

# Annual Report 2011

**WOLA NANI**  
**Vision, Mission and Goals – Revisited 2008**

**VISION – ORGANISATION AND PRACTICE**

We see Wola Nani being a leading research, development and capacity building development agency known for contributing valuable knowledge and innovations, practical ideas and useful skills to the sector and to the community in the field of HIV and AIDS.

We envision a professional agency of fieldworkers, researchers, advocates and facilitators, collaborating with others, working with innovative and participatory research and development initiatives in the field, and taking the knowledge, approaches, support materials and skills gained from the field to enhance the practice of government, NGO and business in tackling the AIDS pandemic, through a variety of capacity development and advocacy activities.

**MISSION**

Out of its long and successful field- based practice, commitment and networks, Wola Nani has developed a quality of practice and insight into working with community and government to enable it to contribute substantially to the capacity of the sector to meet the dynamic and complex challenges of the AIDS pandemic.

**The mission of Wola Nani is to enhance the capacity of the HIV and AIDS sector** through research, advocacy, training and resources, to more effectively and developmentally meet key challenges to improve the well-being of communities and people living with HIV and AIDS.

**WOLA NANI BOARD OF DIRECTORS 2010/11**

Mr Marcus Brewster - (Chairperson),



Mr Doug Reeler, Ms Sharon Follentine, Mr George Gibbs, Ms Marilyn Martin

**Patrons:** Archbishop Emeritus Desmond Tutu; Mr Pieter-Dirk Uys

## Executive Director's Report: April 2010 to March 2011

For the past 17 years the challenge has been for Wola Nani to deliver a necessary and relevant service to the HIV sector in general and to the women, children and men who are our clients.

The organisation is proud of its track record in providing a three-prong service of income generation for women living with HIV; a lay counselling service within public health facilities and an after school life-skills programme for orphaned and other vulnerable children in defined geographic locations.

### ***Where are we heading?***

More and more NGOs are feeling a shift in this sector: there is a growing requirement that that we be sustainable entities in order to secure the range of shrinking donor funding. This expectation, correctly so, challenges us to regularly review our practice and to implement ways of operation that result in impact being demonstrated clearly and cost effectively. Gone are the days where non- governmental organisations operated mostly with passion for the cause, no business acumen, but successfully meeting their goals and on a shoe-string budget!

An expectation of running a non-profit organisation 'like a business' has certainly challenged Wola Nani and urged us to strive for excellence of practice; probably most keenly demonstrated in the successful current model of the Income Generation Unit. The operation of this unit forces Wola Nani to operate like a business on a daily basis, since by definition, marketing products to an international business world demands using the practice of the business world with strict turnaround times of a excellently produced product, delivered with knowledge of freight/courier/export regulations and a satisfied customer at the end of the process. Straddling the business world and the NGO world is steadily tipping the scales of Wola Nani in favour of running a tight ship where accountability to the expected result keeps the eye of that prize in the daily flow of the work.

Yet, we pride ourselves on being a caring organisation, with empathy to staff who we value along with community beneficiaries because of our location in the HIV sector and our practice of recruiting the counsellor core staff from that beneficiary layer of people living with HIV and AIDS, who have the spirit of determination to live and assist other community members in the same boat, towards the same goal.

So we walk the fine line of running a caring organisation along business lines. ***Are we sustainable?*** The combined effort of financial prudence and strategically being open to more collaborative work has resulted in a positive year end with a surplus of R792 226. This surplus enables us to implement our 2011/2012 programme with a measure of assurance, but in order to meet the full budgetary need of the forthcoming financial year, we have to increase our ability to secure a varied donor base. Are we sustainable? We have achieved 17 years of operation with good successes and well managed programmes – we have sustained the organisation thus far with the support of the Board of Directors, staff, beneficiaries and donors. I believe, therein lies our sustainability – the mix of all the ingredients of good governance, skilled management of sound programmes and cared for staff and beneficiaries, combined with the mix of stakeholders including donors. Without one of these, there may not be sustainability.

### ***Programme Achievements***

In the year under review 350 children enjoyed at least six interventions each per month – consisting of after school life-skills and health programmes, home visits, counselling sessions, and a daily nutritious snack. 44 crafters earned a combined income of R731 918.00 and Wola Nani contributed to the Health Departments National HCT campaign with 16 249 new clients counselled by 18 lay counsellors and tested for HIV in the Klipfontein sub district.

### ***Innovation and Collaborative Partnership***

An innovation which placed Wola Nani in the forefront of the provincial HCT campaign was the development of a training package for lay persons to perform the HIV rapid finger prick test. This important milestone in task shifting began as the brainchild of Dr Des Michaels, long standing associate of Wola Nani – who developed a training programme for lay counsellors to learn the skill of conducting the HIV rapid test through the finger prick method.



### ***700 lay counsellors gain new skill in joining forces with the medical profession***

On 14 May 2010 the Government Gazette published the Minister of Health's announcement which would allow lay persons to perform the finger prick HIV test under prescribed conditions. Having contracted Dr Michaels to implement the training by conducting pilot training with Wola Nani lay counsellors, the organisation was ready to respond to the need of the Western Cape Provincial Department of Health (DOH) for a training service provider to train lay counsellors in DOH –funded organisations in the rapid test finger prick method of HIV testing. Between July 2010 and January 2011, a total of 709 lay counsellors across the Western Cape Province were trained in the skill of conducting an HIV rapid test using the finger prick method.

### ***Advancing the HCT Campaign***

This now means that the HIV Counselling and Testing (HCT) team potentially has 700 more persons performing the rapid test for **8400 more clients per day**. The potential for impact in the national HCT campaign to reach 15 million people is suddenly an achievable target, when lay counsellors form part of the testing team. The ability for each South African to

know their HIV status is not an impossible dream. Lay counsellors who have added this skill to their offer now become more marketable as an important cadre of health worker. This phenomenal achievement was achieved under the skilled direction of Dr Des Michaels and her team of professional nurses, Colleen Marco, Esmé Prins, Luddy Beelders, Jean May and Marissa Pinna. Thank you from the bottom of our hearts.... This courageous team packed their bags every week to lug medical equipment and manuals for this practical training programme, from Observatory to Bellville, to Worcester, Beaufort West, George, West Coast and everywhere between, in order to meet the lay counsellors across the Cape, eager to learn a new and meaningful skill. A back up team of staff who assisted with the success of the training are Tania Hendricks, Chantal Siebritz and Brandon Europa who assisted in and out of the classroom of learning. The administrative back up team to thank are Audrey Abrahams, Tania Hendricks (again,) Charmaine Louw and Fatima Hess. For his financial acumen, patience and management Ryan Rode deserves a big thank you.

#### **General Comments by course participants**

"Kursus absolut fantasties!" "The course was excellent" "Easy to read manuals"

"The practical was the part of the course I liked the most because I learnt how to do the prick properly and with confidence"

*"Personally I would like to thank all of you for time spent with sharing the knowledge with us which is really valued by me. Now I can save more lives instead of giving wrong results and also now I can say with no cloud that the results I give is accurate. Thanks once again. Never give up."*

*"I just want to say to the staff of Wola Nani, thank you very much about your good work in the role of HIV and AIDS and for sharing your skills with other people"*

This last and trailblazing programme is what Wola Nani will continue to strive for in terms of broadening its service to the HIV sector as a whole and in so doing to multiply the effect of input interventions through a combined effort with other organisations and institutions.

**Moira Jones, Executive Director**



*Cadiz Holdings, Donations in kind*



When I started in the NGO field, a good friend and colleague of mine likened the work as ranging between the heights of ecstasy and depths of despair. For the last working years of my life, I had moved from the NGO world into the corporate world of giving, corporate social investment. I have been blessed with experiencing both ends of the spectrum - asking and giving.

Now once more, I am in the NGO world and I dive into despair and rise to ecstasy with every application that succeeds or is declined. Fundraising, public relations and marketing in the NGO world requires endless trawling of the internet, reading annual reports and newspapers, writing and testing proposals, meeting and telephoning, searching for and maintaining a good contact.

It also means writing and talking about the good work being done here at Wola Nani and walking away from a good meeting, when you get one, full of hope, prayer and expectancy. Since my 2010 annual report, Wola Nani also expanded its funding base and has identified at least 3 new corporates who are giving in kind and allowing their staff to become involved in our work. Those who gave funds are reflected in our financial reports and those who became involved through staff activities are Cadiz, Absa Home Loans and Pick n Pay. One can only be gladdened by their keenness to meet the orphans and vulnerable children and our crafters face to face. Then probably as important is looking after our old and new contacts by acknowledgement, letters of appreciation, visits and phone calls which requires hard work and consistency. This is an essential activity but so is everything else I do.

So looking back over this year the task can be described as writing and research, maintenance and contact, appreciation and recognition, visits and networking, events and exposure and all of this must reflect the wonderful work of Wola Nani and its ongoing efforts to feed, nurture, build, counsel, test, generate income, guide, recognize and encourage those in need in clinics, day hospitals, in our craft centre and in our after school care centres.

We welcome new and old partners like Standard Bank and Foschini joining forces with Wola Nani again in the 2010/2011 financial year. I thank them and you for renewed hope and recognition.

On reflection, I now know ecstasy and despair only too well but know the thrill of hope and delivery when it comes.

**George Gibbs, PR & Marketing Director**

## Income Generation Report: April 2010 to March 2011

It has been another productive year for the Income Generation Unit as we continue to strive for sustainability via our product development and marketing and sales strategies.

With a 88.07% sales growth in 2010 and sales of R1,196,636, and the backlash of the global recession expect to be felt for some time to come – sustaining and growing this performance into 2011, seemed challenging. When you have between 57 and 41 people depending on you to help them feed their families each and every week, the gravity of the situation and your responsibility does not escape you.

Although I have written a number of these reports all of which have been entrenched in business principles, statistics and analysis and whilst I believe this is essential, it is the women, children and men that Wola Nani serves daily that is the real driving force behind our efforts. Not faceless, nameless people, but *Nontlahla, Thabisile, Noncedo, Inky, Zukiswa, Funeka, Pumla, Unathi, Ntombozuko, Chrissie, Thandani, Nozifoti, Mzukisi, Yoliswa, Lindelwa, Wendy, Nozuko, Nozibele, Bulelwa, Beauty, Grace, Ruth, Phumza, Zingiswa, Nonkululeko, Kholiswa, Nosintu, Pinky, Noxolo, Beauty, Nosiphiwo, Nozuko, Nosiphiwo, Millicent, Andile, Lusanda, Tandeka, Nomana, Nokhelephi, Nolist, Nonkosazana, Ntombentsha & Ntombeka.*

These are real people, living with HIV and AIDS who have children and who have hopes and plans for the future. They have daily expenses and they hope each day that Wola Nani will sell enough of their craft to meet those basic expenses. Their desire for us to sell more craft has seamless synergy with our objective to grow our sales and to become sustainable.



*Inam Magadlela < Nonkululeko's Daughter, one of the many children supported by our crafters through the income earned at Wola Nani*

Sales for the year ending March 2011, were R1,082,152, which is below the 2010's, 88.07% sales growth, but only down by 9.57%. This is not bad considering the state of the global economy in which we operate.

The payment made to the crafters from this total sales figure was R755,742.71, which is up from 2010's R679,282.49 and a significant portion of the sales income. Wola Nani continues to meet its objective of supplying weekly orders on a sustainable income level for crafters, which demands a steady flow of sales orders and careful planning.

Year	Total Payments	Average Annual Income	Average weekly Income	Average Monthly Income	Top Annual Income
2010	679,282.49	11,917	993	248	33,801
2011	755,742.71	18,433	1,536	384	34,691

While we know the income earned by our crafters falls short of their hopes, dreams and aspirations - the graduation dance expenses of children they are so proud of, contributions to funeral expenses of loved ones, the cost of clothing and feeding their newborn baby during those early expensive years, insulation expenses of their homes, schools fees and the cost of tertiary education, and while we strive to improve this aspect we are motivated by the difference their current income makes to their lives and their families lives.

Nonzuko wrote this about Wola Nani and what her income means to her:

*"It means a lot to me because I'm here today because of Wola Nani and I could raise my children and take them to school, because of the work they gave us. I like Wola Nani, because it is like a home to me."*

Wendy had this to say about Wola Nani and what her income means to her:

*"To me they mean the world, because they are the source of my income and I could say they are the reason I'm still alive. They care about us, because they do training for paper mache and they are patient."*

Our crafters come from some of the poorest communities in Cape Town, with a number of socioeconomic factors such as limited educational opportunities, low skills levels, limited work experience as well as high levels of unemployment and poverty all of which support the necessity for sustainable income generating projects.

To maintain and grow the sustainability of the programme we continue to invest and implement our product development and marketing and sales strategies. Although the economic empowerment of people living with HIV and AIDS is at the heart of project, the way to achieve this objective is through pure business acumen.

**Our product development and partnership initiatives and results during this period include:**

#### **1. Indalo Project**

- Wola Nani joined the Indalo Project in 2010, a South African design and marketing enterprise which connects professional designers and seasoned marketing teams with local crafters and income generation projects. An extensive new African range was developed and launched in mid January 2011 and sales of the range are extremely promising and a welcome addition.

#### **2. Kingston University, London**

- Wola Nani exhibited the 'Wilson lampshade' at TENT in London, a product developed by Kingston University for Wola Nani's income generation project. Wola Nani is in the final stages of refining the product for production and marketing during 2011. Kingston Universities Design Faculty and Students went a step further and fundraised almost £8,000 in street collections in London on World AIDS day, 2010.

### **3. Fitflop**

- Fitflop, an international brand of health shoe, launched their new MANYANO sandal, which included beaded strips made by Wola Nani crafters. The net profit from the sales of the sandals will be donated to the Orphan and Vulnerable Children's programme at Wola Nani. The sandals have sold well and we are in discussion with fitflop to develop a number of new ranges. An unexpected but very pleasant gesture was the Christmas Bonus donated by Fitflop to the crafters – wish you could have seen their faces.

### **4. Hanan Yanny**

- Wola Nani continues to manufacture the Hanan Yanny paper range products and in this past year we have located a fire resistant product for the Hanan Yanny tea light holders. This is a breakthrough which increases the saleability of the paper tea light holder. Implementation of this innovation will commence in the 2011 financial year.

### **5. Ithemba**

- Ithemba, our French based partnership, has secured a number of new designs for the decorated light bulbs from famous designers and has again placed a sizeable order with us and remains an important partner for the sustainability of craft income.

### **6. Valspar Corporation**

- Wola Nani has been investigating a water resistant/proof product for its paper mache bowls and through the assistance of **Nampak** who conducted a number of tests for us, was referred to Valspar Corporation. Valspar is currently in the process of developing a product for our bowls, which would improve the functionality and popularity of the bowls and we look forward to launching these bowls during 2011.

### **7. Product Developer**

- Wola Nani has subcontracted the services of a product developer to develop a Christmas range for 2011 – 2012.

### **8. Soccer World Cup**

- Wola Nani had three soccer inspired designs developed for the soccer World Cup, but sales of these designs were less than impressive.

## **Our marketing and sales initiatives and results during this period include:**

### **1. Wola Nani Staff**

- During 2010, Wola Nani divided the Income Generation Coordinator's function into two positions, namely Sales & Production Coordinator and Sales & Marketing Coordinator. This is intended to separate the manufacturing responsibilities from the marketing and sales function and has resulted in us freeing up resources to proactively increase sales and develop customer loyalty with the ultimate aim of sustainability.

### **2. WFTO - World Fair Trade Organisation**

- Wola Nani has submitted its application to become a member of the World Fair Trade Organisation via its Africa branch COFTA. We expect to become an official member during 2012.

### **3. Large International Retail Group**

- Wola Nani was fortunate to secure a R237,900 order from a large international

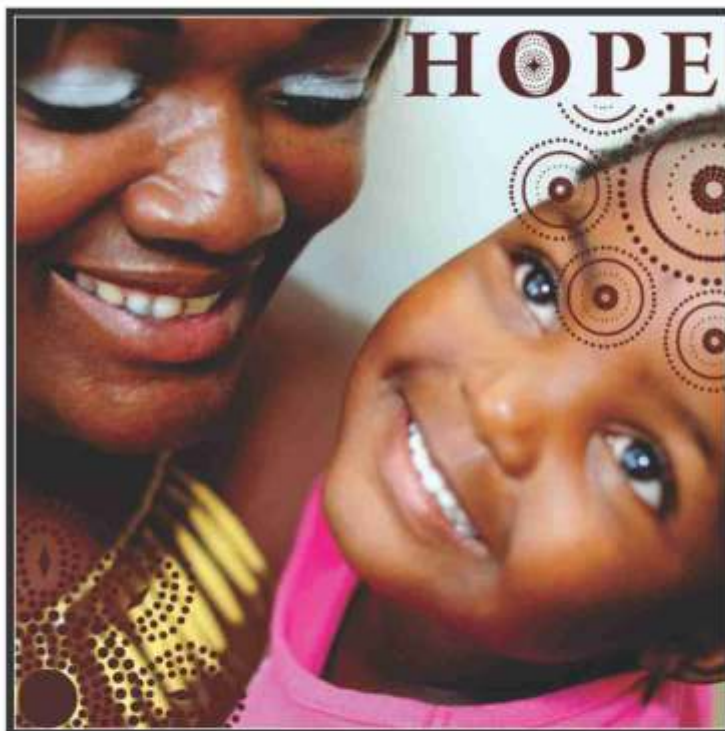
retail group, which filled the space of the Woolworths order of the previous year.

**4. CCDI & L'Artigiano**

- Wola Nani was fortunate to be represented by the CCDI (Cape Craft & Design Institute) at L'Artigiano in Fiera, Italy. Opportunities to expand our distribution and build our brand in untapped markets are always most welcome and we appreciate the support of the CCDI.

**5. Branding – POS (Point Of Sales)**

- Wola Nani has updated its Catalogues and included the new Indalo range. A new product swing tag, banners and tent cards have been designed and printed in line with our refreshed branding image.



**6. Website**

- An intern, volunteering at Wola Nani, and assisting with the updating of the information for a new website, has secured funding for the development of the new site. It is expected to be in operation during the second half of 2011.

**7. Credit Card Payment Facilities**

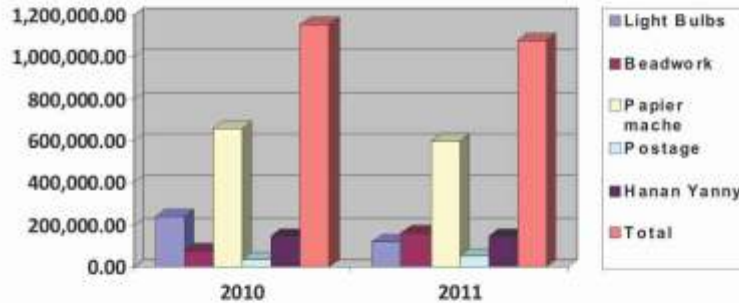
- In an effort to reduce bank charges for our international customers and improve the payment process, we have included a credit card payment facility on our website.

**8. Distributors**

- As part of our proactive sales strategy, Wola Nani is actively seeking distributors willing to market our products to appropriate international target markets.

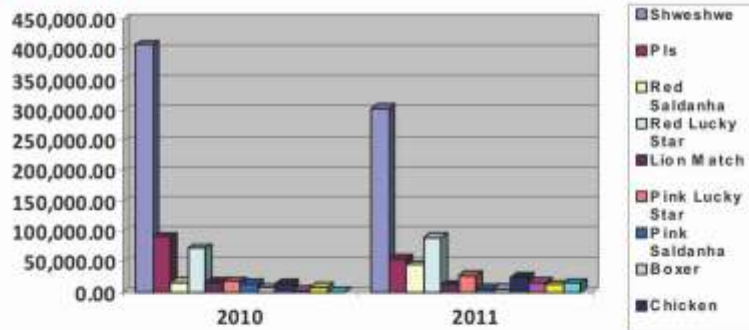
We believe the implementation and maintenance of these initiatives along with a number of ideas yet to be implement, will keep leading Wola Nani towards its intended objectives. Sales in 2011 were very similar to 2010, with light bulbs losing and beadwork gaining ground, the most noteworthy differences.

### SALES PER CATEGORY



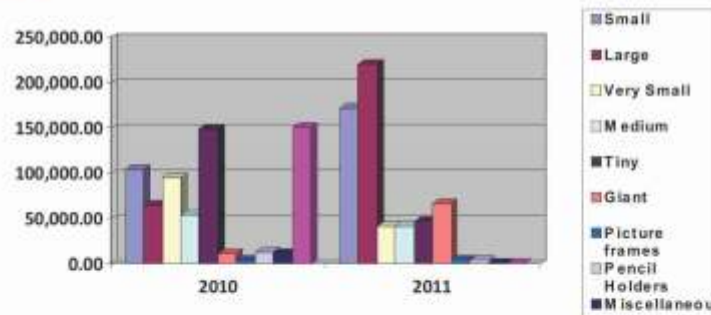
Shweshwe sales were down from their high of 2010, bolstered mainly by the Woolworths order of shweshwe bracelets in 2010. Red Saldanha, Red Lucky Star, Pink Lucky Star, Chicken, Own Design (customized work) and Indalo all up from 2010, demonstrating the longevity and importance of our original label range.

### SALES PER DESIGN



The small, large and giant bowls had the most significant gains, while the very small, tiny and bracelets had the most significant loses. This is interesting given the global economic situation.

### SALES PER SIZE



*Thank you to our donors, who believe in our work and assist us to give our crafters a hand up. Your contribution assists these crafters to make an honest living in a developing*

## Financial Report: April 2010 to March 2011

The financial health of a NGO is largely influenced by the factors that impact on its ability to raise donations for the year under review.

Internationally, a significant percentage of international funding is distributed to the South Africa Government, which has changed the way in which NGO access this funding. The recent global economic recession and the fact that South Africa is deemed a middle income economy has severely impacted of the availability of international funding.

A recent article in SANGONeT, quoted Vincent McGee, senior advisor to "The Atlantic Philanthropies", that many USA and European foundations had lost up to 40% of their assets, bringing home the reality of the scarcity of available international funding. With a number of USA foundations merging to survive, just like their United Kingdom counterparts and focusing on funding programmes that are replicable regionally.

Suggesting that NGO's look nationally, a recent Sunday Times article revealed that NGO's deliver approximately 30% of South Africa's social services, would have R3 billion less due to the recession.

Sustainability, remains an important aspect for both NGO's and funders alike, however achieving this has its challenges, with most funders preferring not to fund operating expenses and the inability of the beneficiaries to pay for the services they receive. It therefore becomes necessary to establish an arm that provides products or services at a profit to a target market other than our beneficiaries. This has its own unique challenges, including increased expenses and a change in focus and product and service offering.

Wola Nani's funding pattern has developed to mirror the landscape discussed above. A partnership with Government which provides services to our beneficiaries, the conclusion of a number of long term international funding partnerships due to the global economic recession and income generating initiatives – craft products and the Research & Training Institute.

The Research & Training Institute (RTI) developed and provided finger prick training to lay counsellors and has developed and implemented the train the trainer. These income generating initiatives increased expenses from R3,695,077 to R5,250,198 and provided Wola Nani with a Surplus of R627,367.

Although we have a diverse funding pattern in line with current and future funding trends, Wola Nani still relies on a number of traditional funders. While our intention is to develop and strengthen partnerships with corporate funders to supply mutually beneficial services to our beneficiaries, such is the case with ABSA and our Orphan and Vulnerable Children's programme and conducting research services for Standard Banks investment in children on ARV's and their academic needs, specially focussing on Maths and Science, through RTI, we remain mindful of the fact that the economy or changes in funder priorities can affect the financial health of Wola Nani at any point and prudent expenditure is vital.

Thank you to our donors who have agreed with and invested in Wola Nani's objectives. Your support means a tremendous amount to the staff of Wola Nani and the communities in which we operate.

**Ryan Rode, Finance & Business Development Manager**

**WOLA NANI – A CARING RESPONSE TO AIDS  
(ASSOCIATION NOT FOR GAIN INCORPORATED UNDER SECTION 21)  
REGISTRATION NUMBER 1994/007488/08)  
ANNUAL FINANCIAL STATEMENTS FOR  
THE YEAR ENDED 31 MARCH 2011**

**DETAILED INCOME STATEMENT**

	2011 R	2010 R
<b>Revenue</b>		
Sale of craft products	1,082,152	1,196,636
<b>Cost of sales</b>		
Opening stock	(164,532)	(180,536)
Purchase of craft products	(1,063,415)	(978,051)
Closing stock	335,283	164,532
	<b>(892,664)</b>	<b>(994,055)</b>
<b>Gross profit on sale of craft products</b>	<b>189,488</b>	<b>202,581</b>
<b>Other income</b>		
Sundry Income	0	27,769
Donations	4,750,687	3,988,414
Services rendered income	603,362	61,814
Interest received	148,615	181,575
Gains on disposal of assets	0	46,812
Fair value adjustments	185,433	329,661
	<b>5,688,097</b>	<b>4,636,045</b>
<b>OPERATING EXPENSES</b>	<b>(5,250,198)</b>	<b>(3,695,076)</b>
Children & Caregivers' Project	1,315,124.12	1,027,676
Facility Based Lay Counselling & ARV Support	1,840,214.36	1,808,960
Income Generation (IG) for PLWHA's Research & Training Institute	1,033,617.51	858,440
	1,061,241.34	
Finance Costs	(20)	0
<b>(Deficit)/Surplus for the year</b>	<b>627,367</b>	<b>1,143,550</b>

## **Donations over R4,000.00 ZAR**

Absa Bank  
Absa Private Bank  
Absa Bank Home Loans Division  
Ackerman Family Foundation  
Aled Pickard  
Christian Aid  
Consol Glass Limited  
David Graaf Trust Foundation  
Department Social Development Western Cape  
Department Health Western Cape  
Douglas Jooste Trust  
Equal Opportunity Foundation  
Foschini  
Heilige College  
IDC  
ITV Services Limited (Wales)  
Marcus Brewster Publicity  
National Lottery Distribution Trust  
PPC Cement  
Primedia Lifestyle  
Sanlam  
South Coast Foundation (USA)  
The Viking Social and Upliftment Trust  
Well Read Books

*On behalf of the beneficiaries, staff and Board of Directors, I would like to thank all donors of cash, and kind for investing in partnering with Wola Nani in the 2010/11 financial year. Without your support, there would be a vacuum - nothing to report.*

**We invite you to contact us.**

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