

*Africa's Family Tree:
Tracing the roots of ubuntu*

AMANDLA-AWETHU LEGACY PROGRAMME

Project No: February 2013

Prepared by



FOUNTAIN OF YOUTH

"Cultivating seeds of the Future"

For further information contact:

Mr. Matome Mahasha (foYU Chairperson & Projects Leader)

e-mail: fountainofyouthnpo@gmail.com

<http://www.prodder.org.za/civCRM/contact/view?reset=1&cid=15252>

Tel: +27(0)74 107 4585, Fax: 086 602 7776 or 086 662 7040

1. SUMMARY OF AMANDLA-AWETHU LEGACY PROGRAMME

The Fountain of Youth organisation views the health and welfare of communities, together with access to basic education and life skills, as key factors in improving the competitiveness of South Africa. But homes and families are part of the larger society and the underlying reasons for the poverty or breakdown of homes and families may be social, economic, political or environmental or any combination of these. There are however many vulnerable communities, including children, women, youth and young people with disability in different parts of the country's peri-urban and rural areas who are in need of participatory psychosocial support interventions coupled with tailor-made lifeskills education that mitigate further degradation of family structures. Fountain of Youth's own community focus groups survey indicate that many of the vulnerable groups (e.g. women, children and youth) in various communities have the desire to create and live better lives, unfortunately they do not have the resources or know-how on how to do so.

While many vulnerable children and families may be protected through social assistance and child care services provided by government and civil society organisations, the 'ambush' of substance use and abuse is significantly devastating. The high numbers of young people falling pregnant indicates that many young people are having unprotected sex, which has a bearing on the HIV/AIDS epidemic.

One of Fountain of Youth's target area is the Galeshewe townships where widespread alcohol abuse, is reportedly linked to increased women and child abuse or rapes. Our door-to-door surveys show that alcoholism and substance abuse is chronic in the area resulting in poor quality of family life. The lack of opportunities for young people, the high HIV and AIDS infection rate (+/- 30%), and severe backlogs in service delivery seriously affect residents' quality of life, which most are African Blacks. The poverty status of Galeshewe has had a very severe effect on children with an increasing number of them leaving school before completing Grade 12. This lower education levels limits employment opportunities for many youth who abandon their families and homes to the urban areas where they have become vulnerable to getting involved in crime, street gangs and substance (drug or alcohol) use and abuse.

2. PURPOSE OF THE PROGRAMME

The Amandla-Awethu Legacy programme is one of the sub-programmes that forms part of foYU's umbrella programme called the Amandla-Awethu Long-Live Legacy programme. This umbrella programme is the organisation's long-term multi-sectoral interventions programme on vulnerable children and youth at risk. The overall goals of Amandla-Awethu Long-Live Legacy programme are:

- to develop/design and implement community-driven interventions that reduce social, economic and environmental factors that perpetuate poverty and encourage social ills
- to apply family-centred and community-driven approaches to combating social crime, and
- to provide an opportunity for local community members of target areas to actively participate in activities of the programme

Why the Amandla-Awethu Legacy programme?

Many trends may leave their mark on society. Advances in computer technology have revolutionised the way we communicate and seek our entertainment while improved transportation has dramatically reduced the travelling times between the world's major cities. Not all trends, however, result in positive change and in few other cases is this reality more obvious than when reviewing the effects of drug abuse and alcohol dependence. The use of addictive and illegal substances for recreational purposes has increased dramatically since the 90s and, today, the visible effects of drug abuse are both widespread and alarming. These problems do not lie in someone else's community or overseas or in some distant future. Problems such as youth unemployment, high rates of violent crime, teenage pregnancy, and alcohol and drug abuse may have their roots in children and young people growing up without positive parental role models and being exposed to social norms that are not constructive.

Fountain of Youth's Position

Registered and based in South Africa, Fountain of Youth NPO focuses on youth development work and programmes. Our programmes are as follows: children & family restoration and reunification, life skills education & training, social reintegration of ex-offenders (women & men), social crime prevention, skills development & career guidance (including job preparedness), youth development through arts, culture, sport & recreation, civic education for youth, environmental education and rape victims empowerment & support.

Fountain of Youth recognises that alcohol and drug abuse related problems are an area of health, safety and social concern. Our Amandla-Awethu Legacy programme is an integrated intersectoral educational social crime prevention initiative with infused outreach and advocacy interventions that gives young people from the age of 10 to 20 behavioral skills and knowledge to prevent the onset of substance use. Some of the skills imparted and socialised are social resistance skills (such as resisting pressures of advertisements and building self-esteem), and general life skills (such as effective communication and developing interpersonal relationships). Part of the programme is an intensive mentoring sub-programme and a community/parents education and empowerment sub-programme, and ongoing awareness and outreach campaigns that seek to help the alcohol or drug users and abusers under the age of 18 and 21 to recognise the impact and effect this lifestyle is having and will accumulatively have and then persuade them to undergo qualified diagnostic and counselling services of our referrals. The organisation created also a support group that meet weekly to prevent future substance abuse through sessions facilitated by a trained adult and youth leader, whereby hands-on interactive activities and group discussions take place.

Objectives of the Amandla-Awethu Legacy Programme

The objective of the programme is:

- to promote anti-drug and anti-alcohol attitudes and norms, but reinforcing personal and career development through career guidance workshops as the best option for these teens. Every June during the month of the youth, Fountain of Youth hosts one to two youth camps to further reinforce the activities of the Amandla-Awethu Legacy programme. Part of this camp/s is to institutionalise resistance and refusal skills on the participating youth so that they are in position to handle and manage the various pressures they encounter or will face.

The aim of the programme is to build social and emotional competence, good citizenship, positive character, a drug-free lifestyle, and an ethic of service. The programme's achievements include (1) regularly providing education, vocational skills, job seeking and income generation opportunities, (2) providing opportunities to spend free time in a fun, constructive and challenging way through sports, poetry, debating, theatre, arts & crafts, etc (3) raising awareness on the problem of substance abuse in the community, and (4) support group to evaluate the progress of the programme and challenges, if any.

Fountain of Youth has integrated this programme with our HIV and teenage prevention programme and the Amandla-Awethu Future Leaders & Achievers Club.

Fountain of Youth seeks initiate, undertake or implement and manage people-centred developmental projects and initiatives, in collaboration with different stakeholders from different sectors. The mission of the organisation is to contribute towards addressing the needs and problems of the poorer sections of communities by effecting preventative, curative, promotive and developmental services. Our services are further aimed at building capacities of communities to become self reliant and less dependent on the state to sustain their livelihoods. The organisation has therefore been positioned to proactively play a positive and constructive role in the social development sector in addressing unemployment, lack of skills and socio-economic development issues. As an independent non-governmental organisation, Fountain of Youth is well positioned to work closely with all spheres of government, donor communities, the private sector and the greater civil society.

ANNEXURE A: Organisational Profile

Registered and based in South Africa; Fountain of Youth (abbreviated as foYU) is a non-profit organisation founded and established as a flexible, innovative and effective implementing agent and service provider in youth development, life skills and behaviour change, social and community entrepreneurship, community development and outreach activities, social marketing and stakeholder engagement, training and environmental education. The organisation is positioned to foster social cohesion and stronger communities through programmes that relate to family support, employment, skills development and education, and social security. One of the organisation's focuses is to work, collaborate and partner with different stakeholders to design and implement tailor-made CSI and CSR programmes or projects that address socio-economic development and sustainable development issues.

As a non-governmental organisation (NGO), foYU is committed to contributing towards poverty alleviation, economic empowerment and sustainable livelihoods. The organisation is also well positioned to proactively play a positive and constructive role in the youth development sector in addressing unemployment, lack of skills and socio-economic development issues. The main purpose of foYU is to manage and undertake / implement people-centred developmental projects and initiatives, in collaboration with different stakeholders from different sectors.

Vision

The vision of Fountain of Youth is to forge creative, constructive and positive partnerships with government, business, donor and development agencies and civil society focused on delivering concrete and lasting solutions to the socioeconomic and development challenges faced by developing economies.

The organisation's principle of sustainability is to use industry and economic development projects as a vehicle or mechanism to promote long term social upliftment of individuals and communities. The participation of local communities, identification of issues, assessment of social impacts and the formulation of management plans to mitigate these impacts, have become crucial aspects of project planning and implementation. Furthermore, the social and community aspects of project planning need to be efficiently integrated with the environmental and technical studies of a project, in order to inform these studies and ensure project success. Similarly, to ensure that development projects incorporate the human element, it has also become necessary to consult with stakeholders on various project alternatives to ensure that relevant issues are identified. Hence, one of our core services is to assess the social needs of various situations and to provide tailor-made solutions which lead to sustainable socio-economic development.

Mission

The mission of Fountain of Youth is to promote and create conditions for accelerated and shared growth and development by providing sustainable socio-economic and development solutions catering for the needs of communities, young people in particular and local governments. The organisation achieves this by addressing the social and sustainability components of projects and environment through the identification of issues, assessment of impacts and the development of practical plans and initiatives. The goal is to work towards the growth and prosperity of people and the advancement of diverse and self-reliant communities in partnership with various stakeholders.

Organisation Ethos

Fountain of Youth shares in the principle that: *"A society in which children are enabled to achieve their full adult potential by growing in a secure, stable and loving environment that ensures adequate nutrition, good health, physical and emotional security, and the opportunity to develop physically, intellectually, emotionally and socially."*

The Vulnerable Family Restoration programme is based on the following principles:

- The programme will demonstrate to the target group/s the relationship between family life and social-economic development, poverty alleviation and crime prevention
- The programme may differ from one target area to the other, depending on the needs and circumstances, and
- The programme will be practical oriented, outcome based, positive impact driven but simple and will involve some of the local members of the target areas

- Services offered are aimed at building capacities of communities to become self reliant and less dependent on the state to sustain their livelihoods.

The programme is expected to become sustainable and replicable even when there will be no financial or non-financial support from future grant-givers, donors or sponsors.

Fountain of Youth's ethos is 'Ubuntu in Action', a philosophy that epitomises the organisation's position that is inspired and influenced by Frantz Fanon and Steve Biko's worldview. Inspired by our ethos, Fountain of Youth is about people (our stakeholders), therefore, a variety of stakeholders are at the centre of our core values, whether it is our community-service focus or our associates and team members. Our core values are:

Lifelong Learning	Honesty & Openness	Diversity	Competence	Leadership
Pioneering	Transparency	Community	Service Distinction	Excellence

Guiding Principles and Values

In fulfilling its mission of promoting and creating conditions for accelerated and shared growth and development, Fountain of Youth seeks to act in a manner that maximises the developmental impact of our work. We test our work against the following principles:

- Promote people-centred investment that leads to the establishment of sustainable communities;
- Form genuine partnerships with industry, government, communities and other stakeholders;
- Implement processes based on integrity, cooperation, transparency and mutual value creation; and
- Create entrepreneurial opportunities for those historically excluded from the economic mainstream.
- Participation: People should be fully engaged in their own process of learning, growth and change, starting from where they are and moving at their own pace.
- Self-reliance: People should be connected to each other and with their environment in ways that make them more effective in their individual and collective efforts towards a better life, developing leadership, decision-making and planning skills, among other things.
- Empowerment: Power relations should shift towards people achieving greater control and influence over decisions and resources that impact on the quality of their lives through increasingly interdependent relationships.
- Appropriateness: There should be responsiveness to social, economic, cultural and political conditions.

In reaching out to the millions of our people who live in conditions of abject poverty, some deprived of access to even basic resources, there has been a shift in approach, from a welfarist to a social development perspective. This paradigm shift is premised on the notion that people are the masters of their own destiny and, instead of helping the 'poor' in the traditional way with handouts, it moves on to the development and empowerment of individuals, groups and communities, teaching them to be self-reliant.

Fountain of Youth believes that this is the best way for government and its partners to combat the socio-economic challenges facing the country. The organisation's development paradigm is built on the following imperatives:

- Social processes that bring about changes in relationships so that the 'poor', vulnerable and marginalised can gain increased control over their lives, and access to and control over resources.
- The transformation of attitudes, institutions and structures.
- Influencing the formulation and implementation of appropriate policies at micro, meso and macro level.
- Social processes that support people's potential, indigenous/local knowledge and expertise in pursuance of their own development.
- Continued reorientation of social services sector personnel towards the development paradigm

Associations

As an independent non-governmental organisation, Fountain of Youth has aligned a substantial amount of its activities and works to those of all spheres of government and is committed to collaborating with civil society organisations from different sectors in order to promote sustainability, lifelong learning and the spirit of the civil society movement.

3. PROJECT IMPLEMENTATION TEAM

3.1.1 Human Resources Management

This programme will be implemented by a team consisting of professionals, volunteers, community development workers and service providers, e.g. consultants. The composition of the project management team brings diverse skills base, sound knowledge and strong experience in children, family work and transversal issues. The composition ensures that the project design and management, stakeholder participation, different approaches to capacity building and stakeholder engagements are applied.

As a development-based non-profit organisation, Fountain of Youth is still committed to complying to affirmative action (AA) and associated policies or legislation; this includes skills development (personal or professional). Our AA policies are aligned with the South Africa's policies (provisions, requirements and regulations). The organisation is committed to sourcing a substantial of its human resources from mainly HDIs, HDWomen, Youth and People Living with Disabilities; however relevant and appropriate qualifications or/and experience forms part of the recruitment policy of the organisation. foYU will also accommodate HDIs who have graduated or have skills or competencies that are re-trainable. The organisation is committed to remunerating their employees fairly and observing best practice in the conduct of staff policies and human relations.

The 10 year (2012 - 2022) projected employment equity status of the organisation is as follows;

Category	African			Whites or Other			Total
	Female	Male	Total	Female	Male	Total	
Senior Management	1	1	2	0	0	0	2
<i>% of sub-total</i>	50%	50%	100%	0%	0%	0%	100%
EE targets for 2022	50%	50%	100%	0%	0%	0%	100%
Professional and Middle Management	4	6	10	0	0	0	10
<i>% of sub-total</i>	40%	60%	100%	0%	0%	0%	100%
EE targets for 2022	40%	60%	100%	0%	0%	0%	100%
Skilled and Junior Management	8	10	18	0	0	0	18
<i>% of sub-total</i>	40%	60%	100%	0%	0%	0%	100%
EE targets for 2022	40%	60%	100%	0%	0%	0%	100%
Semi-skilled	10	10	20	0	0	0	20
<i>% of sub-total</i>	50%	50%	100%	0%	0%	0%	100%
EE targets for 2022	50%	50%	100%	0%	0%	0%	100%
No formal qualifications	10	10	20	0	0	0	20
<i>% of sub-total</i>	50%	50%	100%	0%	0%	0%	100%
EE targets for 2022	50%	50%	100%	0%	0%	0%	100%
TOTAL	33	37	70	0	0	0	70
<i>Cumulative %</i>	40%	60%	100%	0%	0%	0%	100%
EE targets for 2022	40%	60%	100%	0%	0%	0%	100%

Note: - 1. Africans refer to individuals from historically disadvantaged racial groups

2. There are prospects for employable staff with disabilities.

3.1.2 Corporate Governance

Fountain of Youth's office bearers commit themselves to the operational principle of transparency and accountability to donors/funders/granters, beneficiaries and the public, and therefore observe utmost good faith, specifically avoiding self-benefit, nepotism and conflict of interest.

The organisation's values include the acknowledgement that the organisation exists to promote a public benefit purpose and commits to serve the public interest with fidelity, altruism, good will and integrity. The organisation commits that the capacity and resources of the organisation would be applied greatly for the advancement and implementation of such public benefit purpose. The organisation's management committee accepts the primary responsibility to ensure adherence to the core values by exercising effective leadership and ensuring legal and fiscal compliance.

NB: Below please see/view the skeletal project structure on page :

Fountain of Youth is committed to promoting and maintaining the health, safety and well-being of its employees. The organisation commits to take a proactive approach to workplace well-being by ensuring the mechanisms are in place to prevent work-related occupational health injuries and to promote good health amongst the workforce.

3.1.3 BBBEE Compliance

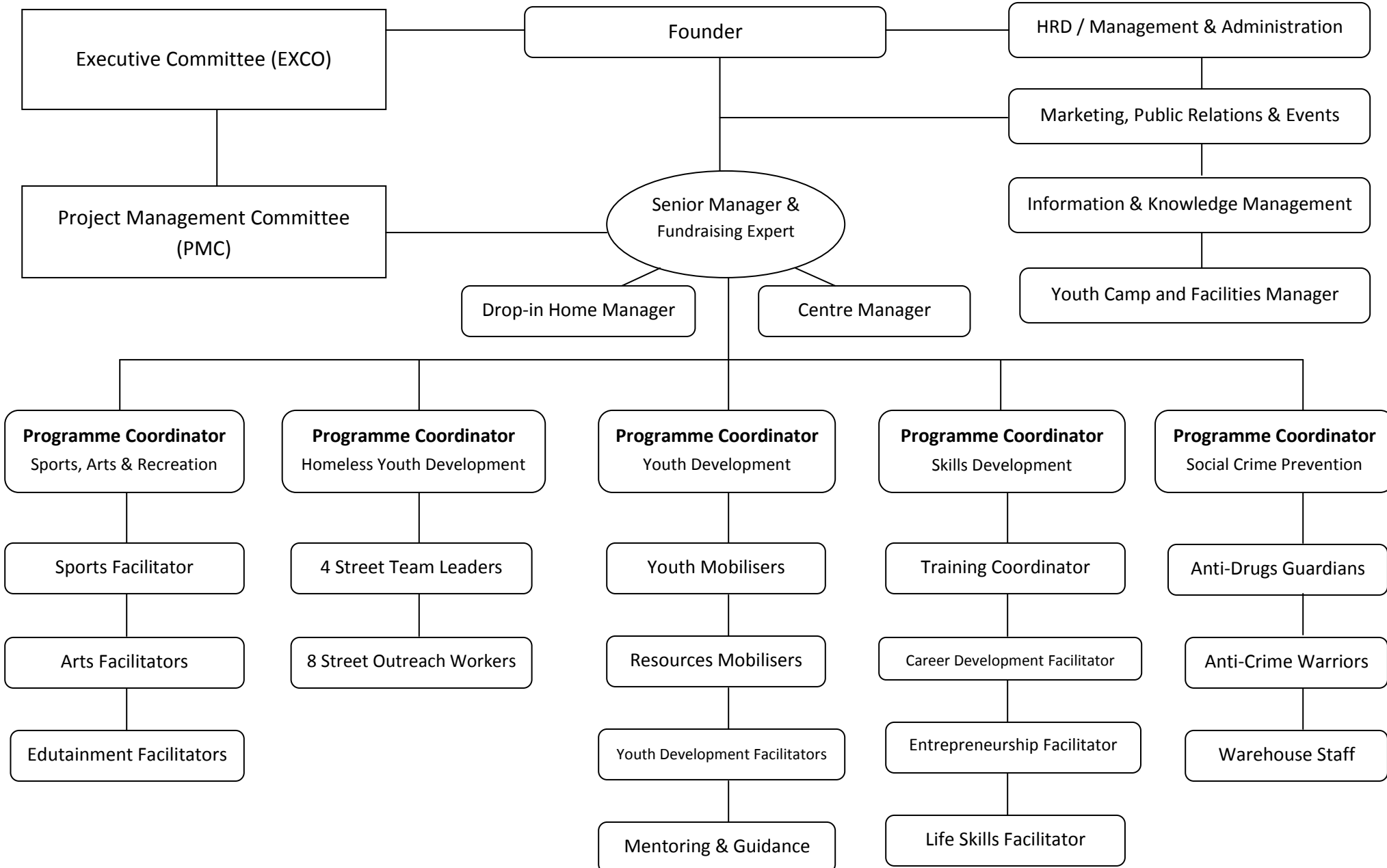
Fountain of Youth meets the requirements of Broad-Based Black Economic Empowerment (BEE) ratings as it is an independent non-profit organisation governed by a Management Committee and has no shareholding. In terms of its BBBEE scorecard, the organisation is therefore measured on the composition of its staff, and beneficiaries of services rendered. The organisation's procurement policy support corporate and professional entities run and owned by HDPs as viable suppliers to source services and products from, including wherever possible the services of black owned consultants or services providers will sub-contracted.

3.1.4 HDI Corporate Participation

The participation of historically disadvantaged individuals (HDIs) in the My Life-My Future programme forms the core of the implementation strategy of the programme. Sixty volunteers will be identified, recruited, trained and supported to assist with frontline service delivery. They will work in schools and in the community, assisting with sub-programmes. Fountain of Youth will ensure a substantial number of the volunteers fall under the HDIs category. The volunteers and the project management team members are going to be further trained to ensure effective and efficient delivery, while this can be seen as an indirect and direct incentive for them.

3.2 Project Structure

Below see a table detailing the project team structure:



ANNEXURE B: Examples of Empowerment Workshops

(1) Life Fountain of Youth's Family life education

This Life Fountain of Youth's Family life education sub-programme focuses on healthy family functioning within a family systems perspective and provides a primarily preventive approach. The skills and knowledge needed for healthy functioning are widely known: strong communication skills, knowledge of typical human development, good decision-making skills, positive self-esteem, and healthy interpersonal relationships. The goal of family life education is to teach and foster this knowledge and these skills to enable individuals and families to function optimally.

Expected results and outcome / impact:

- Increased parent confidence and competence in their parenting abilities.
- Safe, stable, and supportive families who are connected to their communities.
- Enhanced health, growth, and development of children and adults in the family unit

These interactive Family life education workshops include the use of training tools such as charts, role plays, group discussions and sometimes video footage, with the aim to empower young people in the decisions they will have to make both in the present and in the future. The workshops provide young people with the knowledge to make good choices in their own lives and the skills to create healthy relationships with themselves, their families, their friends and the opposite sex.

(2) Family Support workshops

The Family Support programme and workshops are designed to **help families** learn to deal with common childhood problems, e.g. nutrition, fitness and health issues, emotional wellness, communication and relationship building, family finance, positive parenting, safety tips, fun, ongoing coaching. The workshops offer practical ways of helping parents interact with their children. It includes looking at goals of misbehaviour, communication skills, who owns the problem, promoting self-esteem, the difference between praise and encouragement, problem solving, family meetings, discipline issues, learning from consequences, moods, eating habits and sexuality. Parents are expected to feel supported through a mutual sharing of problems and brainstorming of ideas.

The topics of the workshops are;

Session 1: Communication Tips for Family Members

Session 2: Limit Setting and Boundaries with Family Members

Session 3: Effective Time Management

Session 4: Project- Solving Skills for Families

Session 5: What I Can Do When My Family Member Is Angry or Violent

Session 6: Creating a Low-Stress Environment and I Can Do When My Family Member Is Angry or Violent

Minimising Crises

Session 7: Taking Care of Yourself

Session 8: Skills for Managing Stress Effectively as a Family Member

Session 9: Do's and Don'ts in Helping Your Family Member

Session 10: What To Do When Help is Turned Away?

Session 11: What I Can Do When My Family Member Is Angry or Violent

Session 12: Rights and Responsibilities of Consumers, Family Members, and Professionals

Session 13: What We Tell our Children and Other People

Session 14: Empowering Your Loved One on the Journey of Recovery

Session 15: Dangers of Alcohol (Abuse)

Session 16: Dangers of Crime

Session 17: Managing Peer Pressure