

Annual Report 2022 - 2023



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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.

2022-2023

CHAIRPERSON'S REPORT

By Edwina Hansloo



"Vision without provision is a dream deferred, but when provision aligns with vision, it becomes the catalyst for extraordinary achievements." *- Author Unknown*

2022 has been an incredible year for the Dignity Campaign! We've seen the Campaign grow and make a real impact through both the Dare and Dignity program. The board of directors has been meeting regularly with Aukje Brouwer, our executive director, and members of the core team. It's such a privilege to support and oversee this campaign which is intentionally helping young people find their identity, belonging, and purpose in God.

We know that NGOs face many challenges in today's social and economic climate in South Africa, so we want to acknowledge and extend a big thank you to every staff member, partner, volunteer, donor, and stakeholder who has joined us and see us through another year of service.

This year, we're thrilled to welcome Diane Vermooten to our board of directors. Diane and her husband Graham founded Media Village, a Media Production company that has trained people from all over the world. Diane brings a wealth of wisdom and experience to the board, especially in the area of communication. We're so grateful for her role and contribution so far.

We've seen God's faithfulness in many different ways this year. One of them is that we met our financial budget. It's such a privilege to have financial partners who understand that a vision can't happen without the necessary resources. Thank you for making it possible to pursue our dream and see extraordinary achievements happen. Thank you for partnering with us. As a board of directors, along with our executive director, staff team, and partners, we're committed to being responsible and accountable with our finances.

As the chairperson of the board, my hope is that we can continue this journey together. Let's put our trust in God and keep working together to make a lasting impact on the next generation of young teens in our nation.

Edwina Hansloo

on behalf of the board of directors

2022-2023

DIRECTOR'S REPORT

By Aukje Brouwer



*"Great things are not done by impulse, but by a series of small things brought together."
- Vincent van Gogh*

Another financial year has come to a close, a year in which the Dignity Campaign turned 10 years! It's been an incredible journey, and we could not have done it without you. Thank you for your continued support and belief in our mission.

Over the past years we have worked diligently towards laying a solid foundation for the years to come. We have made great strides in a variety of organisational areas, such as being strategic in our approach, pursuing partnerships and collaborations, growth in our programs, putting policies and procedures in place and growing our financial donor base.

I was reminded of the above quote from one of the greatest artist in history. This quote highlights the importance of building a solid foundation through consistent and intentional effort. Just as a building needs a strong foundation to withstand the test of time, our goals and aspirations require a solid groundwork to achieve our mission as the Dignity Campaign.

We humbly acknowledge that we can only achieve our mission and goals through our relationship with other role-players such as our strategic partners, our donors, and our volunteers. We value and appreciate partnerships, therefore we continue to collaborate with other organizations, faith based communities and schools. We believe that by combining our passion, skills and resources in creating safe spaces for teens we can make an impact that lasts.

We want to express our heartfelt gratitude to all who journey with us, our donors and supporters, our staff and our board members, our partners and volunteers. Your generosity, commitment, passion, skills and your gifts have made all the difference! A BIG THANK YOU to all of you special people!

As we move forward into another year, let's continue to serve others, demonstrate love and pursue a common goal. Our collaboration is a testimony to God's goodness, grace and love for all people.

With gratitude,

Aukje Brouwer

2022-2023

DARE PROGRAMME MANAGER REPORT

By Emlyn Kannemeyer



The biggest challenge in life is to be yourself in a world that is trying to make you like everyone else.

-Author unknown

It's 5 years now since we embarked on the Dare programme journey for boys. From the very humble beginning in Khayelitsha, the Dare Day has impacted teen boys throughout South Africa and Africa. It has been a great learning experience for us as a team, and the more we engage with boys, the more one recognizes their yearning for someone to show interest in them, to come alongside them and assist them as they journey through life.

These interactions with boys in schools and various communities made us realise that this should not just be a "journey for boys", but a "journey with boys".

And this is why I'm excited for the year ahead. For the latter part of 2022, we were developing our 12-week discipleship programme for boys. We've arrived at the point, whereby the material has been designed and ready for print. After spending some time training facilitators in different provinces, this announcement came as a huge relief for the Dare facilitators, as many saw this as the missing piece to the puzzle. This reaction was very encouraging for me, as it shows the men's desire to make a positive and lasting impact in the lives of boys, and their communities. The discipleship programme allows trained Dare facilitators to continue engaging with teen boys, as they journey together in finding their identity, belonging and purpose in God.

I am thankful for the team, i.e. facilitators, volunteers, the core Dignity Campaign team, for the support, hard work and passion that made the past year successful. The impact that has been made would not have been possible, if not for the desire and enthusiasm of the facilitators and the hard work and passion of the Dignity Campaign Team. For this I am grateful and look forward to the year ahead.

Emlyn Kannemeyer

2022-2023

DIGNITY PROGRAMME MANAGER REPORT

By Crystal Kannemeyer



"Human progress is neither automatic nor inevitable. Every step toward the goals requires sacrifice, suffering and struggle; the tireless exertions and passionate concern of dedicated individuals."

-Martin Luther King

Celebrating 10 Years of the Dignity Campaign: A Year in Review

What an exciting and eventful year it has been! 2022 marked 10 years since the founding of the Dignity Campaign, with a focus on empowering teen girls. The journey of growth and development has been remarkable, reaching far beyond its initial target audience to impact teen boys as well. As the Dignity Campaign approaches its "teenage" years, the team spent much of 2022 reflecting on the past and restructuring for the future. While restructuring can be uncomfortable and scary, it is also necessary and exciting.

As Martin Luther King once said, "Human progress is neither automatic nor inevitable. Every step toward the goals requires sacrifice, suffering and struggle; the tireless exertions and passionate concern of dedicated individuals."

We have been fortunate to work with a dedicated and passionate team of facilitators, mentors, and volunteers, without whom none of this would be possible.

One of the highlights of 2022 was the Dignity Champion camps, held in three cities and featuring 10 mentors who each mentored 12 girls. The impact was greater than anyone could have imagined. Additionally, numerous Dignity and Dare Days were implemented in schools across South Africa, particularly in our home city, Cape Town.

Looking ahead, we're excited for new developments in the coming year. Stay tuned for updates!

Crystal Kannemeyer

THE NEED



65%
**OF YOUNG PEOPLE
IN SOUTH AFRICA**

STATED THAT THEY HAD SOME FORM OF A MENTAL HEALTH ISSUE BUT DID NOT SEEK HELP.

-UNICEF SOUTH AFRICA U-REPORT POLL 2021



**48.7% INCREASE
IN PREGNANCIES AMONG
GIRLS AGED 10-14 FROM
2017-2021.**

-BARRON ET AL, PUBLISHED IN THE SA MEDICAL JOURNAL IN 2022



64%
**OF VICTIMS OF HUMAN
TRAFFICKING RECORDED
IN AFRICA ARE CHILDREN**

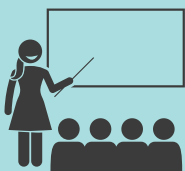
-A21



**53,293
SEXUAL OFFENCES
REPORTED IN 2019/20; MOST OF
THESE CASES ARE RAPE.**

-SOUTH AFRICAN POLICE SERVICE

OUR RESPONSE



WE CREATE AWARENESS ON ISSUES TEENS FACE, TRAIN AND EQUIP LOCAL FACILITATORS AND MENTORS, SUPPORT TRAINED PARTNERS AND VOLUNTEERS TO IMPLEMENT DIGNITY AND DARE PROGRAMS THAT SPEAK TO TEENS ABOUT IDENTITY (WHAT THEY BELIEVE ABOUT THEMSELVES), BELONGING (THE IMPORTANCE OF COMMUNITY) AND PURPOSE (THEIR UNIQUE GOD-GIVEN GIFT).



PART OF THE DIGNITY PROGRAMME IS A DIGNITY DAY. IN A SAFE AND FUN ENVIRONMENT, GIRLS EMBRACE THE BEAUTY OF WOMANHOOD AS THEY LEARN ABOUT PUBERTY, FEMININE HYGIENE, AND THE MENSTRUAL CYCLE. A REUSABLE MENSTRUAL CUP OR SET OF WASHABLE PADS IS GIFTED TO EACH GIRL TO MAKE A LASTING DIFFERENCE. THIS DAY IS FOLLOWED BY A 12- WEEK LIFE SKILLS PROGRAM, WHERE A TRAINED MENTOR IN A SAFE SPACE HELPS GIRLS EXPLORE TOPICS LIKE IDENTITY, PUBERTY, RELATIONSHIPS, SEX, HIV AIDS AND LEADERSHIP.



SIMILAR TO THE DIGNITY PROGRAMME FOR GIRLS, THE DARE PROGRAMME FOR TEEN BOYS ADDRESSES TOPICS SUCH AS SEX, PORNOGRAPHY, RELATIONSHIPS, AND THE TRUE NATURE OF STRENGTH IN MANHOOD. PARTICIPANTS ARE CHALLENGED TO BECOME MEN OF INTEGRITY WHO HUMBLY SERVE THEIR FAMILIES AND COMMUNITIES.



DEVELOP ENGAGING, EDUCATIONAL AND INTERACTIVE LIFE SKILLS PROGRAMMES AND MATERIALS FOR TEENS AND FACILITATORS.

CORE STRATEGIES

1

AWARENESS

WE RAISE AWARENESS ON ISSUES TEENAGERS FACE IN TODAY'S WORLD, INCLUDING LACK OF ACCESS TO MENSTRUAL SUPPLIES, HUMAN TRAFFICKING, VARIOUS FORMS OF ABUSE, AND PORNOGRAPHY.



2

TRAINING

WE TRAIN MEN AND WOMEN TO BECOME DIGNITY AND DARE FACILITATORS SO THEY CAN MAKE A SUSTAINABLE, LASTING IMPACT IN THEIR COMMUNITIES.



3

PROGRAMMES

WE DEVELOP ENGAGING, EDUCATIONAL, INTERACTIVE PROGRAMMES AND CURRICULUM TO EQUIP AND EMPOWER COMMUNITIES TO REACH TEEN GIRLS & BOYS.



IMPACT ACHIEVED

TRAINING



187

Women and Men were equipped through training



EVENTS



53

Dignity and Dare events were implemented



PROGRAMMES



1957

Girls and Boys attended a Dignity or Dare event



MENSTRUAL PRODUCTS



812

Girls received a box of reusable Palesa Pads, which lasts for 5 years and keeps them in school



PARTNERSHIPS



12

Strategic partnerships were formed in South Africa & 4 internationally

FACILITATOR TRAINING

The Dignity Campaign offers in-person and online trainings to women and men, empowering them to implement Dignity & Dare programmes in their communities. By the end of the training, participants will have a renewed understanding of their value, God's heart for humanity, and be equipped to facilitate events such as a Dignity & Dare Day, Cherish Dignity & Dare Discipleship programme. They will also be part of a supportive community of like-minded individuals who share the same vision and passion for dignity!



FEEDBACK

"Thanks to the Dignity Campaign for giving me hope. Processing my story' was the most culminating thing. After that moment, I sensed a release. There are things that I will never share for anything. But, by God's grace, I had a new and good vision of the situations I went through".

"You have a lot of powerful stats information and great analogies that debunk some myths and educate people about central issues for men like GBV, pornography, sex and identity. Your teams commitment to the topics and the message needs to go out to young men is very obvious and admirable."

"This training broadened my knowledge and opened my mind to dealing with teens and the challenges that they are facing."

"The training made a huge impact because I didn't realize that girls go through so much. There is a lot of work that still needs to be done in our communities."



"This training taught me how to bring across very vital topics to the younger generation/young boys."

IMPACT STORY



Nicola

Dignity Facilitator

Being a Dignity Facilitator has helped her feel God's heart for these girls and grow as a Dignity Girl herself.

Nicola, a filmmaker and actor from Cape Town, works with organizations such as The Dignity Campaign, Shine, A21, and Hope Prison Ministry. She was introduced to The Dignity Campaign by a friend and signed up for the training, which she started on her birthday. Since then, she has put into practice what she learned everywhere she goes, whether speaking to girls in the classroom, on film sets, or at the local biltong shop. Nicola describes the facilitator's training as a learning and healing space. When asked how the facilitator's training impacted her, she said: *"I'm a huge fan of Sisterhood. And this is exactly what I felt in the training - Sisters coming together! It was not only a learning space but a healing space."*

“

“Being a Dignity Facilitator and to feel God's Heart for these girls...is an experience that continues to heal and grow and sanctify THIS Dignity Girl: Me.”

”

IMPACT STORY



Nkosinathi

Dare Facilitator

Nkosinathi Caso, a resident of Mandalay, Cape Town, leads the couple's ministry at his local church and is actively involved in boy-child initiatives within his community.

After learning about the Dignity Campaign at a men's seminar in 2022, he immediately contacted the campaign and was invited to attend 2 Dare Days, at local Primary Schools in his area. "It is not a one size fits all. One could be at a school today and receive positive feedback from the boys. Yet tomorrow a totally different scenario." Nkosinathi mentions about observing the Dare Days.

Nkosinathi attended an online Dare Facilitator Training in July 2022 and found it encouraging to connect with men who share his passion for guiding boys to make better life choices. He applies the lessons learnt from the programme in various settings, including community meetings and even highly politicized environments.

Nkosinathi considers himself an agent of change and hopes that through his involvement with the Dignity Campaign, boys will be positively impacted.

“

Through the training, I had to do some self-introspection and made me reflect on my path as a man, a father and a husband. It made me to even think and do things differently. It taught me never to underestimate the young's knowledge and what they are exposed to daily.

”

DIGNITY PROGRAMME FOR GIRLS

Dignity Days and 12-week Cherish Dignity Life Skills Programme

Low-income communities put girls at risk of gender-based violence, trafficking, and dropping out of school due to lack of access to menstrual health products. Dignity Days offer a 3.5-hour informative and creative workshop on identity, belonging, purpose, body, puberty, menstrual cycle, and menstrual management. At the end of the programme, they have the opportunity to receive a sustainable, hygienic and eco-friendly menstrual product (a menstrual cup or set of washable pads).

The Cherish Dignity programme is a follow up discipleship / life-skills programme and provides a small group setting for weekly discussions on topics essential to teenage growth and maturity, all in a safe space without judgment. The programme is designed for all teen girls, regardless of social, cultural, or religious background, and is based on godly principles.

TOPICS COVERED IN CHERISH DIGNITY PROGRAMME

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



DIGNITY DAY PARTICIPANT FEEDBACK

"I had fun. It was amazing. I learnt new things about our identity, who we really are and how to improve our self-image. The topics were something no-one ever speaks about. We got reusable pads and we learnt how to use them. I liked everything!"

"Now I know that I am beautiful. I am loved. Starting from today I will be good to others and believe that I am different!"

"I've learnt that puberty is normal and that I need to belong to people that makes feel safe and cared for. I've learnt to love myself and believe in who I am."



DARE PROGRAMME FOR BOYS

Challenging boys to "Dare to be Different."

Interventions to end gender-based violence must involve boys and young men in the community. The Dare programme offers Dare Facilitator Training for men and Dare events for boys to help them examine harmful attitudes and behaviors, while re-negotiating male social positioning in their communities. During a Dare Day, boys learn about important topics such as identity, purpose, relationships, sex and pornography. At the end of the day, they are given the opportunity to accept the challenge to "Dare to be Different" and receive a wristband as a reminder of what they have learned.

The recently developed Dare Discipleship programme is a follow up life-skills programme that aims to encourage trained Dare facilitators to journey with boys, as they engage with topics based on Godly principles that can be applied to everyday life. Teen boys will experience maturity and a sense of belonging in a safe space, for them to find their identity in God.

TOPICS COVERED IN A DARE DISCIPLESHIP PROGRAM

- Identity
- Purpose
- Belonging
- Manhood
- Emotions
- Sex
- Relationships
- Pornography
- Mentorship
- Fatherlessness
- Leadership

DARE DAY PARTICIPANT FEEDBACK

"The Dare Day taught me to believe in myself, and taught me things I never knew"

"The Dare Day made me feel safe and open to ask any questions"

"My favourite topic was manhood because it taught me about respect"

"This was life changing. I have learnt alot of new things I never knew "

"I feel inspired and I will definitely change"

FEEDBACK FROM TEACHER

"Our learners don't always have positive male figures in their lives. This program needs to continue and expand."



STORY OF HOPE

Justin

Dare Day Participant

13 Year old Justin attended a Dare Day in Port Elizabeth. Through the one day life-skills programme, he learnt about himself and not to give up on his passions and interests.



“I see a better life for myself now. I see myself finishing matric one day. They must continue to pray for me that these dreams of mine come true”.

When asked how the Dare day impacted his life, he shared that he learnt a lot and walked away with useful knowledge. The knowledge received helped him understand about things happening in the world as well. “I see myself as a different person. I see myself in a good job now and that my dreams are possible for me to achieve”.

Justin shared that his favourite part of the day was when they prayed for him. *“How they prayed was special, what they prayed was special and they should continue to pray for all of us please”.*

ONE YEAR MENTORSHIP

Journeying together, impacting lives.



"Doing the vision board was very insightful and a way to see what I actually want. I've learnt that I can do anything I put my mind to" - 1-year mentee

We are thrilled that we are running the '1-year Mentorship Programme' for the second time. Last year's pilot was successful and we are grateful that we can run this programme again with 10 passionate trained mentors, mentoring 12 girls each during a 12-month process.

OUTCOMES:

- Girls have a safe space to ask questions, process, and journey together.
- Girls form a sisterhood.
- Girls have a positive role model pouring into their lives and walking with them.

COMPONENTS:

- DIGNITY DAY
- CHERISH DIGNITY (12-WEEKS)
- MENTORING RELATIONSHIPS
- ONE ON ONE MEETINGS
- CHAMPION WEEKEND CAMP

FEEDBACK FROM 1 YEAR MENTORSHIP PARTICIPANTS

"There was a time when I felt alone and I was in a very dark place. Many things went through my mind but thankfully, I met my mentor at the right time. This programme made me grow and helped me start believing in myself."

"To my friends, this is an experience that you would love and should not miss! From the worship and dance to the lessons learnt. It is something I will never forget!"



IMPACT STORY

Zia & Jennifer

Mentee

Mentor



“ I'm more bold and brave. The dignity programme gave me more confidence

- Zia Manchet

”

Jennifer Pitts is a qualified special needs facilitator and ECD teacher who resides in Bridgetown, Athlone. Her love and passion for working with children & teenagers led her to join the Dignity Campaign as a mentor. Having completed her facilitator training, Jennifer felt a nudge from God to play a part in the nurturing of young girls. After overcoming some fears & insecurities, she proceeded to accept the call from God.

While mentoring her group of 12 girls, Jennifer developed a close relationship with all of her mentees, including Zia Manchet. At the age of 12, Zia has been such a testament to the impact of the mentorship program. She speaks fondly of the open space of safety and freedom that her mentor Jennifer created for them. Often humorously referring back to times when all the girls would spend hours at Jennifer's house on a Saturday, talking, laughing, dancing, eating and just being themselves. Such safe spaces are rare to come by and so to have a space like that truly lifted her confidence and self-esteem. Jennifer recalls Zia being very shy at the start of the program but as she journeyed with her, she watched Zia grow emotionally and gain confidence, so much so that she started encouraging her school friends to join the Dignity Program too.

“

I knew I needed to do something.
Yes, I was afraid at first, but God guided me.

- Jennifer

Pitts

”

PARTNERSHIPS & COLLABORATIONS

"Partnership is not a posture but a process - a continuous process that grows stronger each year as we devote ourselves to common tasks." John F. Kennedy



This year we adopted a fresh approach by forming strategic partnerships with NGO's and churches from different provinces, who already work with teens. Over the past ten years, our focus has been predominantly on training individuals into facilitators. While we will continue to offer training to individuals and create opportunities for them to volunteer with the campaign we believe that partnership and collaboration with other like minded organizations and churches are key to achieving our goals as the Dignity Campaign. By joining forces with others who share our vision, we can leverage our collective resources, expertise, and networks and effectively upscale our programs and make a lasting impact.



GLOBAL REACH

Restoring dignity across the globe

Online training has become a crucial part of our organization as it enables us to train and equip people in communities across the globe. Even now that our in-person trainings have returned, we continue to keep online training as a key part of our training strategy.

Our global approach has resulted in Dignity and Dare training and life skills events being held in several French and English-speaking countries in Africa and beyond through partnerships with local organisations and churches.

In 2021, the campaign participated in an international Children at Risk course by Youth with a Mission. Following the course, the director of Grain of Wheat Central Asia approached the campaign with the request to translate the campaign's training and life skills materials from English into Russian and facilitate the training for a group of 45 women from different countries in Central Asia. This collaboration has since grown into a strategic partnership, with the potential to equip numerous women and men in Central Asia to host Dignity and Dare events for teenage boys and girls.

We thank God for opening doors we never imagined possible! A big well done to our global partners! You inspire us with your passion and commitment!

Photos: Dignity Events in Ivory Coast, Madagascar and Tajikistan



THE DIGNITY CIRCLE

The Dignity Circle is a committed and passionate group of people who give to create a circle of hope around teenagers. Their reward is seeing teens grow into confident and assertive young adults who respect themselves and others and contribute towards inclusive, thriving communities.



**YOUR GENEROUS DONATION
CAN ENRICH A LIFE,
RESTORE DIGNITY AND
SPARK HOPE!**

DONATE MONTHLY OR ONCE-OFF

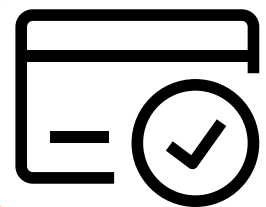


SNAPSCAN



GIVENGAIN

[www.givengain.com/c/
thedignitycampaign/](http://www.givengain.com/c/thedignitycampaign/)



EFT

Bank: Standard Bank
Account: The Dignity Campaign
Account Number: 10119454724
Account Type: Cheque
Branch: Blue Route
Branch Code: 025609
Branch Code Electronic: 051001
SWIFT address: SBZA ZA JJ



THANK YOU!

"We rise by lifting others"
– Robert Ingersoll

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

A special word of gratitude to our major sponsors in 2022 / 2023:

The Mergon Foundation - Rolf-Stephan Nausbaum Foundation - Portmore Charitable Trust - Rupert Educational Trust - Beautiful Gate Holland - All Natural Beauty Products - Beautiful Gate South Africa - Lift Up - Wings of Support - Connexity - Lake City Church - The Sourcing Lab - VD Galien Advies - Karen Grant - S. Farrell - T. Brouwer - A Cronje - CV Bennet







DIGNITY

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