

[ Prospectus 2017 ]

# NEW LIFE Children's Home

giving new life to those who  
hit most



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## Executive Summary

### Our Vision

To actively & purposefully defend the vulnerable & orphaned children of eMalahleni.

### Our Mission

- To provide quality care in a safe & loving home for all children in need, irrespective of race, gender or age
- To protect & encourage children through focus on positive behaviour & Godly principles

## Our Values

- Provide a **STABLE** home & family environment
- Always **CARE** first
- Gently **GUIDE** children towards positive choices & lifestyle
- Learn through play & have **FUN**
- Always do everything in **LOVE**

## Strategy for Impact

### Overview of eMalahleni's Socio-Economic Status

Figures from Statistics South Africa show that eMalahleni has approximately 140 000 children under the age of 18. If National statistics are applied, we can assume that eMalahleni has in excess of 6000 orphans.

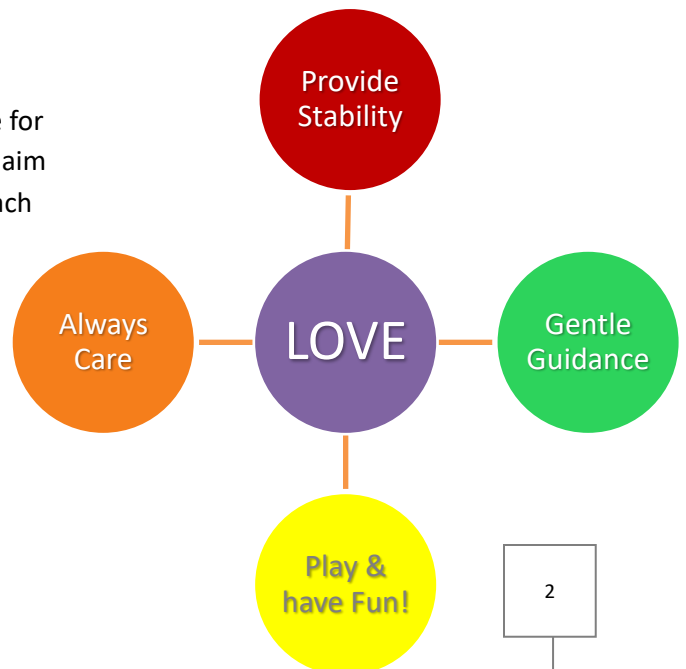
Many of these orphans are taken in by family members & raised in foster care, further some are cared for in places of safety. Shockingly eMalahleni currently has no registered Child & Youth care centre [otherwise referred to as orphanage/children's home].

### Challenges

- The figures above alone can be daunting, however an elephant is eaten bite for bite... A loving & stable home for 40 vulnerable children is better than none at all. Our hope is that this will be the first of many phases to come.
- Children will possibly come to our home with compromised immune systems, poor educational backgrounds, physical & emotional scars. The Children's Home, through various partnerships with churches and corporate business, has various resources in place to address these needs – a team of councilors, medical professionals etc.

### The Role of New Life Children's Home

The New Life Children's Home aims to be a long term home for children, irrespective of their age, race or background. We aim to have loving home parents for 5 homes with 8 children each where they can get individual attention and ultimately flourish rather than survive.



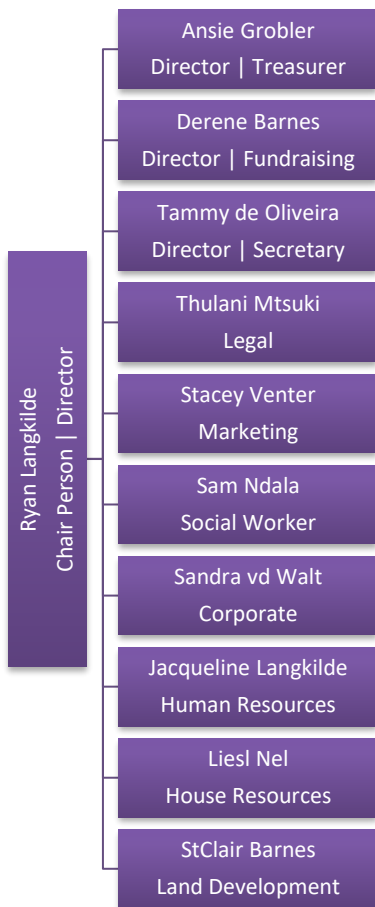
# Organisational Structure

## Governance

The New Life Children’s Home Directors believe that successfully executing it’s growth plan requires strong governance & savvy management. As the organisation grows, it will be even more important to continue hiring the right staff, to redesign the organizational structure to support growth, to formalize programs for it’s consistency across the organisation & to continue building the culture of self-sustainability.

The Board of Directors currently consists of 4 members with very different areas of expertise but working together for the same purpose. They are surrounded with 6 additional Committee members who each contribute toward a specific need of the organisation. Due to the rapid growth of the organisation, the board meet as often as needed. The Directors are responsible for establishing broad policies that affect the Children’s Home & provide strategic guidance to the organisation.

## Management Team



## Staffing Plan

Each home will have a set of house ‘parents’ and the centre will be run by a Manager. Cleaning & Maintenance staff will be appointed on an ‘as-needed’ basis.

All staff has to provide police clearance & sexual offenders register clearance before commencing employment. They will go through a thorough interview process to ensure the home environment our values call for.

All people providing additional services such as all forms of therapy, extra-curricular activities presented on site etc will also provide the clearances mentioned above before assisting on premises / with the children.

# Funding

## Sources of Funding

The construction phase of the project will primarily be funded through philanthropic individuals & corporate social responsibility programs. The Children's home will comply with BEE requirements & certificates will be issued accordingly to sponsors as well as Tax exemption certificates.

Once up-and-running, social grants from Department of Social Services will be utilized to cover the majority of expenses (as listed below). Additional funding will be sourced through corporate partners & programs such as Sponsor a Child.

### Projected Budget for Setup

Property **	R 1 250 000,00
Construction	R 1 800 000,00
Furnishing	R 250 000,00
Vehicles (4 x 8 seaters)	R 1 280 000,00
	<b>R 4 580 000,00</b>

	Dt	Ct	Bal
<b>Income</b>			
Donations - Individuals	R 132 976,00	R -	R 132 976,00
Donations - Corporate	R 10 000,00	R -	R 142 976,00
Donations - Government	R -	R -	R 142 976,00
SMS Line	R 875,00	R -	R 143 851,00
Zapper (QR Code)	R 500,00	R -	R 144 351,00
Sales Point Tins	R -	R -	R 144 351,00
Total Loyalty Cards	R -	R -	R 144 351,00
Crowd Funding - South African	R -	R -	R 144 351,00
Crowd Funding - International	R -	R -	R 144 351,00
Sales of Sponsored Products/Events	R 58 281,72	R -	R 202 632,72
Value of Sponsored Items (Containers)	R 60 000,00	R -	R 262 632,72
<b>Expenses</b>			
Banking Fees	R -	R 2 188,12	R 260 444,60
Marketing	R -	R 6 659,89	R 253 784,71
Salaries	R -	R -	R 253 784,71
<b>Cost of Goods</b>			
Construction (Professional Fees)	R -	R 34 125,00	R 219 659,71
Containers *	R -	R 450 000,00	R -230 340,29
Civil Construction Cost (Bricks, cement)	R -	R 675 000,00	R -905 340,29
Civil Contractor	R -	R 275 000,00	R -1 180 340,29
Electrical Materials	R -	R 275 000,00	R -1 455 340,29
Electrical Contractor **	R -	R -	R -1 455 340,29
Plumbing Materials	R -	R 125 000,00	R -1 580 340,29
Plumbing Contractor **	R -	R -	R -1 580 340,29
Furnishing	R -	R 250 000,00	R -1 830 340,29
Vehicles	R -	R 1 280 000,00	R -3 110 340,29

Prices indicated in BLUE are estimated

\*\* Items marked with asterisks have been sponsored

Furnishing per home:

- Queen size bed, linen, curtains & other furniture for the parent's home
- 4 x Single beds, linen, curtains, 1 x study table + chairs & other furniture for girls room
- 4 x Single beds, linen, curtains, 1 x study table + chairs & other furniture for boys room
- 2 x Cots, linen, curtains, 1 x changing table & other furniture for baby room
- Dining room table + chairs – to seat 10 people, curtains
- Lounge suite, chairs, tv & dvd player, bookshelf, curtains & coffee table

### Funding Targets for Strategic Initiatives

Construction Phase (Estimated)	R1.8 million
Day-2-day running of the home / child	R2 800-00 / month
Day-2-day running of the home / house	R22 400-00 / month
Day-2-day running of the centre (40 kids)	R137 000 / month

### Summary

We have already received positive feedback & an excitement amongst the community regarding this project and were very excited to see the effect that this home will have on the community of eMalahleni & especially the lives of the children affected.

It is our hope that this project will be the first of many & that it will ultimately be a home for 100's that will grow up to live to their full potential & not be victims of their circumstances indefinitely.

We can only achieve our goals with the help of the entire community – individuals, corporates & churches and therefore we appeal to you to open your heart to our organisation:

- Join us in serving
- Consider us when giving
- Include us in prayer

