra, although working in these tough circumstances, serves the community with courage and a positive spirit towards healing and building community heart. The Alexandra office has a dedicated team of 11 counsellors covering shifts from 8.30 am to 7.00 pm extension of services to cover after hours. An increase in demand for both telephone and face-to-face counselling was experienced. Many clients are referred by other organizations. While the funding from the Independent Development Trust is available, the Alexandra office very actively does peer education. Peer educators go door-to-door talking about lifeline and our services. Mavis Rathogwa, the centre coordinator also runs a support group for abused women as well as debriefing for an organization called Uuncedolwabantu home based carers. LifeLine Alexandra also attend various stakeholder meetings in Alexandra.

Mavis Rathogwa were on Phalaphala FM (SABC radio) talking about LifeLine Services. Refilwe Huma (one of our experienced counsellors) spoke on Motswedding FM (SABC radio) about abusive relationships. Refilwe also did an interview with Kim

Joselowitz from News Hound (an international media production) about **adolescents** and **HIV**.

Some of the main challenges at the Alexandra office is lack of funds and the intermittent nature of stipend funding through the Independent Development Trust. We were very saddened by the loss of Wendy Sebole . She passed away on 2 April this year and buried in Rustenburg on 13 April. She was one of our dedicated counsellors and peer educators. We will all greatly miss her. May her soul rest in peace.

A great thank you to Mavis Rathogwa who leads the Alexandra office to ever greater heights. It is an active counselling centre well-known in the Alexandra community. A great thank you to counsellors and peer educators who make it all happen and who so selflessly serve their community.

2. SOWETO COUNSELLING CENTRE

Soweto presents it's own challenges in that the Soweto Counselling centres in Dobsonville and Central Western Jabavu serve a vast area covering the South of Johannesburg.

The Soweto counselling Centre experienced challenges with the interruption of services due to the intermittent nature of the funding from the Independent Development Trust. As Soweto spans a very large geographic area it makes transport to the Dobsonville and Central Western Jabavu centres costly for counsellors who are not receiving a stipend. Travelling to the LifeLine centres is also costly for clients. A new strategy needs to be developed possibly by stationing counsellors at the police stations to bring LifeLine counselling closer to the many communities in Soweto. We are further looking for new premises in Soweto as our offices particularly at Central Western Jabavu aren't easily accessible to clients making use of public transport.

Our sincere thanks to the management of the Tsepo Themba Private Hospital for making premises available to LifeLine Johannesburg at no cost in Dobsonville.

We also say goodbye to Nontlahla Tsutsu, the Soweto Centre coordinator who decided to focus on her training as a teacher and pursue a teaching career. We thank her for all her work and dedication to LifeLine. We will need to employ a new Soweto Centre coordinator as from July 2014.

LifeLine Soweto focuses on our core services, namely counselling and peer education. However, peer education in Soweto presents unique challenges as the Soweto community isn't easily accessible through door-to-door campaigns.

Despite facing many challenges, the Soweto centre achieved success and we thank Nontlahla and her team of counsellors and peer educators for all their efforts this year.

3. NORWOOD COUNSELLING CENTRE

The Norwood Centre focuses on telephone counselling as well as face-to-face counselling. The Lifeline centres as a whole are finding it difficult to fill telephone

counselling shifts and therefore are combining their efforts to sustain a 24 hour line. Every centre has a National day when shifts have to be filled. LifeLine Johannesburg is one of the four centres participating in this collective effort. There is a shift towards face-to-face counselling. The Norwood Centre continues to deliver this much needed service.

This year, the LifeLine Self-Growth and Counselling Skills Course was run at the Norwood Centre. Many counsellors volunteered their time to screen applications, run the information sessions and also do course administration. 16 facilitators gave up their time to facilitate the course. 31 course participants were selected to progress to the internship and we welcome our new LifeLiners to the LifeLine family. Due to the financial difficulties faced by LifeLine Johannesburg, a decision was taken to be more upfront with asking for donations from clients who are affluent and using the Norwood services. An amount covering administrative costs of R 150 for a first session of counselling and R 100 thereafter, for every session was asked as a donation. However, LifeLine Johannesburg is giving the impression that it is charging clients and this more upfront way of asking for donations will not be continued. However, for the period that the organization was cash strapped, the donations from face-to-face counselling were extremely helpful to get the organization through very difficult times.

Challenges faced by the Norwood Counselling Centre are staff shortages and turnover. In this regard, we welcome Thompson Charlie who has joined LifeLine as a staff member in the capacity of centre coordinator and counselling administrator.

GIRLS AND BOYS ON THE MOVE

PROJECT OUTLINE: Young girls and boys in South African communities frequently do not have opportunities to access reliable information, services and resources to assist them to negotiate gender disparities, make healthy sexual and reproductive choices, and prevent HIV infection. The school environment forms an essential part of the developmental process of young people wherein key socialization and learning of values, attitudes and behaviours take place. Schools are thus well-positioned to be centres of community learning and social change and are a vital point of access to young people.

PROJECT AIM: The project aims to provide young girls and boys within Alexandra and Soweto access to gender, sexuality and HIV information, and services and resources in order to mediate gender disparity, unhealthy sexual choices and HIV infection.

APPROACH: 12 in-school modules delivered by selected, trained, young peer educators; dialogues between female caretakers and learners; social media messaging and discussion to underpin in- school modules. Parent Dialogues.

ACHIEVEMENTS: 2013/2014 (far surpassed our commitment and previous years' achievements)

- Soweto 18 schools;
- Alexandra 18 schools plus 2 where we did not complete the 12 modules;
- **36 schools in total;**
- Learners: Soweto 1932 girls 2008 boys = 3940 learners; Alexandra 1334 girls and 1205 boys = 2539 learners;
- **Total learners = 6479;**
- 3 out of school groups;
- Dialogues: 7;
- SMS messaging: 17501;
- MXit: 229 to end January 2014;
- Whatsapp: 129 discussions from February 2014;

SINCERE THANKS:

Without the dedicated work of the LifeLine staff, this project would not be the success it is. We would like to extend LifeLine Johannesburg's sincere thanks to Ami Mendelsohn, Maphaladi Phaladi, the Alex Co-ordinator and Jabulile Nhlapo, the Soweto Co-ordinator. Ami Mendelsohn has been invaluable to the GOM/BOM programme. We wish her well in her much deserved retirement and will miss her greatly. We welcome Sine Nyoni who has taken over Ami's role as the head of GOM/BOM and Peer Education. She has already shown to be a valuable partner in this programme. Also a huge thank you to our young, vibrant and dedicated Peer Educators as well as a special thank you to Eva Phaladi for her help in training. Our director Isabella Holden and all the LifeLine staff also played a supportive role. We would like to thank the LifeLine Board and of course our funder the Ford Foundation without whom this important programme would not be possible.

Victim empowerment programme

One of LifeLine Johannesburg's projects, the Victim Empowerment Programme has been running since April 2011. The project is linked to 17 police stations across Soweto and the inner city of Johannesburg. As a sign of growth, we were excited to sign on a new Victim Empowerment Centre (VEC) at the Booyens Police Station in 2013, bringing us to 18 VECs.

Within the year, the number of victim supporters fluctuated between 58 and 62. Currently we have 56 supporters receiving a stipend and they continue to dedicate their time, will and passion to the programme. We are proud to say that the Victim Empowerment Programme is a step towards job creation and it provides skills and training that allows the victim supporters to move to other employment opportunities.

Sadly the Victim Empowerment Programme lost 2 valuable and hard working victim supporters in the past year, Violet Moloko and Thokozani Thusini. May their souls rest in peace. Their passing leaves a very empty space in our hearts and VECs. The work done at the VECs is remarkable and is evidenced by the growing monthly statistics averaging 500-700 different cases. In the year 2013/2014 we saw more than 6800 cases reported and assisted at our VECs.

The VEP staff team is formed of three members with 1 social worker (Sinenhlanhla Nyoni) and 2 social auxiliary workers (Busi Buthelezi and Nokuthula Ngwepe) who despite facing difficult working conditions, continue to persevere and hold up the values of the Victim Empowerment Programme. Busi Buthelezi and Sinenhlanhla Nyoni joined the VEP team in April and June 2013 respectively. Nokuthula Ngwepe has been part of the VEP team since April 2011.

VEP has been receiving ongoing training from the Department of Social Development (DSD) and affiliated institutions. In 2013, our victim supporters were empowered by the Valued Citizens Group through the implementation of a comprehensive and holistic short term (4 months) course covering interpersonal growth skills and trauma centre support services. The first group of victim supporters graduated from the course in February 2014 receiving certificates and 40 Continued Professional Development (CPD) points. The training of the 2nd group of victim supporters is currently underway.

We are also excited and proud to say that we are working closely with Korema Training Institute which has presented an opportunity for some of our victim supporters to study further towards a qualification in Social Auxiliary Work. The course is accredited and runs for 6 months thereafter recognizing the students as qualified social auxiliary workers.

The Victim Empowerment Programme through all our VECs has rolled out a number of awareness projects and campaigns working closely with the SAPolice Services, Department of Community Safety and the Department of Social Development. Among other successful projects, during the Women's month in 2013, we hosted an event at Lenasia South raising awareness of the importance of Women's health. The event had guest speakers from the Department of Health and other significant NGOs speaking to the women in the area on reproductive health and services offered to all women. We also had a beauty pampering team giving vulnerable and abused women a makeover as a symbol of '*turning a new leaf*' after being a victim of abuse.

In September 2013, our Protea VEC hosted an event commemorating Heritage Day where different cultures came together to celebrate their traditional variations.

In July 2013, during the Mandela Week, we were pleased to receive donations in the form of food parcels, baby wear and baby products from Pick n' Pay Head Office. These donations were distributed amongst our VECs to assist victims in need. We acknowledge every other donation we have received from our broader LifeLine family as it has gone a long way.

A motorcade was held at Dobsonville, by the VEC, Department Of Community Safety and all the Gauteng SAPS, and the VECs during the 16 Days of activism on the 25th of November, where all hot spots were visited, the local malls were also a

focus point where the visibility of the VEC and its victim friendly environment were promoted.

We had our VEP Christmas party, which was a successful event where we were celebrating the work done by our victim supporters throughout the year and awarding them with certificates of appreciation.

Our Victim Empowerment Programme continues to be respected by the Department of Social Development after the Case Audit Report in September 2013. The report back from DSD stated that "*LifeLine Johannesburg is in compliance with the VEP norms and standards.*"

Looking back at the work done in 2013, facing up to the challenges working at the coal face of trauma intervention at police stations has both been a pleasurable challenge and a privilege.

Casting our sights to the future, we plan to develop our strength in community empowering awareness following a yearly calendar so as to reach a larger scope of victims who do not or cannot seek assistance at the VECs. We are seeking to introduce more training for our VEP team and victim supporters in order to promote ongoing skills development.

Lastly we are aspiring to work on a pipeline dream to create a published journal with the voices of victim supporters' experiences working in the trauma centres and how the work has impacted their lives.

Our great thanks to Sine Nyoni, Busi Buthelezi and Nokuthula Ngwepe for flying the flag for Victim Support. The tough working conditions in police stations ask for resilience and staying power. To all our victim supporters a great thanks for holding the fort every day in the trauma centres from Lenasia South through to Norwood police station and reaching so many people in need. Lastly, our great thanks to the Department of social Development for funding this project and without whose support the work wouldnot be possible.

LIFELINE CORPORATE DIVISION

Project Outline: LifeLine Corporate was established to bring revenue into LifeLine Johannesburg and to inform corporate about Lifeline's services and to "spread the emotional wellness message" to corporate.

Project Aim: LifeLine Corporate offers training in any area of interpersonal interaction or difficulty, working with groups of up to 16 participants with two LifeLine trained trainers per large group. We also offer smaller group work and individual mentoring/coaching.

ACHIEVEMENTS: 2013/2014

2013/14 was a solid year of training and the revenue from this division did much to keep LifeLine Johannesburg afloat during the difficult time.

Our 2 major clients, **Investec** and **Deloitte**, make up a large percentage of the training revenue. We are highly regarded by both organisations and training evaluations continue to be exceptional.

Training days: 75 training days plus 155 mentoring hours

Major clients: Investec: 42 training days

Deloitte: 12 training days

Bosom Buddies: 9 training modules – 4.5 training days

World Vision South Africa: 10 training days

Tsogo sun: 2 training days

Newsclip talk: 2 hrs talk

SINCERE THANKS:

A sincere thanks to Ami Mendelsohn who headed the Corporate Training Division since 1997/8 when the board first introduced the idea to create a division that will generate income for LifeLine. Since then Ami has worked tirelessly to grow the division and create a well respected reputation for LifeLine Corporate. Ami retired in April this year and we wish her well. Also a thank you to Tshego Makgale for being a support to Ami. Thank you to Marisa Fantim for stepping in during Ami's absence and sharing her expertise and knowledge. We welcome Candice Goldsmith to LifeLine corporate and wish her a great success in this important role. Last but certainly not least, we thank the trainers who make the training happen and who facilitate the impact on and change in the participants' lives. Your skill and dedication to LifeLine is enormously valued.