



# 2024-25 ANNUAL REPORT



A COMPREHENSIVE EVALUATION OF OUR FINANCIAL  
RESILIENCE AND STRATEGIC ACHIEVEMENTS.

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[WWW.DIGNITY.ORG.ZA](http://WWW.DIGNITY.ORG.ZA)

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# Who We Are



## Who We Are

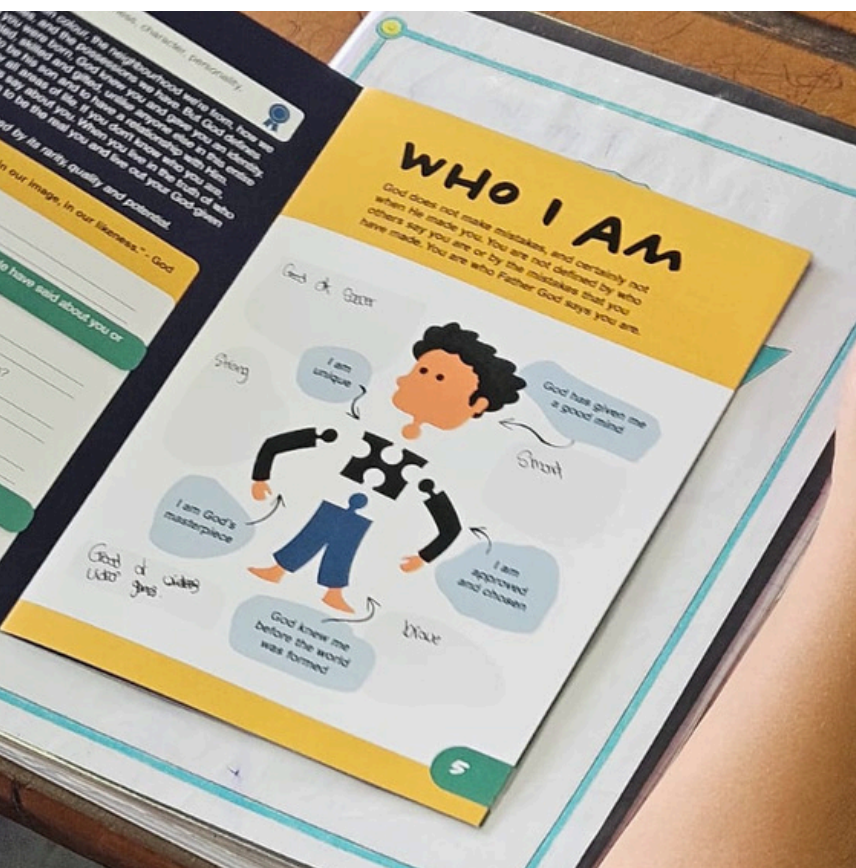
# Mission and Vision

### Mission

The Dignity Campaign exists to impact lives and restore dignity by equipping people through training, awareness and life skills programmes.

### Vision

Our vision is to see young people find their identity, belonging and purpose in God.



## Who We Are

# Meet the team



**Crystal Kannemeyer**  
Director



**Emlyn Kannemeyer**  
Training Co-Ordinator



**Ashley Spannenberg**  
Life Skills & Partner  
Co-ordinator



**Emily Piper**  
Mentorship & Communications  
Co-Ordinator



**Colleen Sampson**  
Administrator



**Owethu Mchunu**  
Social Media Content  
Creator



**Stephanie Millie**  
Operational Support

## Who We Are

# The need



**64,5%**

OF SOUTH AFRICAN CHILDREN DO NOT LIVE WITH THEIR BIOLOGICAL FATHERS.

— STATE OF SOUTH AFRICAN FATHERS REPORT, 2024

[SOURCE](#)



DREAM AND DARE PROGRAMS INSPIRE YOUNG MEN AND WOMEN TO EXPLORE IDENTITY, BELONGING THROUGH GOD'S LOVE, AND THEIR UNIQUE, GOD-GIVEN PURPOSE.



**! 53,500**

SEXUAL OFFENCES WERE REPORTED IN 2022/23 — MOST WERE RAPE.

— SOUTH AFRICAN POLICE SERVICE (SAPS), ANNUAL CRIME REPORT

[SOURCE](#)



THE DARE PROGRAM EQUIPS YOUNG MEN TO NAVIGATE SEX, ANGER, ADDICTION, HABITS, AND TRUE STRENGTH IN MANHOOD, GUIDING THEM TOWARD GOD TO BECOME MEN OF INTEGRITY WHO SERVE THEIR FAMILIES AND COMMUNITIES WITH HUMILITY.



**30%**

OF GIRLS IN SOUTH AFRICA MAY MISS SCHOOL WHILE MENSTRUATING DUE TO A LACK OF ACCESS TO MENSTRUAL PRODUCTS AND STIGMA AROUND PERIODS.

— HEALTH-E NEWS, 2022

[SOURCE](#)



A DREAM DAY IS A SAFE, FUN EVENT WHERE GIRLS CELEBRATE WOMANHOOD WHILE LEARNING ABOUT PUBERTY, HYGIENE, AND THE MENSTRUAL CYCLE.

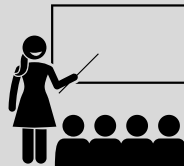


**105,000 GIRLS**

GIRLS UNDER 18 GAVE BIRTH BETWEEN APRIL 2022–MARCH 2023 IN SOUTH AFRICA.

— AMNESTY INTERNATIONAL SOUTH AFRICA, 2023

[SOURCE](#)



THROUGH FACILITATOR TRAINING AND AWARENESS, WE EQUIP PARTICIPANTS TO UNDERSTAND, IDENTIFY, AND REDUCE THE RISK OF HUMAN TRAFFICKING AND OTHER ISSUES TEENS FACE.

# Our response

# Who We Are Core Strategy



## AWARENESS

We raise awareness about issues teenagers face in today's world, including lack of access to menstrual supplies, human trafficking, various forms of abuse, and pornography.



Pretoria



## TRAINING

We train men and women to become Dream and Dare Facilitators enabling them to create a sustainable and lasting impact within their communities.



Durban



## LIFE SKILLS

We develop engaging, educational, interactive programmes and curriculum to equip and empower communities to reach teen girls & boys.



Cape Town

# Leadership Reflections



# Director's Report

## Crystal Kannemeyer

As I reflect on the past year, my heart is filled with deep gratitude and anticipation for what lies ahead. It has been a year of growth, transition, and impact; a year where God's faithfulness has been undeniable. One of the most significant shifts has been my stepping into the role of Director, following in the footsteps of our founding director, Aukje Brouwer, whose leadership, heart, and unwavering dedication have shaped the very DNA of this organization. She has mentored me with grace and wisdom, leaving a legacy I will carry forward with admiration and joy. I am deeply honored to continue the work she so faithfully began.



This year has seen the expansion of the Dignity Campaign in powerful ways. Over 100 men and women were equipped through our facilitator training programs, while more than 2,000 teenagers across South Africa and beyond were reached with the life-changing truth of who they are in Christ.

A key milestone was the launch of our Dare Mentorship Program for boys, which ended with an impactful Champion Camp. During this weekend experience, the boys encountered God in a personal way, set meaningful short-term goals, and were inspired to make a difference in their communities with what they had learned.



# Leadership Reflections

A particularly moving highlight came from our team's mission to Benin, West Africa. To hear the stories of fathers, trained through the Dare Facilitator program; courageously speaking to their sons about manhood and purpose for the very first time, was nothing short of amazing. What began in Cape Town is now taking root in other nations, and the ripple effect is only just beginning.

We've refreshed our training materials, renamed our girls' program to "The Dream Program", and built new partnerships both locally and internationally. With each change, we've remained anchored in our mission: to see teens walk confidently in dignity and truth. To our incredible team, partners, volunteers, and every person who has prayed, supported, and believed in this vision, thank you. Your love and commitment are the reason these stories of transformation are possible. As we step forward, we do so with courage and hope, daring to believe that a generation is rising, restored, equipped, and walking boldly in purpose.

With a grateful heart,

Crystal Kannemeyer  
**Director, The Dignity Campaign**




# Chairperson's Report

## Diane Vermooten

2025 has been a pivotal year for the Dignity Campaign—not only because of the remarkable growth in reach and relevance, but because of a significant moment in leadership. We witnessed the transition from Aukje Brouwer, our visionary founder, to Crystal Kannemeyer, a leader who brings both deep compassion and fresh energy to the mission. On behalf of the Board, I express our heartfelt gratitude to Aukje. Her courage, insight, and unwavering belief in the worth of every young person have shaped this organization in lasting ways. We honor her legacy, and we thank her for stewarding this handover with such grace.



From the Board's perspective, this transition has been more than a change in leadership, it has been an affirmation of the strength and sustainability of the Dignity Campaign. Crystal has stepped into this role with humility, integrity, and a clear sense of purpose. Her passion for South Africa's youth, coupled with her grounded leadership, has inspired confidence at every level. As a board, we have walked alongside her as she cast a renewed vision and led the team through a season of evolution—rooted, always, in the core values that define this work.

# Leadership Reflections



This year, the Board has been actively engaged in shaping the strategic direction of the organization, ensuring that the systems, partnerships, and support structures are in place to sustain and amplify the impact of the campaign. We've seen encouraging momentum in team development, training infrastructure, and cross-border collaboration. Our focus remains on governance that empowers, resources that last, and a mission that transforms lives.

As we look ahead, we do so with great expectation. The Dignity Campaign continues to be a beacon of hope for young people across the country. We are proud to walk alongside Crystal and her team as they call out identity, purpose, and truth in a generation hungry for meaning.

To our partners, donors, and supporters—you make this work possible. Thank you for believing in the vision, and for standing with us as we champion dignity, one young life at a time.

Sincerely,

**Diane Vermooten**  
**Chairperson, Board of Directors**



# Our Impact



## Our Impact

# Impact Achieved

### Updated Resources

We updated the design and content of our resource booklets to better connect with teens and address the challenges they face. The refreshed materials have been well received—both facilitators and teens are loving the new look and feel.

### Renaming girls program

The name change clarifies our structure: Dignity Campaign remains the umbrella organization, with two key programs—The Dream Program (formerly Dignity Program) for girls, and The Dare Program for boys.

111

FACILITATORS TRAINED  
IN SOUTH AFRICA BY  
THE DIGNITY CAMPAIGN

94

TEENS PARTICIPATED IN  
THE 1-YEAR  
MENTORSHIP PROGRAM

14

MEN AND WOMEN  
SIGNED UP TO BE  
MENTORS

914

TEENS ATTENDED A  
DREAM OR DARE EVENT  
INTERNATIONALLY

1500

TEENS ATTENDED A  
SPONSORED DREAM OR  
DARE EVENT IN SOUTH  
AFRICA

1067

GIRLS RECEIVED  
SANITARY WEAR

53

FACILITATORS TRAINED  
IN BENIN BY THE  
DIGNITY CAMPAIGN AND  
NARNIA CONSULTING

74

FACILITATORS TRAINED  
IN CENTRAL ASIA BY  
GRAIN OF WHEAT

7

FACILITATORS TRAINED  
IN MADAGASCAR BY  
MERCY MINISTRIES

## Our Impact

# Local Partnerships



14

Partners

3

Networks

5

Provinces



"If you want to go fast, go alone. If you want to go far,  
go together" - African proverb

## Our Impact

# New Partnership CORNERSTONE WORD MINISTRIES

## Cornerstone Ministries

We're excited to announce a new partnership between The Dignity Campaign and Cornerstone Word Ministries, based in Cleary Park, Gqeberha.

Cornerstone's mission—to share the love of God's good news, invite people into His kingdom, nurture them into maturity, and release them into their God-given purpose—has been powerfully demonstrated through their integration of the Dignity Campaign into church life.



Our first Dare facilitator training in Gqeberha took place in 2023, and it's been truly inspiring to witness the team at Cornerstone not only embrace the program, but also grow into facilitators and trainers. Using the Dare program as a tool for evangelism, the church has welcomed young boys into its youth ministry, creating a positive ripple effect that extends into families and the broader community.

One particularly impactful example is their mentorship journey with 13 young men from a local soccer club, through which they've built meaningful relationships and planted seeds of hope and transformation. We believe this is just the beginning of what God will do through this partnership—and we're expectant for even greater things to come.



## Our Impact

# International Partnerships

7

Partners  
located in  
6  
Countries



COTE D'IVOIRE



ZAMBIA

DOMINICAN  
REPUBLIC

MADAGASCAR



BENIN



NANIA Consulting

Grain of Wheat  
International

CENTRAL ASIA

"The world is your audience; embrace the power of global reach." - Unknown

## Our Impact

# New Partnership



## Union des Eglises Evangéliques du Benin

We are thrilled to announce this partnership, birthed through a powerful and historic Dare Facilitator Training mission—the very first of its kind in Benin.

Our Dare team traveled to Parakou, Benin, where we spent five days equipping local pastors and leaders to mentor boys on essential issues such as identity, manhood, and the impact of pornography.



The training was rigorous—both physically due to the climate and emotionally as participants engaged with deep-rooted cultural beliefs around fatherhood and masculinity. The training culminated in a moving Dare Day, where newly trained facilitators—including fathers—led open and courageous conversations with boys, many of whom were their own sons.

Following the success of the mission, and after several meaningful conversations, we are honored to now welcome the UEEB as an official partner of the Dignity Campaign.

This new partnership represents a significant step forward in our shared vision: to see boys and men transformed and empowered to live with dignity, purpose, and integrity.

## Our Impact

# Global Impact

## The Netherlands



In October 2024, our Director, Crystal, had the honor of attending the Arise and Shine International Women's Conference in the Netherlands, hosted by Verre Naasten and Lume. Themed "Rise and Shine! Let the light of God's grace shine through you on the place He has put you," the conference brought together women from around the world, all united by their passion for ministry and calling to shine God's light in their communities.

As part of her visit, Crystal was invited to present talks at two local churches—NGK Grijpskerk and NGK Centrumkerk in Leek. On Sunday, she spoke powerfully on identity, purpose, and belonging. She also led a session with a group of women, highlighting the realities of period poverty in South Africa and the challenges girls face. A highlight was connecting with women in ministry from around the world, all passionate about serving others despite challenges.



# Training



# Facilitator Training

The Dignity Campaign offers in-person and online facilitator trainings year-round to equip women and men to run Dream and Dare programmes in their communities. Participants gain a renewed sense of self-worth, practical tools to lead sessions for girls and boys, and become part of a supportive network united by a shared passion for dignity.

## Main Topics

- Safeguarding
- Learning Styles and Small Group Facilitation
- How to organize and run a Dream/Dare Day
- How to facilitate a Dream/Dare Discipleship Program



IDENTITY



BELONGING



PURPOSE

## Dream

- Boundaries
- Body and Puberty
- Menstrual cycle and management

## Dare

- Relationships
- Sex and Pornography
- Manhood

## Training

# Feedback

I learned so much information that I had no idea about. All the topics were so relatable and it's something that we deal with almost on a daily basis. The training was so informative as it allowed all participants to be part of it and to share their thoughts and ideas as well as experiences.



**Durban Training**



**Cape Town Training**

Incredibly easy to follow and the in person training is very valuable, as it puts you in the classroom with the kids, it impactful and allows you to clearly see and feel the benefit of the training program and how it could positively impact the vulnerable youth.

This training has given me confidence and allowed me to be equipped to teach other boys how to be REAL MEN.



**Pretoria Training**

## Training

# Impact Story

## Dream Facilitator

## Thokozile Rwapuluza

Thokozile Rwapuluza, a passionate facilitator from Knysna, first heard about the Dignity Campaign through our partners, Youth for Christ. For her, the facilitator training was more than a program—it was confirmation of her God-given calling.

Through the training, Thokozile was equipped not only to teach but to live out her faith and identity, modeling it to the young girls she mentors. She has learned to love them unconditionally, offering them the same grace and care she receives from God.

She has run the Dream Programs in 3 primary and 3 high schools.

What Thokozile loves most about being a facilitator is building trusting relationships and creating safe spaces where girls feel truly valued and loved—no matter their circumstances.



“

I now have no doubt that I'm serving God's purpose through the girls I journey with in the Dignity Campaign...It's a privilege to see these boys and girls grow in understanding their identity and belonging in Christ

”



## Training

# Impact Story

## Dare Mentor

### Angelo Brooks

Since completing the facilitator training, Angelo has experienced significant personal development, particularly in communication, leadership, and emotional intelligence. He emphasizes how the training challenged him to reflect on his own values and behaviors, ultimately leading to greater personal growth.

Working with young boys has taught Angelo the importance of patience, adaptability, and active listening—skills he now uses both in ministry and daily life.

For Angelo, being a Dare Facilitator is deeply rewarding. He finds great purpose in helping young boys build critical life skills and witnessing their growth and transformation. At the same time, he recognizes how this journey is also transforming him. As he puts it, “While God is allowing me to be a blessing to others, He is also blessing me in the process.”



“

It gives me a great sense of purpose and seeing the growth and transformation in the young boys is incredibly fulfilling.

”



# Impact Story

## Dream Mentor

### Kamvelihle Gunu

Kam, based in the Eastern Cape, is actively involved in running a Dream Program for Grade 6 girls at a local primary school. She was introduced to The Dignity Campaign through a partner organization and has since become a dedicated facilitator, passionate about making a positive impact in the lives of young girls.

The facilitator training played a significant role in shaping her journey. It helped her grow personally and clarified her passion for investing in the next generation. The training provided her with practical tools and insight, enabling her to be more intentional and effective in her approach.

One of the most rewarding parts of Kam's role is witnessing the transformation in the girls over time. She enjoys seeing them grow from shy and reserved participants into confident and engaged young individuals. By the time they attend camp, there is a noticeable shift in their energy and presence.



“

I always think about the development of the teenage brain. Every session is planned with the perspective of the girl in mind. I am mindful of how they think and try to meet them where they are.

”

Kam feels honored to play a part in their journey and finds great purpose in contributing to their development and self-discovery. Her dedication and thoughtful application of the training continue to make a meaningful difference in her community.

# Life Skills



# Life Skills Program

The Dream and Dare programmes work together to address gender-based violence and promote healthy identity, purpose, and relationships among young people. Recognising that lasting change requires the involvement of both girls and boys, these initiatives empower youth through gender-specific workshops and follow-up programmes.

## TOPICS COVERED IN DREAM DISCIPLESHIP PROGRAMME

- Identity
- Belonging
- Purpose
- Relationships
- Sisterhood
- Sex
- HIV/Aids
- Trafficking
- Choices
- Leadership

Dream equips girls facing challenges like gender-based violence, menstrual barriers, and low self-worth. In a Dream Day, girls explore identity, purpose, and menstrual health, and receive a sustainable menstrual product. They can then join Dream Discipleship, a weekly group offering life skills and biblical guidance in a safe, supportive space.

## TOPICS COVERED IN DARE DISCIPLESHIP PROGRAMME

- Identity
- Belonging
- Purpose
- Relationships
- Manhood
- Sex
- Pornography
- Drugs

Dare challenges boys to explore identity, manhood, and relationships, addressing issues like pornography and harmful attitudes. In Dare Days, they're invited to "Dare to be Different" with a public pledge and wristband, and can join weekly Dare Discipleship groups for deeper discussions.



Knysna



Ladysmith



Cape Town



Johannesburg

## Life Skills

## Feedback

i liked that girls can learn that they are not a disappointment in the community



Western Cape



Gauteng

what i like about dignity is that they were teaching us about to our life and that we must trust our self and we are loved by God

I liked the fact that we could ask anything that we want without being judged for it. It was very comforting



Mpumalanga



Western Cape

I liked the fact that they told us good things about being women. we must have dignity and we learned a lot very good

I liked it because it taught me new things that I didn't know and how to be a REAL MAN



Eastern Cape

# Alumni Story

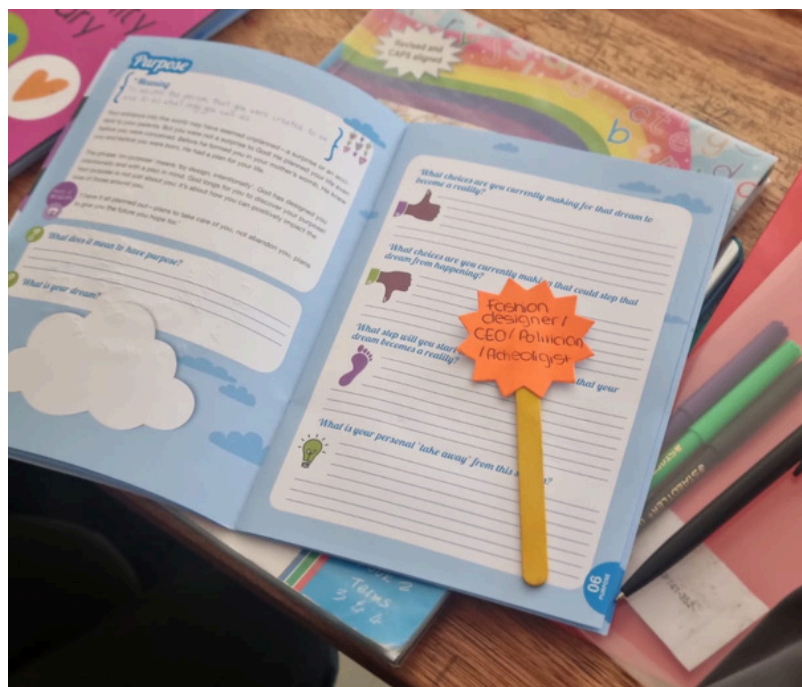
## Dream Impact

### Zinzi\*

Zinzi\*, a 22-year-old young woman took part in the Dream Day program in 2016. The day was facilitated by Aunty Lindiwe\* and was introduced to her through her church. Her most memorable takeaway was learning the importance of self-care, making wise life choices, and involving God in every step.

The program had a significant impact on her understanding of self-respect as a woman and deepened her relationship with God. It helped shape her identity and purpose, guiding her in making better life decisions—such as choosing her friends wisely and striving academically.

Now, a professional dancer, model, and entrepreneur, she credits the program for helping her stay grounded in her faith and focused on a better future. She strongly recommends the Dignity Campaign to other young women, believing it provides the encouragement and tools needed to grow and thrive.



“

Q. What was most memorable about the program?

A. Learning how important it is to look after yourself as a young woman, what choices to make to grow as an individual, and how to do all of this with God involved.

”

*\*Names changed to protect the identities of those involved.*

# Mentorship Program

Our mentorship program is designed so that teens have a 1-on-1 mentor that will be with them over a period of 12 months. It creates safe spaces for teens to ask questions, allowing them to have a positive role model pouring into their lives and walking with them.

## Components

- Dream/Dare day
- 12 week discipleship program
- mentoring relationship
- one-on-one meetings
- champions camp

## Mentor Support

As part of the mentor schedule, we offer a monthly meeting with our mentors to provide training and support.

# 94

TEENS COMPLETED PROGRAM

# 14

MENTORS COMPLETED THE PROGRAM

# 2

PROVINCES IN SOUTH AFRICA

# “

Jesus sent them out to proclaim the kingdom of God and to heal the sick.

**Luke 9:2**



WC Camp



EC Camp



# Impact Story

## From Self-Doubt to Self-Belief

### Imanathi's Journey

Imanathi Sinama is 15 and joined our One-Year Mentorship Program, guided by her mentor, Ms. Vuyiswa Hermans.

Before the program, Imanathi struggled with low self-esteem and lacked a sense of purpose. “I didn’t know who I was,” she shared. “I believed the negative things people said about me.” Through her mentor’s guidance and the support of the program, Imanathi began to rewrite her internal narrative—grounding her identity not in others’ opinions but in her faith and self-worth. “I learned that I am who my Father in heaven says I am. God is my helper in both good and bad times.”

One of the turning points for her was creating a vision board. It helped her imagine a future full of hope and purpose. “I saw myself somewhere else—far from where I am now. I learned that having a vision is a good thing.” Topics like decision-making and the consequences of our choices made her reflect deeply and grow in emotional intelligence.



“

The program changed my life for the better, now I believe in myself. I know more about God. I even encourage other girls now, because I’ve discovered who I am.”

”

Today, she envisions herself as a motivational speaker, sharing her story and uplifting others. Her journey is a testament to the power of mentorship, faith, and self-discovery—and a shining example of what’s possible when young people are given the support and space to grow.

# Impact Story

## From Uncertainty to Confidence

### Tyriq's Journey

Tyriq Wilson is 15 and joined our One-Year Mentorship Program, guided by his mentor, Angelo.

During his time in the program, Tyriq learned valuable lessons about leadership styles and effective communication. These new skills enhanced his ability to collaborate with others and take initiative in leading school projects more efficiently.

The experience was life-changing for Tyriq. It helped him build confidence and embrace new opportunities. He shared that before the program, he saw himself as just a regular person—but now, he recognizes his uniqueness and views himself as created in the image of God, a temple of God.



“

The program helped me develop new skills and boosted my confidence. This made me open myself up to new opportunities.

”

Tyriq thoroughly enjoyed the program, especially the Championship Camp, which gave him the chance to connect with others and have a lot of fun. Looking ahead, the program helped him develop a growth mindset and feel more secure about his future. With a stronger sense of self and purpose, Tyriq is focused on personal development and ready to pursue the opportunities ahead of him.



# Financial Report



# Financial Report

The Dignity Campaign  
Non-Profit Company  
(Reg no: 2019/214801/08)

Summarised Annual Financial Statement for the year ended 28 February 2025

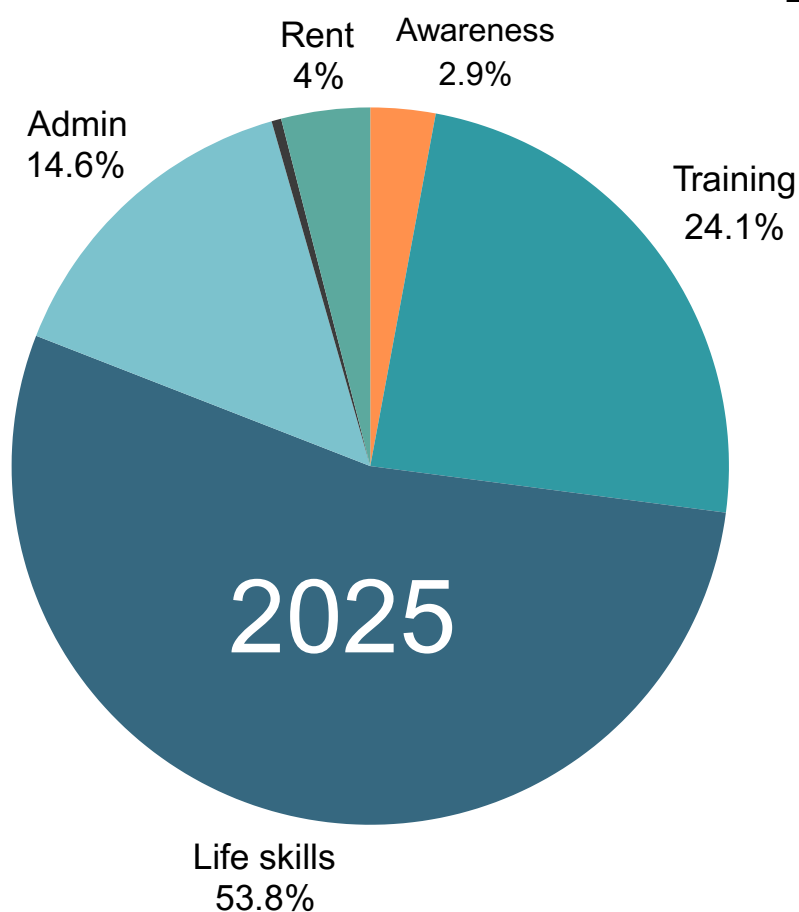
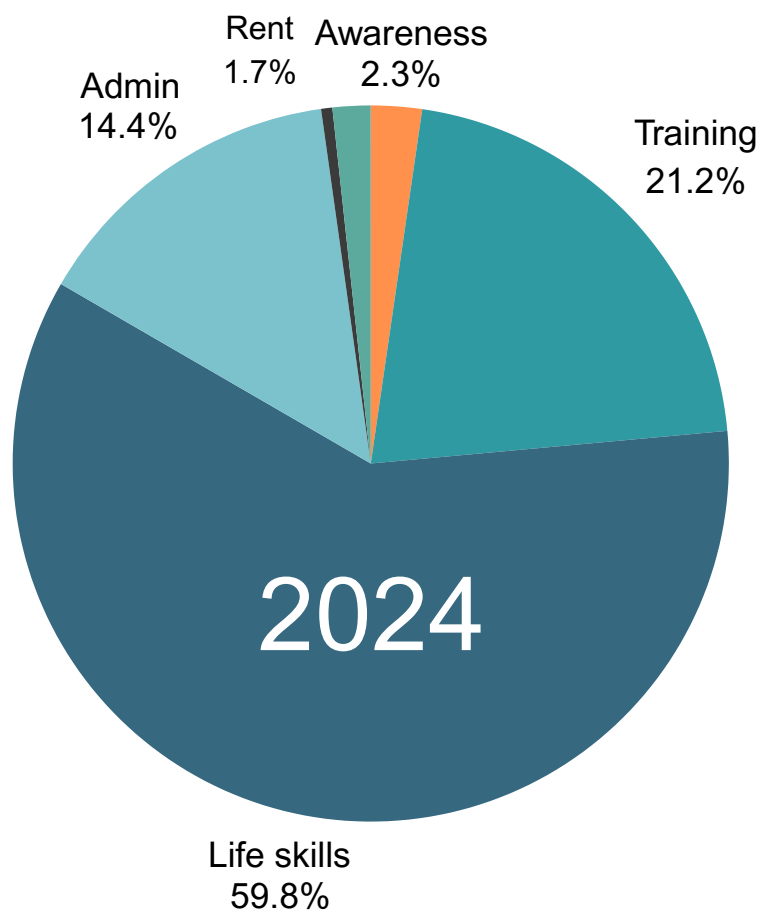
## 1. Statement of Comprehensive Income for the year ended 28 February 2025

Figures in Rand	2025	2024
<b>INCOME</b>	<b>2 066 707</b>	<b>2 368 959</b>
Unrestricted donations	793 947	650 963
Restricted donations	1 272 760	1 717 996
Grant in aid	-	-
<b>Other Income</b>		
Interest earned	97 428	82 132
<b>EXPENSES</b>	<b>2 293 914</b>	<b>1 941 401</b>
<u>Programmes</u>		
Dignity & Dare Awareness Program	67 155	45 400
Dignity & Dare Training Program	553 875	419 700
Dignity & Dare Life Skills Program	1 235 158	1 181 386
Administration costs	335 941	251 078
Accounting Fees	10 000	10 000
Rental of premises	91 785	33 837
Transfer to Operating Reserve	130 000	(500 000)
<b>NET SURPLUS</b>	<b>221</b>	<b>9 690</b>

## 2. Statement of Financial position as at 28 February 2025

Figures in Rand	2025	2024
<b>ASSETS</b>		
<b>Non-Current Assets</b>	<b>81 082</b>	<b>47 140</b>
<b>Current Assets</b>	<b>2 284 287</b>	<b>2 446 760</b>
	<b>2 365 369</b>	<b>2 493 900</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Accumulated Funds</b>	<b>327 849</b>	<b>327 628</b>
<b>Operating Reserve</b>	<b>2 028 393</b>	<b>2 158 393</b>
<b>Current Liabilities</b>	<b>9 127</b>	<b>7 879</b>
	<b>2 365 369</b>	<b>2 493 900</b>

# Expenses



# Thank You



# Thank You

We sincerely appreciate all who have supported and contributed financially towards the work of The Dignity Campaign!

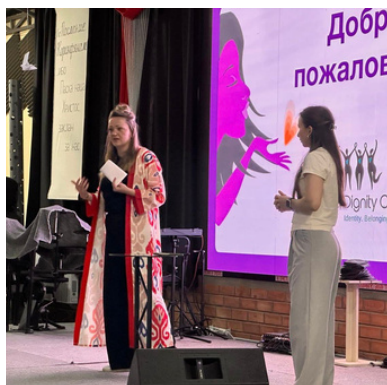
A special thank you to all our sponsors who have significantly contributed in 24/25:

The Mergon Foundation - WD Hare Charity Trust - The Edge Church - Hidden Treasure - Portmore Charitable Trust - Rupert Education Foundation - Beautiful Gate Holland – Verre Naasten - Beautiful Gate International - Wings of Support - Souter Charitable Trust - All Natural Beauty Products - The Sourcing Lab – VD Galien Advies - K. Grant - T. Brouwer



**"True blessing lies not just in receiving, but in the privilege of giving" - Unknown**







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