



ANNUAL REPORT

1 April 2023 - 31 March 2024

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The overarching theme for this reporting period is “People, Passion and Partnerships” engaging with ChildSafe’s three strategic pillars: Research, Education and Advocacy. We align these with the three strategic goals set for the 2023-2026 Strategic Framework, namely: Agility and Sustainability, Reducing Preventable Injuries, and Advocating for Child Injury Prevention.

People, Passion and Partnerships

through

Research, Education and Advocacy.

This report is penned in dedication to *recognising the work of those gone before as we are standing on the shoulders of giants.*

In particular:

- a. The legacy of the late Emeritus Professor Sidney Cywes whose influence extended beyond his role as a surgeon at the Red Cross War Memorial Children’s Hospital (Red Cross Hospital). He was also instrumental in establishing ChildSafe South Africa. The ChildSafe Legacy Programme serves as a reminder of his extraordinary contributions and the indelible mark he has left on paediatric surgery and serves as a call to action for all who are keen to contribute to building a safer and healthier future for children worldwide.
- b. It is further dedicated as a tribute to a champion for ChildSafe and child injury prevention, Professor Sebastian Van As. Under his guidance, ChildSafe South Africa has become a beacon of hope for safeguarding the well-being of children.
- c. Lastly the support and collaboration with the Red Cross War Memorial Children’s Hospital Management Team and all role-players involved, under the leadership of Dr Anita Parbhoo as the Chief Executive Officer, is highly appreciated as we continue building the legacy to create a safer world for children.

CHAIRPERSON'S REPORT

It is with great pride and immense gratitude that I present the Chairperson's Report for ChildSafe South Africa, for the period 1 April 2023 to 31 March 2024. This year has been marked by significant milestones and impactful initiatives that have furthered our mission to ensure the safety and well-being of children across South Africa.

While there have been many highlights during this period, I wish to emphasize the following key achievements:

- **Safe School Zone Colloquium:** During May 2023, we successfully hosted a colloquium with key stakeholders to drive collaboration for the creation of safer school environments. The event attracted several key leaders including the Minister of Urban Mobility, Provincial Government leadership, the Member of the Mayoral Committee for Urban Mobility and the Former Head of the Trauma Unit at the Red Cross War Memorial Children's Hospital.
- **45-Year Milestone and Legacy Programme:** ChildSafe celebrated its 45th anniversary on 15 November 2023, with the launch of the Legacy Programme, a testament to our enduring commitment to child safety and to the vision of the organization's founder, the late Professor Emeritus Sid Cywes. The ChildSafe Legacy Programme will provide the ongoing support required to deepen our impact and continue the expansion of our national footprint.
- **Walking to School Project:** ChildSafe secured important funding for the Walking to School Project, which will see the initiative expand nationally within the Pedestrian Safety Hub. The Project will benefit children in the Mamelodi region, Gauteng Province and will run from April 2024 to March 2026.
- **Global and Pan-African Engagements:** ChildSafe continues to add value at continental- and global levels. During this reporting period, ChildSafe participated in the Global Alliance of Cities for Road Safety, held in Cape Town, as well as the United Nations Environment Plan on Active Mobility Project. This invaluable work will contribute to the framework for the Pan-African Plan for Active Mobility.

ChildSafe values the power of partnerships to increase the reach and the impact of our work. We are fortunate to enjoy the ongoing support of several loyal funders and partners and I wish to spotlight three key partners within this reporting period.

- **Western Cape Education Department:** We extend our gratitude to the Directorate of Early Childhood Development for their ongoing support. During this reporting period, our Early Childhood Development Training reached 289 teachers directly, indirectly impacting over 1 700 teachers and support staff, and more than 15 000 children.

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- **Woolworths Trust:** We are grateful to the Woolworths Trust for their continued support and look forward to new engagements, particularly in expanding our Early Childhood Development Home and Child Safety training to the Eastern Cape.
 - **Elma Philanthropies:** We acknowledge the three year support granted to us in support of creating a safer world for our children and focussing on the operational support of the child injury prevention interventions. We look forward to furthering the relationship with Masana wa Afrika.

My heartfelt thanks to the ChildSafe team for an incredible effort under Zaitoon's visionary leadership. To my fellow ChildSafe Board members thank you for your contributions and commitment. We are pleased to welcome Dr Nisha Jacob to the Board, who will lead the Board's Research Sub-committee, ensuring that our programmes directly address the needs of South Africa's children.

The work of ChildSafe is made possible by the commitment of our partners, supporters, dedicated staff and Board members. Together, we have made significant strides in promoting child safety and I look forward to continuing this vital work in the coming year.

Thank you for sharing our belief that every child has a right to grow and flourish in a safe environment without the threat of being injured.

Warm regards,

Eleni White

Board Chairperson

EXECUTIVE DIRECTOR'S REPORT FOR THE PERIOD 1 APRIL 2023 TO 31 MARCH 2024



Overview

The period from 1 April 2023 to 31 March 2024 has been a transformative year for ChildSafe South Africa. Our commitment to child safety and well-being has been unwavering, with significant advancements of our three core areas of Research, Education, and Advocacy. This report highlights our governance, oversight, and stakeholder relations, emphasizing the operational team's contributions to our mission.

Governance and Oversight: As the Executive Director, my role has been central to ensuring robust governance and effective oversight. This includes:

- **Strategic Leadership:** Guiding the organization towards achieving its strategic objectives and ensuring alignment with our mission and vision.
- **Operational Management:** Overseeing the implementation of programmes and initiatives, ensuring they are executed efficiently and effectively.
- **Compliance and Accountability:** Ensuring adherence to regulatory requirements and maintaining high standards of accountability and transparency.

Stakeholder Relations: Our success is deeply rooted in the strong relationships we have cultivated with our stakeholders, including funders, donors, and partners. Key aspects of our stakeholder engagement include:

- **Funders and Donors:** Securing and managing funding from various sources, ensuring sustainable financial support for our programmes. We have strengthened our relationships with existing donors and attracted new supporters through transparent communication and demonstrating the impact and relevance of their contributions.
- **Partners:** Collaborating with local and international partners to enhance our reach and effectiveness. These partnerships have been instrumental in expanding our programmes and sharing best practices in child safety.

Operational Team's Output: Our operational team has been the backbone of our success, driving our initiatives across the three pillars of Research, Education, and Advocacy.

Stakeholder Feedback: Stakeholder feedback has been instrumental in shaping and refining our programmes. Key influences include:

- **Programme Design and Implementation:** Community needs assessments and feedback from ECD practitioners and healthcare professionals have helped tailor our programmes to address specific safety concerns effectively.
- **Resource Allocation:** Feedback has guided us in prioritizing initiatives and making data-driven adjustments to enhance programme effectiveness.
- **Advocacy and Awareness:** Input from national and international forums has informed our advocacy efforts, helping us push for better child safety policies and practices.

I extend my heartfelt gratitude to our partners, donors, and supporters for their unwavering commitment and generosity. Together, we are making a tangible difference in the lives of children across South Africa.

Note of Thanks to Staff and Board Members

As we reflect on the period from 1 April 2023 to 31 March 2024, I am filled with immense gratitude and pride for the remarkable achievements and unwavering dedication each of you has demonstrated. Your commitment to our mission of creating a safer environment for children has been inspiring.

Your tireless efforts in respect of your field of experience, your innovative approaches to education and prevention, and your compassionate care for the children and families we serve have been the cornerstone of our success. Your ability to adapt and respond to the needs of our community has been exemplary.

To our Board members, your strategic guidance, unwavering support, and commitment to our vision have been invaluable. Your leadership has provided us with the direction and resources needed to expand our reach and enhance our impact.

Together, we have achieved remarkable milestones, and I am confident that with your continued dedication, we will reach even greater heights in the coming years. Thank you for your unwavering commitment to Childsafe South Africa and for making a profound difference in the lives of countless children.

With heartfelt gratitude,


Executive Director

TREASURER'S REPORT



It is my pleasure to present the Treasurer's Report for ChildSafe South Africa (ChildSafe) for the financial year from 1 April 2023 to 31 March 2024. This year has been marked by prudent financial management, strategic investments, and relationship building.

Together, these have strengthened ChildSafe's financial health and supported our mission to ensure the safety and well-being of children across South Africa.

Financial Performance

- **Revenue Growth:** Thanks to generous contributions from our donors and grants from various organizations, total revenue for the year amounted to **R3.115m (2023: R4.330m)**. Despite the reduction in grant income, 2024 saw ChildSafe able to expand programmes and extend its reach to communities in need.
- **Expense Management:** ChildSafe continues to maintain strict control over expenses and ensures that funds are allocated efficiently to programmes and initiatives. Total expenses for the year ended 31 March 2024 amounted to **R3.105m (2023: R4.53m)**, resulting in a surplus of **R374 218 in 2024 (2023: R32 815)**. The surplus will be reinvested into future projects to further ChildSafe's impact.
- **Investment in Programmes:** A substantial portion of our budget was dedicated to expanding our key programmes: the Walking to School Project and Early Childhood Development Training. These investments have been instrumental in achieving our strategic goals and making a tangible impact on child safety.

Key Financial Highlights

- **Safe School Zone Colloquium:** ChildSafe allocated **R103 820** to host this important event, which brought together key stakeholders to discuss and implement strategies for creating safer school environments. The colloquium was a resounding success, fostering collaboration and generating actionable insights.
- **Walking to School Project:** ChildSafe secured **funding of R4.4m** for this initiative, which will be operational in the Mamelodi region from April 2024 to March 2026. This project aims to improve pedestrian safety for children walking to school, reducing the risk of accidents and injuries.

- **Early Childhood Development Training:** ChildSafe **trained 289 teachers**, indirectly benefiting over **1 700 teachers** and support staff, and more than **15 000 children**. This training has enhanced the quality of early childhood education and safety practices in our communities. During the 2023/2024 financial year, ChildSafe received additional support from the WCED, Directorate: Early Childhood Development. A total of **R490 000** in financial support was granted for the period under review. The additional funding was made available once it became clear how many practitioners were on the waiting list, and the testimonials from the practitioners showed the value of the training. We extend our gratitude to the Western Cape Education Department Directorate of Early Childhood Development, for their generous support.

Financial Transparency

At ChildSafe South Africa, we are committed to maintaining the highest standards of financial transparency and accountability. We believe that our donors, partners, and stakeholders have the right to know how their contributions are being utilized to further our mission. To this end, we have implemented the following measures:

- **Regular Financial Reporting:** Detailed financial management accounts are prepared monthly. These reports are presented to the ChildSafe Board Members and key stakeholders at least quarterly. The reports include comprehensive breakdowns of revenue, expenses, and the financial position of ChildSafe.
- **Independent Audits:** ChildSafe's financial statements are audited annually by an independent auditing firm. This ensures that our financial practices are in compliance with all relevant regulations and standards and provides an additional layer of assurance to our stakeholders, funders, and donors.
- **Open Communication:** ChildSafe maintains open lines of communication with donors and partners, providing them with regular updates on the financial performance and impact of their contributions. ChildSafe welcomes any questions or concerns from stakeholders regarding its financial practices.
- **Transparency in Fund Allocation:** ChildSafe is committed to ensuring that funds are allocated efficiently and effectively to programmes and initiatives.



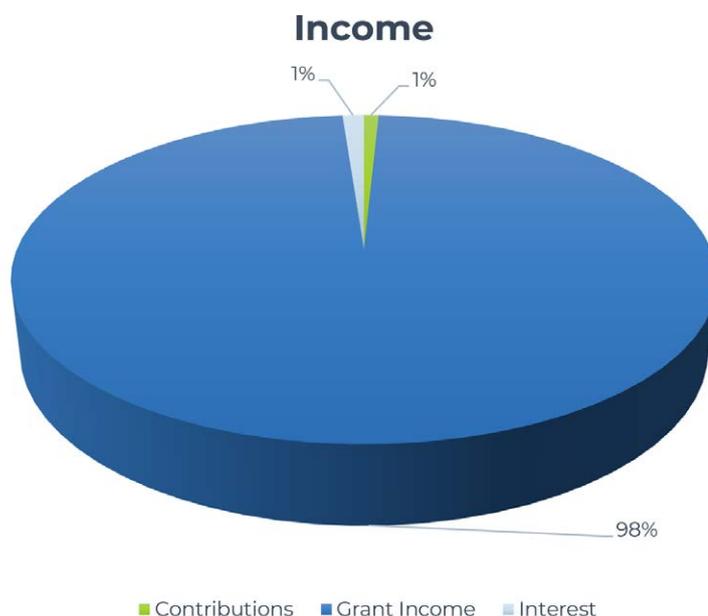
Financial Report for the Year Ended 31 March 2024

Consolidated Audited Annual Financial Statements: 01 April 2023 - 31 March 2024

Statement of Financial position:	2024	2023
Assets		
Fixed Assets	115 124	175 962
Current Assets	3 452 908	2 582 841
Receivables	601 899	51 710
Cash and Cash equivalents	2 851 009	2 531 131
Total Assets	3 568 032	2 758 803
Funds and Liabilities		
Funds and Reserves	1 646 261	1 272 044
Sustainability Fund	1 000 000	1 000 000
Unrestricted Funds	646 261	272 044
Liabilities	1 921 771	1 486 759
Payables	133 770	126 815
Restricted Funds	1 788 001	1 359 944
Total Funds and Liabilities	3 568 032	2 758 803

Income Graph

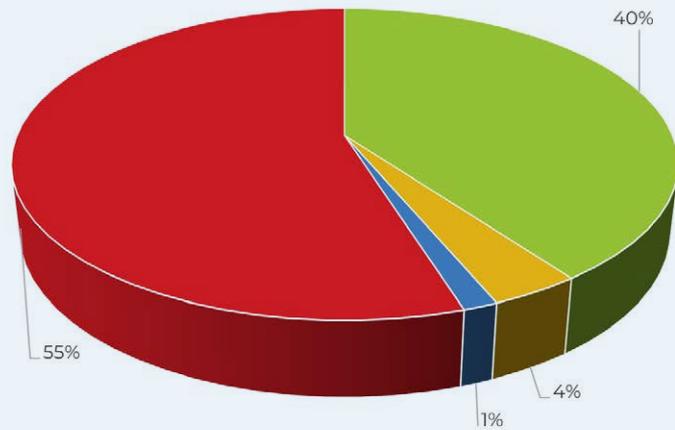
Contributions	29 300
Grant Income	3 606 547
Interest	43 112



Expense Graph

Child Pedestrian Safety	1 244 016
Child safety Training	115 683
Home Safety	44 466
Operating cost	1 705 757

Expenses

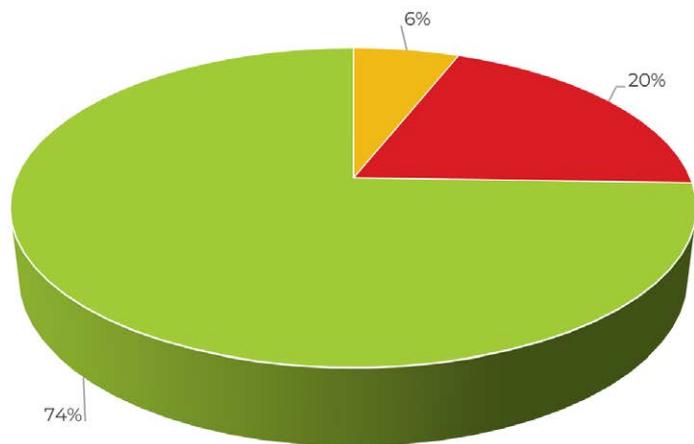


■ Child Pedestrian Safety ■ Child safety Training ■ Home Safety ■ Operating cost

Operating Cost

Accounting Fees	101 548
Office Cost	333 553
Staff cost	1 270 656

Operating Costs



■ Accounting Fees ■ Office Cost ■ Staff cost



Future Plans

Looking ahead, ChildSafe South Africa is committed to furthering its mission through several key initiatives:

- **Expansion of the Walking Safely to School Project:** ChildSafe plans to extend this project to the Mamelodi, City of Tshwane region, ensuring that more children can benefit from safer routes to school. This expansion will involve collaboration with the Automobile Association of South Africa and local governments and community organizations to identify and address specific safety concerns.
- **Development of New Safety Programmes:** ChildSafe aims to introduce new programmes focused on risks that children face in today's world. These programmes will be designed to equip children, parents, and educators with the knowledge and tools required to navigate these challenges safely. ChildSafe is excited to explore and expand the Child Injury Prevention Interventions with the Woolworths Trust 'Leave No Child Behind' campaign.
- **Strengthening Partnerships:** ChildSafe will continue to build and strengthen partnerships with government agencies, corporate sponsors and other similar non-profit organizations. These collaborations will be essential for scaling ChildSafe's impact and reaching more children across South Africa.
- **Sustainable Funding Strategies:** To ensure the long-term sustainability of programmes, ChildSafe will explore new funding avenues, including corporate sponsorships, grant opportunities, and innovative fundraising campaigns. The goal going forward will be to diversify revenue streams to build a robust financial foundation for future growth.

Conclusion

ChildSafe South Africa is in a strong financial position, poised for continued growth and impact. Financial stability allows ChildSafe to pursue its mission confidently and expand its reach, ensuring that more children across South Africa can grow up in safe and nurturing environments.

ChildSafe would like to thank all our funders, donors, and supporters, including: **Elma Philanthropies; the FIA Foundation; UNICEF; the Western Cape Education Department – Directorate Early Childhood Development; the Woolworths Trust.**

As Treasurer I would like to thank the entire operational team of ChildSafe and specifically the Executive Director, Zaitoon Rabaney, for their continuous efforts. I would also like to thank my co-board members, all of whom give their time voluntarily.

I look forward to another year of progress and success.


Treasurer

ORGANIZATIONAL OVERVIEW: GOVERNANCE, PILLARS, AND PROGRAMMES



ChildSafe is rapidly approaching a half-century of existence, born from one man's insight into the prevention of accidental childhood injuries, and his initiative in creating a focused organization to carry his perspectives forward.



- A campaign of the Child Accident Prevention Foundation of Southern Africa (CAPFSA)
- Founded in 1978 – 46 years in existence
- Based at the Red Cross War Memorial Children's Hospital, Cape Town
- Public Benefit Organization – issue Section 18A tax certificate on donations
- Maintain the REDCap database with the Trauma information from the Hospital
- Member of Safe Kids Worldwide
- Non-Profit Organization

Having begun as a small, local entity, ChildSafe has matured through networking, dedication, and effort into an organization that liaises nationally and globally, promoting and carrying forward international best practices for the children of South Africa. Using limited resources, through cooperation and collaboration, advocacy and focused research, ChildSafe aimed to provide insight and foresight to all three tiers of South African government agencies, educators, parents, and the public at large on a wide array of preventable childhood injuries. This reporting period has seen continuation and growth in the impact and outreach of ChildSafe's mission:

“To create a safer world for children.”

Contextual Framework for ChildSafe Pillars

● Sustainable Development Goals:



● United Nations Global Plan for Road Safety – Second decade of action 2021-2030

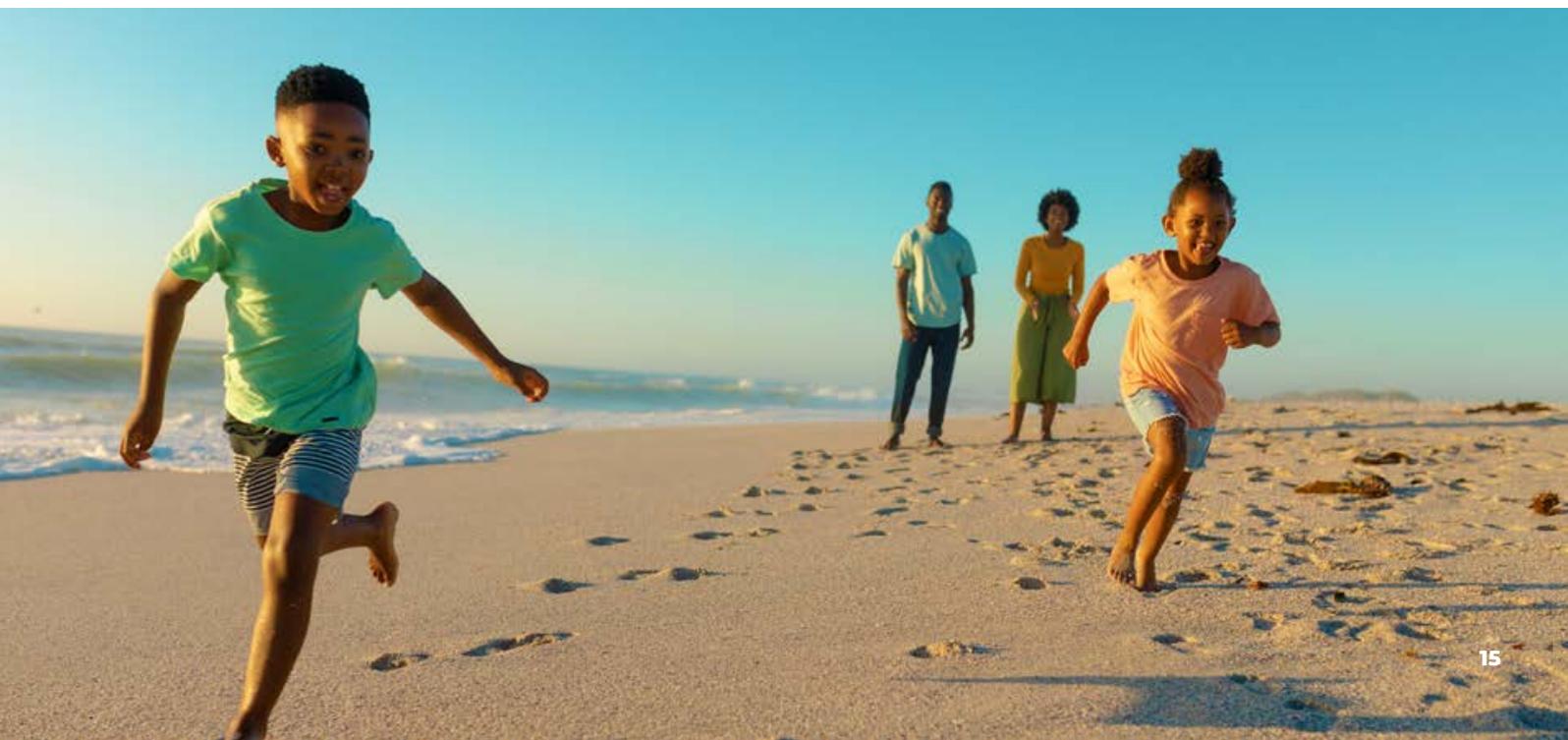
● National Development Plan



Operations

During this reporting period, operational performance and -changes were executed, recorded, and monitored in accordance with organizational governance best practice. Some of the significant operational activities included:

- Staff changes – the Independent Financial Consultant gave notice and was replaced with an internal Finance Manager.
- ChildSafe engaged the services of a Strategic Communications Consultant to support the communications and social media platforms as well as strategic communications support.
- The Board undertook a salary benchmarking exercise during March 2024.
- All Funder reports were submitted timeously.
- ChildSafe changed its financial accounting package from Quickbooks online to a cloud-based SAGE system.
- ChildSafe changed its business banking account from Standard Bank to First National Bank with preferential rates to ChildSafe as an NGO.
- ChildSafe held a celebratory “Imagine a World campaign” to celebrate its 45th anniversary in November 2023.
- During this “Imagine a World” event the ChildSafe Legacy programme was launched.
- Various meetings were attended with the Hospital Communications and Media team.



REPORTING AGAINST THE STRATEGIC GOALS

5

5.1 Reduce Preventable Injuries

The goal is to reduce preventable injuries through mainstreaming child safety and injury prevention interventions. ChildSafe achieves this through awareness sessions, educational opportunities, and presenting at various fora.

- **Distribution of Safety Equipment:** We successfully distributed 1 028 safe candles and kettle straps, surpassing our target of 1 000 over the grant period. This initiative has significantly reduced the risk of burns and injuries in households, particularly in under-resourced communities.
- **Home and Child Safety Counselling:** ChildSafe managed 425 referrals for home- and child safety counselling and education, marking a 60% increase from the previous year. This service provided crucial support and education to caregivers, enhancing the safety of children in their homes.
- **Training and Education:**
 - Early Childhood Development (ECD) Practitioners: ChildSafe trained 289 ECD practitioners, reaching 1 125 teachers and 643 support staff. This training indirectly benefited over 15 310 children, enhancing the safety and quality of early childhood education. Training sessions are held monthly and are a key component of ChildSafe's operations.
 - ChildSafe's ECD two-day training programme is funded by the Western Cape Education Department (WCED) ECD Directorate to support capacity-building initiatives within the ECD sector. The focus is on child-, home-, and poison safety as well as teaching road-safety awareness and interventions. The programme educates teachers and creates awareness of child injury prevention and health promotion. The training includes first aid training and is extremely well-received.
 - The ECD training programme sessions include a component on play-based learning, which encourages the use of recycled materials to craft lessons focusing on numeracy. The teachers learn from each other during the practical session, and they engage actively with fun and passion exuding from all participants.



- **Medical Students:** ChildSafe conducted injury prevention sessions for approximately 200 University of Cape Town (UCT) 4th-year medical students and 263 University of Stellenbosch (US) 2nd-year students. These sessions equipped these future healthcare professionals with essential knowledge of child injury prevention. These sessions were as follows:
 - Awareness with the UCT Public Health MBChB Year 4 medical students “Introduction to Child & Adolescent Health” course four times per annum.
 - An annual Session on child safety to the US MBChB group Year 2 medical students in the “Public Health” course.



- **Community Outreach and -Awareness and Nurturing Partnerships and Collaborations:**
 - **Burns Awareness Week:** ChildSafe collaborated with the Hospital Nursing and Communications teams during Burns Awareness Week in May 2023, conducting community outreach and distributing safe candles and kettle straps. This campaign raised awareness about burn prevention and safety measures in the community. Other activities undertaken include:
 - Lectures to Community Health Workers, Health Promoters, School Nurses as well as NGO coordinators.
 - Safety talks were conducted at various wards at the Red Cross Children’s Hospital.
 - Safe candle jars and kettle straps were distributed.
 - **Visit to Pollsmoor Prison to the Mothers and Baby unit in July 2023** to engage with staff and inmates on child safety. This was done on the referral of the Head of Department Social Work at the Red Cross Hospital, following the admission of the child of an inmate due to a preventable burn injury.

- **Invitation by UCT SHAWCO to support the Community Outreach Day** in the Imizamo Yethu informal settlement, Hout Bay. This event was done in collaboration with the Rotary Club of Hout Bay in September 2023.

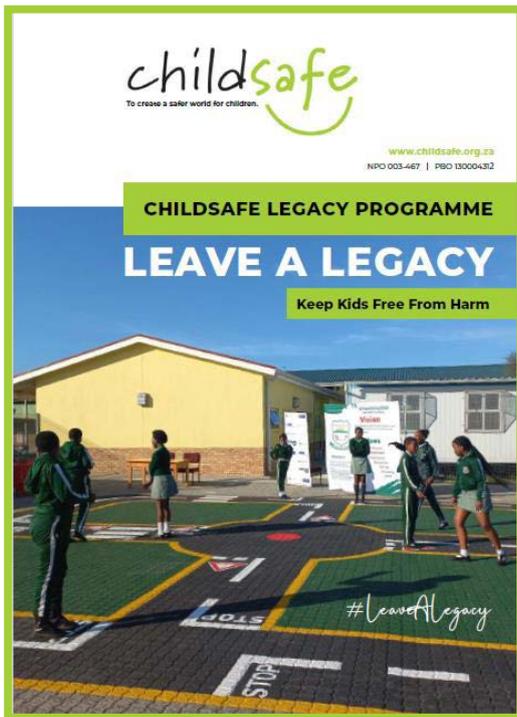


- **On 13 October 2023 the global community celebrated International Day for Disaster Risk Reduction and the Annual Launch of the Fire Awareness campaign:** Working on Fire, in partnership with Provincial Disaster Management and Cape Winelands District, launched the Fire Awareness campaign in Stellenbosch in October 2023. This event created an opportunity to acknowledge the progress being made toward reducing disaster risks and losses in lives, livelihoods, and health.
- ChildSafe supported and participated in the Palliative Care Day celebration organized by the Red Cross Hospital Nursing Team in October 2023.
- ChildSafe hosted the Hospital's Social Work Team for a Gender Based Violence Workshop in October 2023.
- ChildSafe's "Imagine a World" campaign celebrated ChildSafe's 45 years of service. This event took place in November 2023. Our guests became participants, crafting the "Imagine a World" campaign for an ongoing focus on child injury prevention using messages collected on the day.





- ChildSafe’s Board launched its Legacy – Bequest Promotion – programme at this special celebratory event. The campaign’s focus was to imagine a future where every child has access to quality early childhood education, where roads are safe, and where the prevention of injuries is at the forefront of every parent, caregiver, and community member’s mind.
- The Legacy Programme offers a unique opportunity for passionate supporters to leave a lasting impact on the lives of future generations by joining ChildSafe’s Legacy programme.



- **Pedestrian Safety Programme:**

- **The Walking Safely to School project: Reach and Impact:** Reached 11 023 children and 1 236 parents, caregivers, and teachers through our pedestrian safety initiatives in Belhar, and Delft. This programme has significantly improved road safety awareness and practices among children and their communities.

- The various activities for the Walking Safely to School project include:

- Road Safety Education.
- Parent and Teacher meetings and workshops.
- Learner Participation activities through Photo-Voice and a Knowledge, Attitude and Practices (KAP) survey. KAP survey is a quantitative method, with predefined questions formatted in standardized questionnaires, that provides access to quantitative and qualitative information that can be used for feedback and research.
- Providing Road Safety workshops as well as Road Safety resources for the Teachers.

- Environmental modifications as well as traffic calming measures in and around the participating schools.
- Advocating for the 30 km/h speed in and around school zones.
- The Ford Foundation-funded Walking to School project in Mamelodi ended in May 2023 with the final environmental modifications completed on Tsamaya Avenue in Mamelodi, in celebration of the United Nations Global Road Safety Week in May 2023.
- The FIA Foundation-funded Walking to School project, set in Khayelitsha, ended in June 2023. A final version of the Safe School Zone Toolkit for South African decision-makers, educators, and other stakeholders will be delivered as an outcome of this dynamic project in the next reporting period.



- The WATCH project team distributed various child safety posters and brochures to the participating schools, offered an active presence during parent meetings, and provided ChildSafe with a greater reach to indirect beneficiaries.
- The Walking Safely to School project, in the Khayelitsha area, Cape Town, funded by FIA Foundation was presented at the Southern African Transport Conference (Annual Transportation Convention) in July 2023.
- International Walk to School Day was celebrated in October 2023 with various participating schools calling for action to have a 30km/h zone in and around schools as an agency from the participating schools and learners.

5.2 Advocate for Child Injury Prevention

ChildSafe continued to advocate that child injury prevention is integrated into national child health agendas, policies, and practices. This reporting period saw the creation and strengthening of various strategic and meaningful partnerships towards influencing and implementing policies affecting child injury prevention strategies. Some examples of the dedicated advocacy efforts by the ChildSafe team include:

- In celebration of the United Nations's Global Road Safety Week, ChildSafe held its first Safe School Zone colloquium in May 2023 at the Kirstenbosch Gardens. The Western Cape Minister of Urban Mobility, Mr Ricardo Mackenzie, Member of the Mayoral Committee, Urban Mobility, Cllr. Rob Quinas, Mr. Brian Jeftha, Western Cape Education Department, Deputy Chief Education Specialist, Dr. Dirk von Delft, former Head of Trauma Red Cross Hospital and the FIA's Executive Director, Mr. Saul Billingsley, were all present and took part in the panel discussions.

At this event, a draft of the Safe School Zone Toolkit was presented for inputs by the stakeholders and participants. These inputs were gathered for consideration, and incorporation into the final document. Advocating for a 30 km/h zone around schools was one part of the ongoing discussions. This initiative has fostered and strengthened collaboration among stakeholders and promoted safer school environments. A FIA press release about the event emphasized the urgent action needed to protect children on South African roads.



- ChildSafe, supported by the FIA Foundation's Child Health Initiative, was invited to participate in an Inter-Governmental session on committing to Adolescent well-being and accelerating progress on priorities with a focus on Road Safety during August 2023. This was led by the Presidency of South Africa.

National Working Group inputs were sought post the event and ChildSafe's focus was on Road Traffic Injury Child and Adolescent Well-being commitment in South Africa. Again, a comprehensive media release by the FIA Foundation described the Office of the Presidency as being committed to these crucial priorities.



- ChildSafe SA collaborated with the African Brain Child, a division of the Neuroscience Institute at UCT, to launch the Be Quick to Click campaign, focusing on Traumatic Brain Injury resulting from road crashes. Central to this theme is encouraging safety through buckling up, thereby keeping children away from trauma centres and intensive care units. ChildSafe participated in the webinar held in October 2023.



- The Walking Safely to School Project celebrated the World Day of Remembrance on 19 November 2023 at the Belhar Lighthouse Family Church with a Keynote address by the then MEC of Mobility, Ricardo Mackenzie. This was a day of collective celebration and deep refocusing with the Western Cape MEC of Mobility, representatives from Traffic Services, Western Cape Government, Department of Mobility, South African Police Services, all schools on the project, and the community at large. **The call to action: Ongoing advocacy for a reduced speed limit of 30 km/h zone in and around all schools to create safer school zones for our children.**



- In February 2024, ChildSafe participated in the National Institute for Health and Care Research (NIHR) Equi-Injury: Global Health Group on Equitable Access to Quality Health Care for Injured People in four low-income countries. ChildSafe members attended the Equi-Injury Multistakeholder Workshop and the Feedback of the results session.
- The workshop, funded by the NIHR was focused on Equi-Injury, understanding the barriers to equitable access to quality care after injury across Ghana, Pakistan, Rwanda and South Africa. The focus regions in South Africa are the Eastern Cape (rural focus) and Cape Town (urban focus) with the intention being to engage and influence policy design in informing an equitable national injury care policy.

Global and Pan-African Engagements

ChildSafe continues to add value at a continental and global level and participated in a number of workshops and other fora during this reporting period.

- During March 2024, ChildSafe was invited by the United Nations Environment Programme (UNEP) to participate in a workshop and consultation process dedicated to crafting an Africa-wide action plan for active mobility referred to as the Pan African Action Plan for Active Mobility (PAAPAM). The workshop brought together key stakeholders, experts, and policymakers from across Africa to set out the steps that need to be taken over the next ten years to prioritize the needs of pedestrians and cyclists.
- UNHabitat invited ChildSafe to participate in the ACROS Global Alliance of Cities for Road Safety during March 2024. in the Global Alliance of Cities for Road Safety held in Cape Town This invaluable work will contribute to the framework for the Pan-African Plan for Active Mobility. ChildSafe's Executive Director participated in the round table discussion focusing on Private Sector engagement and alternative financing for road safety with a focus on public-private partnerships.



These activities reflect our ongoing commitment to child safety and our strategic goals for expanding our reach and impact. We extend our gratitude to all our partners, donors, and supporters for their unwavering commitment and generosity.

5.3 Agility and Sustainability

ChildSafe is committed to building an agile and sustainable organization, in terms of operations and project implementation. We are further committed to holding a fit-for-purpose focus towards carving a national footprint and ChildSafe being the preferred advisor on child safety matters and issues.

- Progress continued in terms of Child Injury Prevention Interventions (CIPI) in the Eastern Cape, through investigating networking and partnership opportunities.
- **Expansion of the Walking to School Project:** Childsafe moved forward during this reporting period, ensuring that this valuable project will expand to additional regions, thereby ensuring that more children can benefit from safer routes to school. This expansion involves collaboration with local governments and community organizations to identify and address specific, local safety concerns.
- Progress was also made regarding the Pedestrian Safety Hub Mamelodi, Gauteng, with groundwork being undertaken to provide a firm basis for future actions and activities.
- **Strengthening Partnerships:** We continue to build and strengthen partnerships with government agencies, corporate sponsors, and other non-profit organizations. These collaborations are essential for scaling our impact and reaching more children across South Africa. ChildSafe is actively pursuing worthwhile networks, partnerships, and collaboration opportunities since we believe that partnerships can achieve more in the long term.
- **Sustainable Funding Strategies:** Towards ensuring the long-term sustainability of our programmes, we explored new funding avenues, including corporate sponsorships, grant opportunities, and innovative fundraising campaigns. Our goal is to diversify our revenue streams and build a robust financial foundation for future growth.
- **Strategic Communications:** During this reporting period, ChildSafe moved steadily towards greater visibility and louder voice through various media. Press releases, newsletters, and pamphlets have been joined by an excellent podcast series and all media resources are being amplified and distributed through our regular online presence as [@ChildSafeSA](#) on Meta (Facebook), X (Twitter), Instagram, and YouTube. We believe that using social media, as well as the more formal news media, can be an extremely effective way for our messages about Child Safety and Child Injury Prevention to be broadcast to a broader public.

- **Road Safety Influence Programme:** ChildSafe continued to be an influencer, spreading different road safety-related messages on our social media platforms with the support of the Bearfish donation. During the reporting period, the topics included child safety, pedestrians, avoiding distractions, child pedestrian safety, as well as the importance of keeping vehicles in roadworthy condition.
- Podcasts on the Couch is the powerful new ChildSafe video podcast series. Episodes discuss children’s rights, child protection, road safety, fall prevention, drowning prevention, and poison ingestion, as well as topical or trending relevant health promotion or injury prevention content. These podcasts are held in discussion with subject matter experts on preventable injuries and leading causes of injury and death in children. These videos augment the Injury Prevention Training hosted by ChildSafe. A record of all podcast sessions is housed on the ChildSafe YouTube Channel at:



- ChildSafe featured on Cape TV on child injury prevention as part of the launch of the Fire Awareness campaign.
- ChildSafe was featured on Cape Talk radio highlighting burn Safety during September 2023.
- Other inputs on radio over this reporting period include commentary on Radio 786, and Voice of the Cape.
- ChildSafe’s contributions were focussing on the injury prevention of road traffic crashes as provided by a member of the ChildSafe Board.



- Strategic communications, through a joint press release and video reels, were done and shared with the Road Traffic Management Corporation (RTMC) for the Easter 2024 Road Safety Campaign. These received good media attention, and the press release was included in the President of South Africa’s Easter message, with ChildSafe and the RTMC being mentioned.
- ChildSafe Podcast series promoting Child Injury Prevention Interventions using social media platforms.
 - At the launch of the “Imagine A World - It Starts with You” Campaign, in November 2023, representatives from various sectors were invited to create a multi-disciplinary setting. Each participant was asked to complete the sentence “Imagine a World ...” Drawing from their responses, incorporating views on ChildSafe, child safety, and child protection, the Imagine a World theme brought into effect the ChildSafe integrated Marketing Communications Strategy and tactical implementation across multiple channels. ChildSafe is seeking to address pertinent injury prevention topics covered from every angle and disseminate information to as wide an audience as possible.



- Topics originating from a podcast series session were repurposed into topical and relevant posts disseminated on social media and translated into media releases where appropriate.
- The significant engagement and popularity of the podcast series among professionals reflects its effectiveness in raising awareness and engaging stakeholders. The podcast series focused on the critical burden of injury topics and gained significant traction and popularity on social media platforms. Various healthcare professionals participated in the series production with consent.
- **Enhanced Media Presence:** Prominent media coverage in mainstream channels has strengthened credibility and message delivery, positioning ChildSafe as a reputable voice advocating for child safety. ChildSafe attained increased visibility and credibility through prominent coverage across mainstream media channels, including digital, radio, and press. Impactful media releases on road safety and child health topics garnered attention and highlighted the organization's commitment to child safety.
- **Advocacy Initiatives:** ChildSafe's proactive advocacy responses to incidents affecting children have demonstrated its commitment to ensuring child safety and well-being, resonating positively with the online community. The organization activated its advocacy component within its Public Relations efforts by responding to injury-related incidents affecting children. Active engagement and advocacy following incidents such as the passing of a Grade 1 learner at Westpoort Primary School, in January 2024, demonstrated ChildSafe's dedication to promoting child health and safety on a broader scale.

childsafesa • Follow
Cape Town, South Africa

childsafesa [NEWS] ChildSafe South Africa responds to the passing of six-year-old Arkash Okwan Mpayipheli at Westpoort Primary in Mitchells Plain with a call for urgent implementation of comprehensive traffic calming and road safety strategies.

<https://childsafesa.org.za/media-release-response-to-mitchells-plain-grade-1-learner-run-over-at-wespoort-primary/>

#TrafficCalming #RoadSafety #SouthAfrica #MECRobQuintas #InjuryPrevention #RoadSafety #ChildSafety #HolidayTravel #SchoolTermPreparations #SafeJourney #ChildSafeSouthAfrica #PatienceOnTheRoad #CourtesyOnRoads #ChildSafetyMatters #SafetyAwarenessCampaign #ChildSafetyAwareness #ChildSafetyFirst #BackToSchool #SafetyTips #SafetyResources #ChildSafetyTips #ChildSafetyEducation #ChildSafetyOnTheGo #ChildSafetyZone #ChildSafetyMatters @followers @highlight

30w

1 like
January 29

Add a comment...

Finally, ChildSafe’s Imagine a World campaign seeks to draw a contrast, pitting an ideal, safe world against the stark reality many children face. Risks that threaten our children’s safety are a harsh reality. The Imagine a World campaign inaugurates a series of targeted initiatives designed to confront these challenges head-on – because we believe that preventing injury is not an act of chance, but a calculated act of care.



ROAD SAFETY

ChildSafe SA calls for 30km/h speed limit around schools

ROBIN-LEE FRANCKE
robin.francke@inl.co.za

A NON-profit organisation (NPO) in Cape Town has called for speed restrictions of 30km/h around schools, after a report revealed that 10.2% of deaths due to motor vehicle-related crashes last year were children.

ChildSafe, an injury prevention unit at the Red Cross War Memorial Children’s Hospital, is an NPO that aims to reduce and prevent injuries to children through research, education, and recommendations to legislation.

The report, released by the Road Traffic Management Corporation Report, stated that 12436 South Africans died in these crashes, and 10.2% were listed as children up to 14 years old.

ChildSafe said various factors contributed to the increased risk, such as inadequate road infrastructure, a lack of supervision, and no alternative but to walk.

It is therefore imperative that we have interventions that make walking safer.

ChildSafe said partnerships and global awareness events were interventions, and its Walking Safely to School project partners would join pupils from participating schools to observe International Walk to School Day today to

highlight safety concerns and challenges.

The Walking Safely to School project is being implemented in the Western Cape, specifically Delft and Belhar, through ChildSafe, in partnership with Unicef. Other key partners include the Western Cape Government, through its Departments of Education and Mobility, the City, and the Centre for Transport Studies (UCT).

More than 100 pupils from six of the 14 participating schools will be supported by their teachers, parents, and residents.

International Walk to School Day is an annual global event that promotes walking for many reasons, including physical activity, teaching safe walking skills to children, raising awareness of how walkable a community is and where safety improvements can be made, reducing traffic congestion, pollution, speed near schools, and sharing time with community leaders, parents, and children.

Childsafe spokesperson, executive director Zaitoon Rabaney, said: “We also endeavour to instill good citizenship and leadership skills in these learners with a project that teaches them to take ownership of their own safety in a constructive, meaningful, and solution-oriented manner.”



ChildSafe SA continues to Advocate for 30km/h speed limit around school zones.



 Read Online Now

STAKEHOLDER RELATIONS AND DONORS, FUNDERS AND PARTNERS

People, Partnerships and Passion would be meaningless without the People, or the Partnerships, or the Passion. Our many stakeholders, donors, funders, and partners are a crucial part of our journey. We'd like to share three of the many highlights from this reporting period.

- **The Child Protection Unit welcomes Woolsen the Bear:**

Covid has come and gone and taught some good lessons. One such lesson was all about “masking up!” Masks were all over and were repurposed. In this particular instance, who would have thought the “birthing of Woolsen” would happen in this way?

Woolsen is a friendly bear who is made of 950 masks and was a member of the office of the Woolworths CEO. On 13 May 2023, the Child Protection Unit at the Red Cross Children’s Hospital became the happy recipient, offering Woolsen a new home, a gift from the Woolworths Corporate Team. Dr Fatima Khan, who is the physician at the Unit, was more than happy to befriend Woolsen.



- **Christmas joy with the Woolworths Marketing Team:**

The Woolworths Marketing team responded to a call for support, providing Christmas decorations for the Red Cross War Memorial Children’s Hospital during December 2023. This was such a beautiful response with the Woolworths Marketing team getting their hands dirty and opening their hearts to take on the responsibility of decorating various wards. A lot of fun, laughter and selfless giving was appreciated by all. What better gift to give a traumatized and injured little one! The hospital staff appreciated the act of giving as led by the Woolworths Marketing Team. We are so grateful!



- **The ChildSafe team hosted WCED’s Director of Early Childhood Development, Dr Badroonisa Govender.** In November 2023, ChildSafe had the pleasure of hosting Dr Govender when she visited ChildSafe’s office to get to know more about the programme in Early Childhood Development Training which is funded by the WCED. This was a great exchange of information and mutual collaboration. The hands-on visit was much appreciated, and it was good to see a funder so committed to the training programme as offered by ChildSafe to the ECD practitioners.

To the many people, organizations, institutions, and departments who support our efforts and our mission, we offer our extreme...

Gratitude!

CONCLUSION



As we conclude this transformative year, we are filled with immense pride and gratitude for the collective efforts that have propelled ChildSafe South Africa forward. Our achievements are a testament to the unwavering commitment and passion of our funders, donors, supporters, staff, and Board members.

Acknowledgements

The Board of Management extend their heartfelt thanks to our generous **funders and donors**, including Elma Philanthropies, the FIA Foundation, UNICEF, the Western Cape Education Department – Directorate of Early Childhood Development, and the Woolworths Trust. Your steadfast support has been instrumental in driving our mission and expanding our reach.

To our dedicated staff, your tireless efforts and unwavering dedication have been the backbone of our success. Your commitment to child safety and well-being is truly inspiring. Our deepest gratitude is extended to the members of the Board for their invaluable guidance and support. Your strategic insights and unwavering commitment have been pivotal in steering ChildSafe towards achieving our goals.

To the Management Team and Staff of the Red Cross War Memorial Children’s Hospital, your collaborative efforts and support to the vision of keeping children safe from harm, is highly appreciated and important link to the child injury prevention interventions awareness and education programmes.

The collaboration with the Children’s Hospital Trust is valued and ChildSafe recognises the relationship as an ongoing one towards imagining a world where children are free from harm.

The Board of Management and Staff acknowledge the following stakeholders in pursuance of our vision to create a safer world for children:



Western Cape
Government
FOR YOU

Road Safety Management
Western Cape Mobility Department
Western Cape Government



Western Cape
Government
FOR YOU

Directorate: Early Childhood Development
Western Cape Education Department
Western Cape Government



Western Cape
Government
FOR YOU

Western Cape Education Department Directorate:
Institutional Management & Governance
Education Safety Management



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Making progress possible. Together.

City of Cape Town Traffic Services: Safety and Security



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Making progress possible. Together.

Transport Network Safety – Transport Network Facilitation and Development Urban Mobility Directorate



CITY OF
TSHWANE
IGNITING EXCELLENCE

City of Tshwane: Roads and Transport Department, Pretoria

ChildSafe Board Members	Designation on Board	Profile/Role
Ms Eleni White	Chairperson	FinCom / Fundraising
Prof Denver Hendricks	Vice-chairperson	FinCom
Ms Joanne Duncan	Treasurer	FinCom
Prof Sebastian Van As	Board Member 1	Fundraising
Dr Daan den Hollander	Board Member 2	Human Resources
Prof Heloise Buys	Board Member 3	Research
Prof Alp Numanoglu	Board Member 4	Human Resources
Adv Andrew Brown	Board Member 5	Legal
Ms Natasha Wagiet	Board Member 6	Human Resources / Legal
Ms Nina September	Board Member 7	Research
Dr Nisha Jacob	Board Member 8	Research

Staff	Role
Zaitoon Rabaney	Executive Director
Colette Chung	Finance Manager
Giovanna Adams	Finance Administrator
Sindisiwe Zungu	Social Auxilliary Worker
Nthomby Beko	Social Auxilliary Worker
Patrick Muchaka	Project Manager
Ditse Mdluli	Project Officer
Shane Everts	Communication Strategist

Thank you!

Looking Ahead

As we look to the future, we are excited about the opportunities that lie ahead. Our plans include:

- 1. Expansion of Key Programmes:** We will extend the Walking Safely to School Project to additional regions, such as Mamelodi in the Gauteng Province, ensuring more children benefit from safer routes to school. This expansion will involve collaboration with local governments and community organizations to address specific safety concerns.
- 2. Development of New Safety Programmes:** We aim to introduce new programmes focused on contemporary risks that children face. These initiatives will equip children, parents, and educators with the knowledge and tools to navigate these challenges safely.
- 3. Strengthening Partnerships:** We will continue to build and strengthen partnerships with government agencies, corporate sponsors, and other non-profit organizations. These collaborations are essential for scaling up our impact and reaching more children across South Africa.
- 4. Sustainable Funding Strategies:** To ensure the long-term sustainability of our programmes, we will explore new funding avenues, including corporate sponsorships, grant opportunities, and innovative fundraising campaigns. Diversifying our revenue streams will build a robust financial foundation for future growth.

This will be a collaboration with the Automobile Association of South Africa (AASA) as the grant recipient, funding from the FIA Foundation.

All of our Partners, Donors, Stakeholder and supporters have truly shared their passions and lend their support to ChildSafe South Africa in pursuance of its programmes and interventions as people to create a safer world for our children!

Together, we have made significant strides in promoting child safety, and we are confident that with your continued support, we will achieve even greater heights. Let us move forward with renewed enthusiasm and a shared vision of a safer, brighter future for all children.

Thank you for being an integral part of ChildSafe's journey. Your belief in our mission and your unwavering support inspires us to continue making a tangible difference in the lives of children across South Africa.

CALL TO ACTION

Supporting ChildSafe South Africa can make a significant impact on the safety and well-being of children. Here are several ways you can contribute:

1. Donations

- **Monetary Contributions:** Financial donations are crucial for sustaining and expanding ChildSafe's programmes. You can make a one-time donation or set up a recurring contribution. The online portal is set up for secure donations online through a secured payment gateway.
- **In-Kind Donations:** Donating goods or services that can be used in ChildSafe's programmes, such as safety equipment, educational materials, or professional services.



2. Fundraising

- **Organize Fundraising Events:** Host events like charity runs, bake sales, or auctions to raise funds for ChildSafe.
- **Online Fundraising Campaigns:** Use social media platforms to create and promote fundraising campaigns, encouraging your network to contribute.

3. Volunteering

- **Programme Support:** Volunteer your time to assist with ChildSafe's various programmes, such as the Walking to School Project or community outreach initiatives.
- **Professional Skills:** Offer your professional skills in areas like marketing, finance, or education to support ChildSafe's operations and strategic goals.

4. Advocacy and Awareness

- **Spread the Word:** Raise awareness about ChildSafe's mission and programmes by sharing information on social media, blogs, or community groups.
- **Advocate for Policy Change:** Engage with local and national policymakers to advocate for child safety policies and initiatives.

5. Partnerships

- **Corporate Sponsorships:** If you represent a business, consider partnering with ChildSafe through sponsorships, employee giving programmes, or cause-related marketing.
- **Collaborations:** Collaborate with ChildSafe on projects or initiatives that align with your organization's mission and values.

6. Attend Events

- **Participate in ChildSafe Events:** Attend or participate in events organized by ChildSafe.

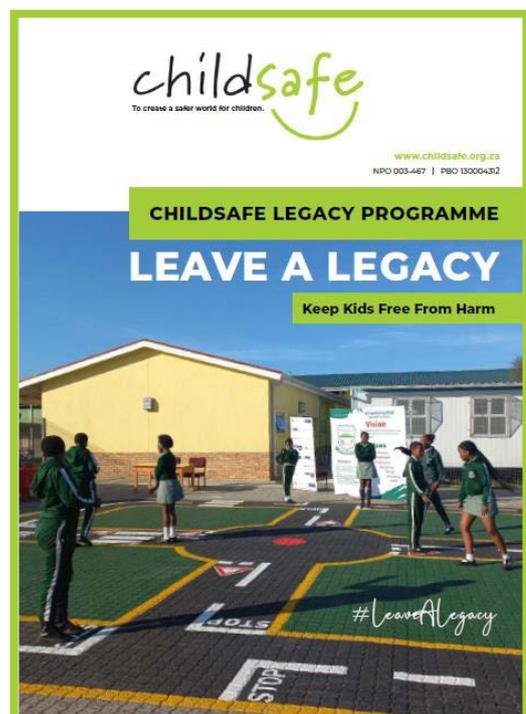
7. Stay Informed

- **Subscribe to Newsletters:** Stay updated on ChildSafe's activities and achievements by subscribing to their newsletters and following them on social media.

8. Legacy Giving

- **Planned Giving:** Include ChildSafe in your will or estate plans to ensure long-term support for their mission. The Legacy Programme was launched to commemorate ChildSafe South Africa's 45th anniversary. This initiative aims to deepen the organization's impact and expand its national footprint, ensuring that the mission of promoting child safety continues to thrive for generations to come.

By supporting ChildSafe in these ways, you can help create a safer environment for children and contribute to the organization's ongoing success and impact.







Enquiries: info@childsafeg.org.za

Website: www.childsafe.org.za

Telephone: [+27 21 685 5208](tel:+27216855208)

Address: **Woolworths ChildSafe Research and Educational Centre,
Red Cross War Memorial Children's Hospital,
Klipfontein Road,
Rondebosch, 7700.**

NPO Registration Number: 003-467

PBO Registration Number: 130004312

