

UTHANDO (LOVE) S.A MANIFESTO



B R I N G I N G S O U T H A F R I C A ' S B R I G H T E S T H O P E
I N T O F O C U S



SUMMARY

A Vision for
South Africa
and the
World



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by financing
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INTRODUCTION

Uthando (Love) South Africa is a globally recognised, award winning NGO supporting over 60 community projects through ethical tourism and philanthropy. The Heart of Cape Town is an initiative by Uthando and uses art, sport, music and sustainable design to turn public spaces into places of hope and opportunity.

Together, we are driving a movement to reimagine infrastructure in underserved communities, building with waste, purpose and heart.

Five sustainable building plans are in place across South Africa, constructed using tyres, glass and plastic bottles, clay, and other natural building materials. These include early childhood centres, safe houses, skills hubs and sports facilities that directly address unemployment, education, GBV, mental health, and food insecurity.

NEXT: a public park and precinct in the Cape Flats to be built entirely from recycled materials, home to the Goal50 ECD, Moeen Ali and JP Duminy Sports Centre, and large-scale art made from ocean waste. The Deputy Mayor has invited its development.

This manifesto is supported by our partners including Moeen Ali, JP Duminy, the Belafonte family, Clement Hardy, Adrienne Belafonte Biesemeyer and many others around the world.

ENDORSEMENTS



Anir Foundation/Anir Experience
1297 DarkHollow Road
Alderson, West Virginia USA
www.anirfoundation.org
+1 (304)646 2999

Uthandosa letter of support

As founders of the Anir Foundation, since 1997 we have traveled almost every year (minus the two Covid years) to southern Africa and specifically South Africa. In 2023, we were surprised and excited to discover Uthando. The universe has ways of placing things in your path at the time when they're supposed to appear. Uthando supports community action and networking projects, with James Fernie as Executive Director and his wonderful support team. These projects are remarkable in today's climate of anger and disruption. The Heart of Cape Town is a wonderful example of "What the World Needs Now is Love Sweet Love..." James and Uthando have managed to create something beautiful by pulling together underserved communities and international interest.

We at the Anir Foundation/Anir Experience (a USA not for profit www.anirfoundation.org) and Serengeti Goddess (a women's health and wellness organization www.seregetigoddess.org) are honored to participate and engage with Uthando endeavors to foster peace and understanding and help communities build healthy relationships and infrastructures.

Please feel free to contact us at the above contact information,

Adrienne Belafonte Biesemeyer, Executive Director, and Co-founder

Rachel Blue Biesemeyer, Co-founder, and Education Specialist



DAVID & MARJORIE
ROSENBERG
FAMILY FOUNDATION

David M. Rosenberg, President

January 14, 2025

To Whom It May Concern:

It is my distinct honor to write this letter in support and endorsement of The Heart of Cape Town Peace Center and The Heart of Cape Town Campaign! My family and I have known James Fernie since our visit to Cape Town in 2015. We toured with James and Uthando and were so inspired by his work that we returned again in 2018 for another visit. We were fascinated on both trips to hear of the unique and Inspiring history of South Africa. In addition, we were privileged to visit many community projects and meet many inspirational people who work to benefit the youth, aged and their various communities. We were always greeted with a smile and surrounded by love! What a gift and what a beautiful people!

By way of background, I am a lawyer and retired business executive. Upon my retirement, I have devoted my time to my philanthropic interests. Over the years, I have participated on the following Boards: Children's Hospital of Philadelphia Foundation Board of Advisors; Kelly Anne Dolan Foundation; Penn State University Brandywine; Special Olympics of Pennsylvania; and The Satell Institute. I was the Chairperson of: Champions of Caring and The Josephson Institute of Ethics. I currently am the President of The Rosenberg Family Foundation.

I am extremely excited to collaborate with James and Uthando in an attempt to bring the Heart of Cape Town Campaign to the United States. I reside outside of Philadelphia and would anticipate our collaboration would start in this area. There could not be a better time than NOW to spread kindness, peace, and love throughout the world! This is such a powerful and needed message and a vision we share with James.

I look forward to our future discussions and partnering opportunities.

Sincerely,

David M. Rosenberg
President

704 Haywood Drive • Exton, PA 19341

Phone: 610-458-4175 • Fax: 610-688-4334 • davidrosenberg331@gmail.com



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Alderman Eddie Andrews

Executive Deputy Mayor | Mayoral Committee Member | Spatial Planning and
Environment|

T: 021 400 2963 M: 082 377 1414
E: Eddie.Andrews@capetown.gov.za

4 November 2024

James Fernie
Uthando (LOVE) South Africa

By email: jamesfernie@uthandosa.org

Dear James,

I wanted to express my heartfelt gratitude for the opportunity to discuss the proposed *Heart of Cape Town* project. It's truly inspiring to envision what this initiative could bring to our vibrant city.

I understand that you'll be meeting with the Waterfront to explore potential locations for this exciting project. The City of Cape Town shares your enthusiasm and sees immense potential in installing a portal that not only faces the heart of our community but also frames the majestic Table Mountain as a backdrop. This connection to other international cities through a live stream presents a unique opportunity to showcase our rich cultural diversity, history, and the remarkable talent that our country has to offer.

Moreover, this project has the potential to generate much-needed income to support our community outreach programs, which always face sustainability challenges. We believe that together, we can make a meaningful impact.

The City of Cape Town is eager to partner with you in promoting and supporting this wonderful initiative.

Regards,

Ald Eddie Andrews

CIVIC CENTRE IZIKO LOJUNTU BURGERSENTRUM
12 HERTZOG BOULEVARD CAPE TOWN 8001 P.O. BOX 298 CAPE TOWN 8000
www.capetown.gov.za

Making progress possible. Together.

ENDORSEMENTS



Barbara G. Shaiman

Founder and President

To whom it may concern,

I am writing to you in support of and endorsement for the Heart of Cape Town and The Heart of Cape Town Peace Center. I am currently in discussions with James Fernie, the founder of the Center, regarding promoting the messages of kindness, compassion, peace and love and in bringing this shared vision to the United States. We live in a world fraught with war, tragedy violence and division. The Heart Campaign can act as a significant catalyst for that change.

By way of introduction, I founded Champions of Caring ("CoC") in 1995 because of my concern about the incidents of violence and bigotry that plagued the world. My parents and paternal grandmother survived the Holocaust. My mother was the sole survivor of a family of 65 and my father worked for Oskar Schindler. One of the goals of CoC was to teach about atrocities such as the Holocaust and other genocides and to inspire young people to become change-makers locally, nationally and globally.

Since 1995, over 10,000 high school students from the Greater Philadelphia Region have provided one million hours of service. Today, we are creating tools that invite people of all ages and backgrounds to be catalysts for change through sustained action. This intergenerational approach fosters collaboration, understanding, and respect.

In addition, we are creating a documentary, *The Coral Ring Legacy*, www.championsofcaring.org, which features Champions that participated in our program who are now in their 30's and 40's and continue to create local, national and global change. We have been supported by Steven Spielberg's Righteous Persons Foundation and NBC Universal.

We also partnered with Ma Afrika Tikkun an NGO in Cape Town, South Africa to empower youth in their organization to create social justice projects.

I am excited about our potential work with Uthando and bringing The Heart of Cape Town to the United States. Since we are located outside of Philadelphia, the City of Brotherly Love, the connection could not be more appropriate. Our vision would be to start by partnering with local Universities and other organizations and expand as appropriate. I encourage leaders in government and business to support the efforts of the Heart of Cape Town, Uthando and CoC in promoting joy, love, service and peace in the world.

Warmly,

Barb

Barbara G. Shaiman

P.O. Box 568, Bala Cynwyd, PA 19004
267.608.4654

Barbara@championsofcaring.org
www.championsofcaring.org

IGNITING CHANGE BY FINANCING SUSTAINABLE BUILDINGS

1. ULWAZI (KNOWLEDGE) ECD - DELFT

- Ulwazi Educare completed in 2022 is a flagship model of sustainable building.
- Built with 1,700 tyres, 6,000 eco bricks, 2,000 glass and plastic bottles and other natural building materials.
- A fully functional Early Childhood Development centre.
- Provides safe, quality education to +-120 children per year.
- Proof that waste can be turned into beauty, dignity and resources.



Ulwazi ECD in Delft

SERVING

+-120 children

Per Year

IGNITING CHANGE BY FINANCING SUSTAINABLE BUILDINGS

2. GOAL 50 ECD - HEIDEVELD

Phase 1 of the Goal50 ECD focused on laying the foundation, literally and figuratively, for what will become one of South Africa's most inspiring early childhood development centres. This phase included the core classroom structures, basic services, and secure fencing, enabling learning to begin in a safe and vibrant environment.

Phase 2

This phase involves the construction of a dining room, kitchen, and service building. It will enable the provision of nutritious meals to children, directly supporting their overall health and well-being. The construction is expected to take approximately 5 months if carried out independently and features a higher square meter footprint to accommodate these essential facilities



Phase 3

Phase 3 of the Goal50 project focuses on expanding the ECD centre to include dedicated space and resources for children with disabilities aged 3–6. In partnership with the Natural Building Collective and local stakeholders, the build continues to prioritise sustainability, community participation, and the use of recycled materials.

Goal 50 Phase 1 - Near completion

GOAL 50 (PHASE 2 BUDGET)

To complete the vision for the most inspiring, sustainable Early Childhood Development Centre in South Africa, we are raising R8 million for Phase 2 and Phase 3. We are grateful to already have R2 million secured, and now need to raise the remaining R6 million to bring this dream to life.

Phase 2 - Infrastructure Expansion (R4 million)

- Additional classrooms and learning spaces
- Ablution and hygiene facilities
- Nutrition station and kitchen
- Playground upgrade using recycled materials
- Storage and security enhancements

Phase 3 - Community Park & Final Touches (R4 million)

- Landscaping and pathways
- Installation of recycled paddle ball jungle gym and park furniture (Amazeballs)
- Outdoor art installations and mural (by Ras Silas Motse)
- Seating, lighting, and shade structures
- Community signage and storytelling features



How You Can Help?

Financial Contributions: Donations can be made through Uthando's official [DONORBOX](#) page.

Partnerships: Collaborate with us to expand the reach and impact of these projects.

Awareness: Share our vision and projects within your networks to garner more support.



Request the full proposal by emailing - roshana@uthandosa.org



3. MOYA WEKHAYA (SPIRIT OF HOME) PACKSHED AND AGRIHUB

Moya we Khaya (Spirit of Home) is a vibrant, organic community garden in Khayelitsha, Cape Town. Founded in 2014 by Mama Christina Kaba and a group of micro-farmers, it produces a rich variety of vegetables and herbs while creating jobs and bolstering food security in the wider Khayelitsha area.

Since 1982, Abalimi Bezekhaya (Farmers of home) (www.abalimi.org.za) has been connecting the dots between small-scale growers, training programmes, and local markets, linking grassroots producers like Moya we Khaya with the resources, mentorship and distribution networks they need to thrive.

To build on this success, we're moving forward with plans for an adjacent AgriHub and Pack Shed, backed by completed architectural designs. This facility will give micro-farmers the infrastructure they need to process, package, and distribute fresh produce more efficiently. By streamlining operations and opening new market channels, the AgriHub will strengthen the economic resilience of Khayelitsha's farming community and turn local agriculture into a powerful engine for positive change.

MOYA WEKHAYA BUDGET

To bring the Moya we Khaya AgriHub and Pack Shed to life and strengthen local food systems, we are raising R9 million. The architectural plans are already complete, now we need support to fund the build and empower Khayelitsha's micro-farmers at scale.

Total Project Cost: +-R15 million (Approximate Cost) – 1000SQM

(Pre-construction costs, professional fees, construction and expansion included)

- **Pre-Construction & Professional Fees**

Architectural design, engineering, quantity surveying, and municipal compliance

Estimated Cost: **R1.5 million**

- **Site Works & Ground Preparation**

Clearing, leveling, foundational support for sustainable building techniques

Estimated Cost: **R4 million**

- **Main Building Construction**

Pack shed structure, agri-processing hub, storage facilities, and basic services

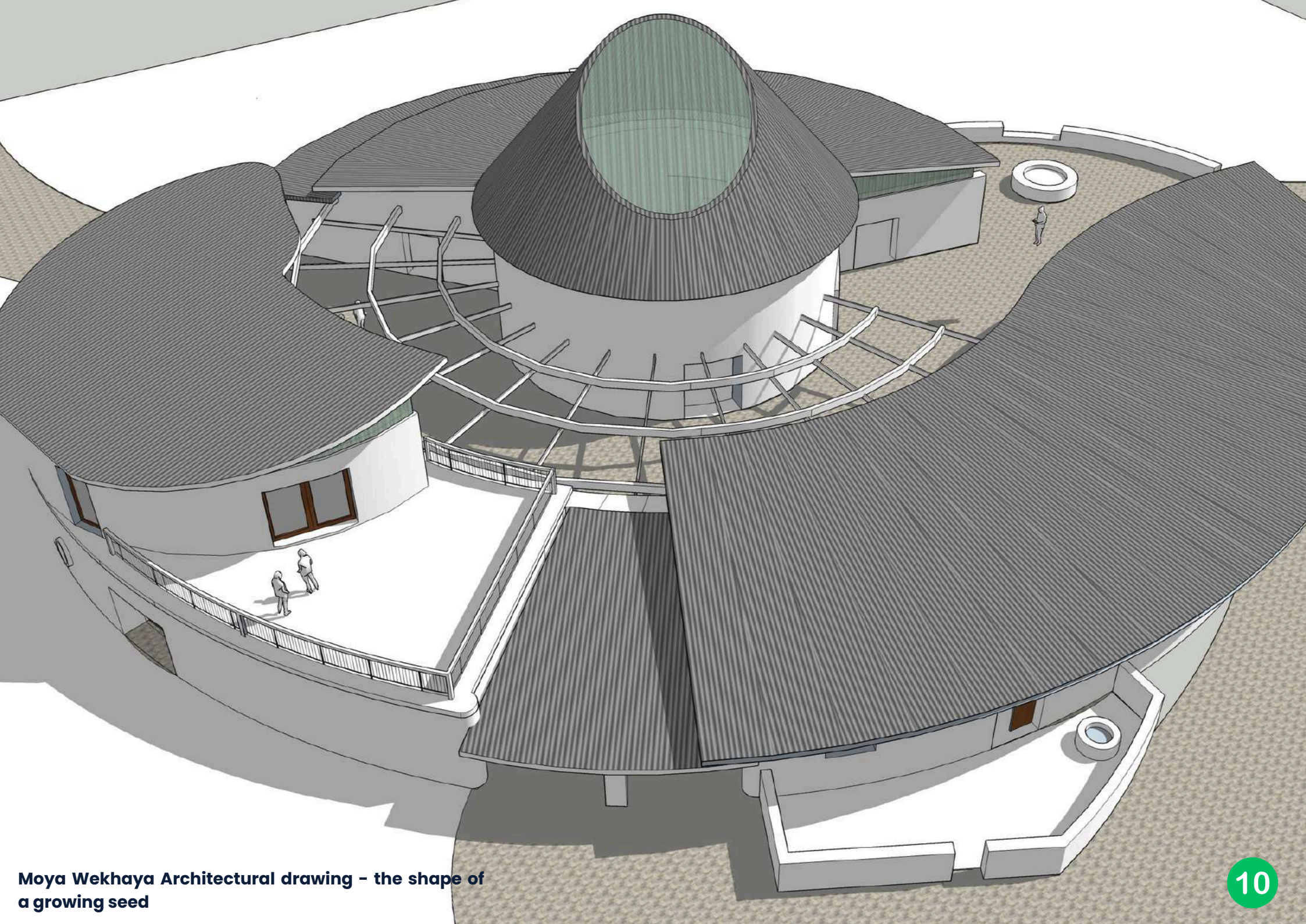
Estimated Cost: **R9 million**

- **Garden Expansion & Infrastructure**

Irrigation systems, fencing, shaded structures, and improved farm layout

Estimated Cost: **R500 000**

Request the full proposal by emailing - roshana@uthandosa.org



Moya Wekhaya Architectural drawing - the shape of a growing seed

4. THE CAPE FLATS MULTI-PURPOSE SPORTS ACADEMY

The Cape Flats Sports Academy (CFSA) is a local non-profit that's been operating since 2016. They work with young people in tough areas, using sport and mentorship to open up better paths in life.

Now We have teamed up with the Moeen Ali Cricket Academy (MACA) from the UK to launch a Cape Town sports Academy.

The goal? To give children from the Cape Flats real chances through sport, training, and cultural exchange.

JP Duminy has also joined the team, backing our vision of sport as a powerful tool for change.

A Multi-Purpose Sports Centre in the Cape Flats, designed by the Natural Building Collective and built using tyres, plastic and glass bottles, and other natural building materials.

This will be the first sports academy in the world built like this , and it will offer space for cricket, football, swimming, rugby, padel and tennis.

It's about more than just sport. It's about giving young people real opportunities, good role models and a safe space to grow.



Moeen Ali and JP Duminy Cape Flats Sports Centre

UTHANOO



Heart of Cape Town
new strength from within



Leslie Waterkyn , Cllr Francine Highman, James Fernie, Ald. Eddie Andrews, Ashraf Allie and Mikaeel Bham

CAPE FLATS MULTI-PURPOSE SPORTS CENTRE (BUDGET)

Backed by global cricket stars Moeen Ali and JP Duminy, this project is gaining powerful momentum. With international support and local commitment, the Cape Flats Sports Academy is on track to become a transformative hub for youth development, using sport as a springboard for opportunity, unity and hope.

PHASE	FOCUS AREAS	ESTIMATED BUDGET (ZAR)
Phase 1	• Fundraising launch • Land acquisition • Architectural & environmental planning	R5,000,000
Phase 2	• Core construction (steel structures, foundation) • Sports courts and indoor arena	R15,000,000
Phase 3	• Interior fit-out • Equipment & furnishings • Sustainability & youth training components	R15,000,000
TOTAL		R35,000,000

Request the full proposal by emailing - roshana@uthandosa.org



WELCOME TO

TJOMMIES LOVENAIRES

A Symphony of Joy, Culture and Unity
Presented by Uthando (Love) South
Africa





5. Lovenaire/Tjommies Choir

In 2025/26, we invite funders and fellow lovenaires to be part of a transformative cultural movement: **The Tjommies Lovenaires Minstrels and Cape Malay Choirs**. This year, Isibane se Afrika (the Light of Africa) will lead a historic collaboration alongside the Tjommies Minstrels joined by the wider Lovenaire community.

For the first time ever, Cape Town will witness a multicultural minstrel movement, a joyful, musical call to action for peace, unity, and shared humanity. The Heartsong Collective will add their voice to this unprecedented union, weaving soulful harmony into a carnival of colour, rhythm, and meaning.

- Cape Malay Choir Season (Stadium Performances with 50,000+ attendees)
- Cape Town Minstrel Carnival (Kaapse Klopse) kicking off January 2, 2026

These performances won't be ordinary. They will mark the birth of **"The Department of Joy"** A global movement of inclusion and hope, deeply rooted in the spirit of Cape Town.

HOW CAN YOU HELP?

CAPE MALAY CHOIR BUDGET - 2025/26

HELP US RAISE THE VOLUME ON JOY

Behind every powerful performance is a community of supporters who make it possible. Your contribution, whether it covers a pair of shoes, a rehearsal meal, or a musician's fee helps us keep young people inspired, off the streets, and part of something greater. By funding the Cape Malay Choir season, you're investing in dignity, discipline and the celebration of culture through song.

Line Item	Unit Cost (ZAR)	Quantity / Notes	Total (ZAR)
Food & Transport	R5,000/month	For 3 months	R15,000
Coaches	R30,000	Full season	R30,000
Artists (All Choir Roles)	R15,000	Once-off	R15,000
Suits / Attire	R1,000	60 members	R60,000
Shirts	R200	60 members	R12,000
Shoes	R350	60 members	R21,000
Stage Band	R20,000	Includes rehearsals and show	R20,000
New Year's Eve Band	R30,000	Full performance crew	R30,000
TOTAL			R203,000

Request the full proposal by emailing - roshana@uthandosa.org

HOW CAN YOU HELP?

MINSTREL'S BUDGET - 2025/26

Item	Details	Amount (ZAR)
Registration Fees	Official minstrel registration & competition entry	R20,000
Venue & Setup	Venue rental, stage, seating, sound & lighting equipment	R80,000
Catering	Food for rehearsals, competition days, and performances	R50,000
Transport (Practices + Events)	Local travel for members to/from rehearsals and events	R70,000
Buses (To Stadium Events)	Charter buses for event days, return trips for members	R60,000
Costumes & Accessories	Full outfits, custom items for lead drum majors, panamas, umbrellas	R150,000
Shoes	Full footwear for all members	R40,000
Instruments	Ghoema drums, banjos, brass, percussion replacements/repairs	R100,000
Musical Band (Rehearsal + Events)	Stage musicians incl. jingles, trumpet, bass drum, etc.	R150,000
Artists & Performers	Juvenile & adult sentimentals, coon/comic singers, choirs	R120,000
Drum Majors (Adult + Juvenile)	Training, uniforms, performance fees	R30,000
Face Paint & Theatrics	Costumes, creative makeup, body paint	R15,000
Coaches & Trainers	Choir coaches, performance instructors	R80,000
Marketing & Promotion	Posters, social media, video, photography, PR	R35,000
Administration, Project Management & Reporting	Staffing, coordination, donor reporting, monitoring tools	R100,000
Contingency	Emergency expenses (approx. 5%)	R50,000
TOTAL		R1,300,000

Request the full proposal by emailing - roshana@uthandosa.org

6. Building a park with purpose

A precinct plan

Heideveld | Cape Town

We've been given a rare opportunity by the City of Cape Town, the chance to design and build South Africa's first fully sustainable park made entirely from recycled materials. Located just outside the Goal50 ECD in Heideveld, this park will serve as a living, breathing example of what's possible when waste meets imagination.

A few Key Features

- 5-a-side soccer pitches made from recycled tyres and plastic bottles
- A creative playground built with repurposed padel balls with Amazeballs
- The Tree of Peace, Joy, Love & Happiness by Mama Yandi (Masi Creative Hub), created from ocean plastics
- Ocean Sole sculptures made from flip-flops collected along African coastlines
- Interactive sound garden: musical instruments from upcycled materials
- Solar Powered lighting and the Kind Heart bench (spreading awareness about mental health issues)
- Food and plant gardens using greywater and natural compost
- Eco-education signage in multiple languages
- Art that spreads love and awareness for people, planet and places by in-house artist Ras Silas Motse

Why Invest?

- To create South Africa's first sustainable park built entirely from waste
- Showcase innovation in recycling, art, and green urban design
- Empower youth through hands-on building, gardening and art-making
- Support job creation and local artists, artisans, and environmentalists
- Set a replicable model for cities across Africa and the world



Mama Yandi and the tree of happiness, love, Joy and Kindness (The tree was sponsored to Ulwazi ECD in Delft)



Ocean Sole (Kenya) creates sculptures from recycled flip flops



The Kind Heart Bench Project – spreading awareness around mental health issues and providing resources



5-a-side soccer pitches made from tyres



Garden Art by in-house artist Ras Silas Motse

7. Art as Sanctuary

Placemaking with Artist Ras Silas Motse

Uthando is committed to making our sustainable spaces functional, safe and visually inspiring. Our in-house artist, Ras Silas Motse, plays an important role in achieving this goal.

Ras Silas is a respected community artist known for his work in public art and community-driven design. He will lead the visual development of our sustainable buildings, from classrooms and kitchens to play areas and community hubs. His focus is to integrate local identity into each project, using art to make spaces welcoming and relatable to the people who use them every day.

Through careful placemaking and community involvement, Ras Silas's work supports our priority of creating safe spaces. His designs will help transform basic infrastructure into environments that children, families and community members feel proud of. By including murals and simple creative features, we add long-term value to our projects and help protect them from neglect or vandalism. His work is practical, it adds life, encourages community ownership and turns spaces into places where people feel safe, respected and connected.



One of the tennis tables painted by Ras Silas Motse



An artist who wears his heart on his sleeve



A mural of appreciation at the Philisa Abafazi Bethu Centre in Steenberg



Activist Lucinda Evans - Mural painted by Ras Silas Motse

8. Goal 50 - The Grand Opening

Heideveld | Cape Town

We're marking a major milestone with the official launch of Goal 50 Early Childhood Development Centre, our second sustainable preschool built from tyres, eco bricks, plastic and glass bottles and reclaimed materials. To celebrate, we're hosting a global event **"Turn Off the News, Turn Up the Music"** at the CTICC in partnership with the Belafonte Family. With plans to invite world-renowned artists like John Legend and Alicia Keys, this will be a celebration of hope, harmony, and the power of community led change on the Cape Flats.



Request the full proposal by emailing - roshana@uthandosa.org





UTHANDO
South Africa
PRESENTS



TURN DOWN THE NEWS
TURN UP THE MUSIC

ONE NIGHT, ONE STAGE, ONE HEARTBEAT
LET THE MUSIC MOVE US FORWARD - TOGETHER
#TURNUPTHEMUSIC #HEARTOFCAPETOWN #SPREADLOVE

FEATURING PERFORMANCES BY A RANGE OF
SINGERS, DANCE GROUPS AND MORE, INCLUDING

ISIBANE SE AFRIKA
CHOIR

TJOMMIES

ITHEMBA YOUTH
CHOIR

SATURDAY, SEPTEMBER 2026 | STARTS AT 6 PM

IN COLLABORATION WITH THE ANIR FOUNDATION





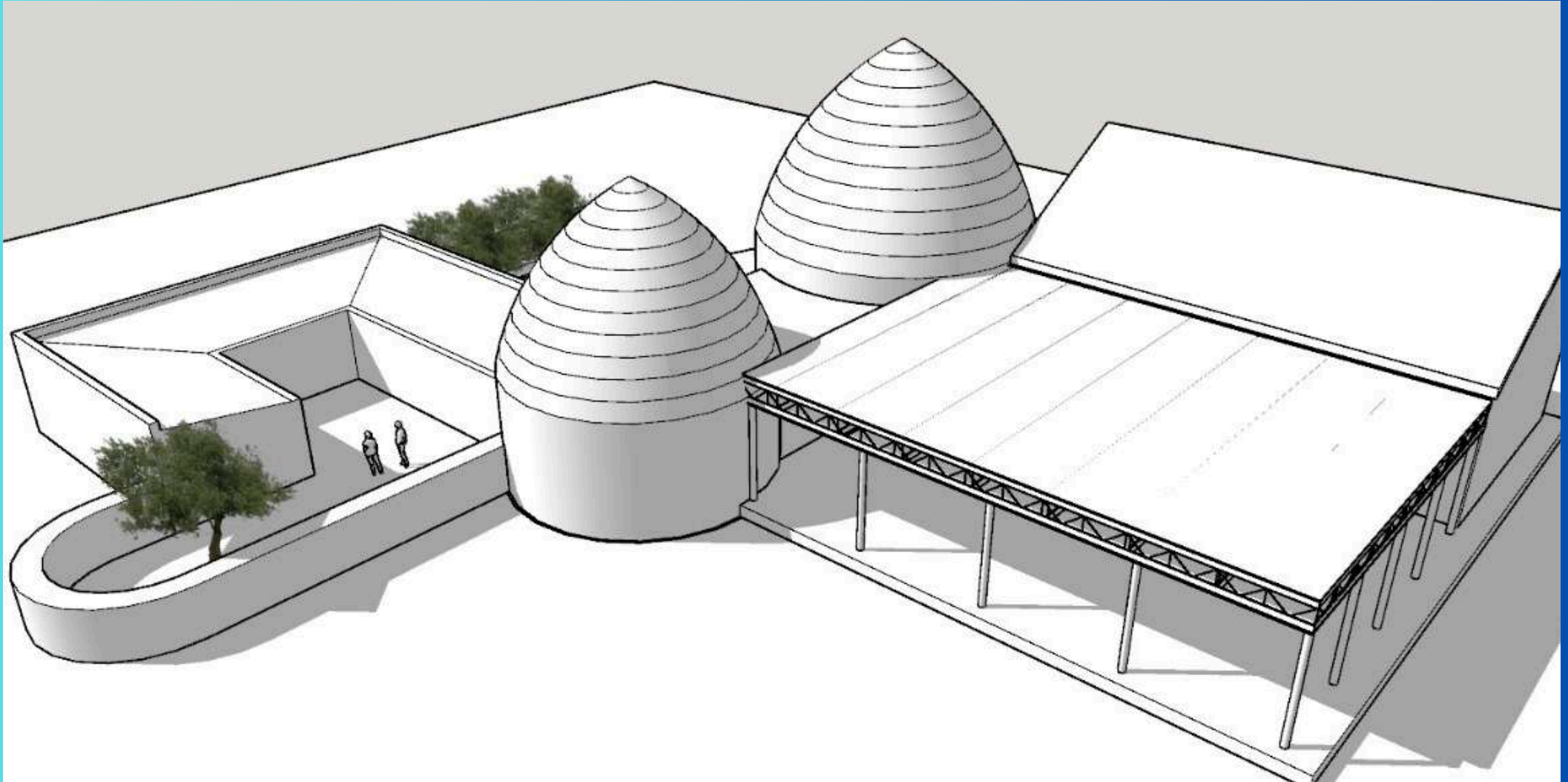

FOR MORE INFO, CONTACT: ROSHANA@UTHANDOSA.ORG
WWW.UTHANDOSA.ORG
WWW.THEHEARTOFCAPETOWN.ORG

9. Safe House - The Northern Cape

Through our “Sewing for Sustainability” work in the Northern Cape, we have seen the urgent need for a safe house, rehabilitation centre and skills centre. Many women face violence, poverty and substance abuse with little to no support.

The sewing programme has given them skills and hope, but safe accommodation and addiction support are critical next steps.

We have started discussions with local partners and stakeholders to build a secure, community-run space for healing, skills training and real pathways to work. Our goal is to create this centre sustainably, built out of tyres, plastic and glass bottles and using local labour and recycled materials to help turn waste into possibility.



Concept Drawing: Northern Cape Skills Centre | Safehouse | GBV & Rehab Centre

A visionary safe haven for abused women and children, combining skills training with drug and alcohol rehabilitation.



PODCAST

10. The Heart of Cape Town Voices of the Cape Podcast

Launching in 2025, **Uthando: Voices of the Cape** is a bold new storytelling platform produced by Uthando and The Heart of Cape Town in collaboration with Bradley Bailey, the founder of the Kind Heart Bench Project, the podcast will feature heartfelt interviews with changemakers, artists, donors, and grassroots leaders shaping South Africa's future. This will not just be a podcast, it's a bridge between the local and global, capturing raw stories of communities whose voices are often not heard.

With powerful sound design, bilingual storytelling, and guest voices from around the world, it will spotlight how small acts of love ripple outward to create impact. Episodes will be shared across global platforms and embedded into all Uthando excursions, donor communications, and youth programming.

Uthando

VOICES OF THE CAPE



11. A GLOBAL DOCUMENTARY

As part of Uthando's broader vision to share stories of compassion, resilience, and collaboration, filmmaker **Adnaan Stemmet** and his team will produce a global documentary that follows the real people making bold changes in their communities. From Cape Town's most challenged communities to allies and changemakers around the world, this documentary will capture the heartbeat of a global network working together to build sustainable projects, promote joy through music, and invest in community development.

This documentary is not just about what we do, it's about who we are, together.



Image: Isibane se Afrika performing at We Are Africa this year

WHY A DOCUMENTARY?

A film of this scale helps connect hearts and minds across continents. It turns invisible labour into visible legacy. Through deeply personal stories and powerful visuals, the documentary will share how real change happens; brick by brick, voice by voice and heart by heart. It becomes a tool to educate, inspire, and drive home the message that everyone, everywhere, can be a part of building a better world.

HOW DOES THIS PROMOTE POSITIVE COMMUNITY ENGAGEMENT

This isn't just a film to watch, it's a film to act on. By highlighting youth leaders, artists, educators, and community builders, the documentary becomes a platform for conversations that matter. Screenings at schools, festivals, and cultural events will create ripple effects, drawing in new collaborators, volunteers, and funding opportunities that strengthen the work on the ground. It's a way to lift local stories onto a global stage, rooted in dignity and possibility.

Request the full proposal by emailing - roshana@uthandosa.org

HOW CAN YOU HELP MAKE THIS DREAM A REALITY?

- **Fund it:** Support the production through grants, donations, or in-kind partnerships.
- **Share it:** Help spread the message by committing to screen the film in your school, community, workplace, or media platform.
- **Join us:** If you're a creative, educator, funder, or connector, lend your skills to the process. Every voice adds strength.
- **Believe in it:** Every great story starts with belief. Back this documentary, and help bring this vision to the world.



Request the full proposal by emailing - roshana@uthandosa.org



12. THE DEPARTMENT OF JOY

The Department of Joy is a creative movement initiated by Uthando South Africa that brings public celebrations of love, music, and unity into communities affected by violence, poverty, and limited opportunity. Over the past two years, we've hosted four major LOVE events in **Hanover Park, Lavender Hill, Steenberg** and the **Northern Cape**. These events create safe, joyful spaces where community members of all ages can come together through performance, music, and celebration.

The goal is simple: to replace fear with hope, silence with song, and division with connection. The Department of Joy is about reclaiming joy as a human right and using it as a powerful tool to heal and unite communities.



CLEMENT HARDY FROM GOOGLE'S REVIEW OF UTHANDO

As you've seen throughout this document, Uthando is more than a nonprofit, it is a living, growing ecosystem of love, purpose, and people. Every project, every performance, every partnership is rooted in the belief that community-led change is not only possible, but essential.

In closing, we share these reflections from Clement, whose words capture the heart of what we do and why it matters.





Heart of Cape Town
Live Through Your Heart

MY 3 WEEKS WITH UTHANDO, APRIL 2025

Client Testimonial:
Clément Hardy



Date: 17/04/2025

‘Clément Hardy’

Although I believed in Uthando's mission while supporting them from overseas, nothing prepared me for the powerful impact of witnessing their work firsthand during my recent three weeks.

There's an undeniable energy and a palpable sense of hope within these projects that simply cannot be conveyed through videos and pictures.. Being on the ground allowed me to truly feel the difference Uthando is making in the lives of individuals and communities.

It also allowed me to witness the unwavering dedication of the local activities from the 20+ projects I visited and it solidified my commitment to their cause.

A big big thank you to James, Mikael, Xolani and Roshana for their incredible welcome !

Disclaimer: Uthando South Africa & Clément Hardy received permission to include the seen children in this content



About Uthando SA

Who We Are

Uthando (Love) South Africa is a multi-award-winning, fair-trade in tourism certified non-profit organisation linking tourism with support for community development projects.

What We Do

We provide financial and promotional support to around 65 community upliftment projects based in Cape Town, South Africa, spanning sectors such as: food -security, education, skills development, arts & culture, health & safety, animal welfare, and seniors.

We utilise tourism, i.e. respectful and immersive community excursions, as an income generator for our supply chain of support towards over 60 community development projects in South Africa.

Why We Do It

To put it simply. Tourism is our tool, but sustainable community upliftment is our goal.

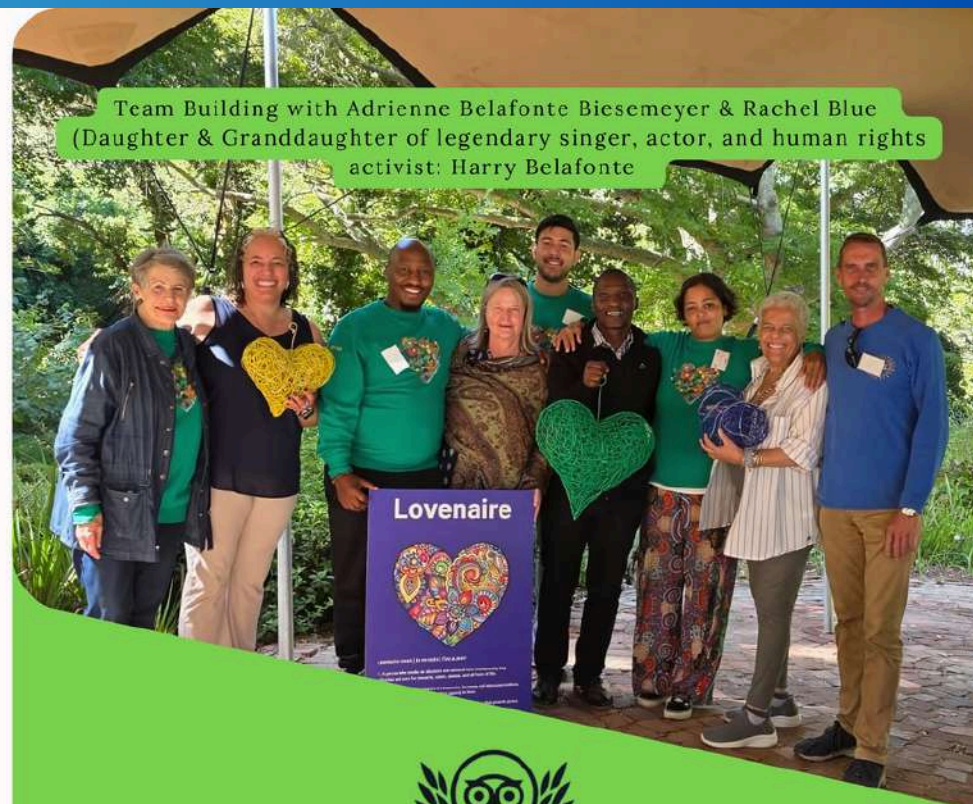
How We Do It

Our respectful and immersive community excursions within Cape Town, are guided by expert storytellers, taking you on a visual journey through South Africa's deep history, learning about the actions that led to the poverty surrounding us today, whilst learning about how the project sites visited are uplifting the surrounding communities, changing the narrative around the level of socio-economic stability within these regions, whilst keeping in mind that there is a lot more work to be done in these areas.

Where We Do It

Your safety is always our number 1 priority. Uthando SA will never take clients into areas that we consider unsafe. Our excursions are dynamic in the sense that the sites visited change from excursion to excursion, however the sites visited are selected and agreed upon before-hand with our clients.

Generally speaking, the areas we visit fall within Cape Town's most impoverished region known as the Cape Flats. This includes: Khayelitsha, Gugulethu, Delft, Heideveld, Mitchells Plain, and Hanover Park. The Cape Flats region experiences the largest lack of resources within the City of Cape Town, which is why we supply our resources here through supporting community upliftment projects.



Tripadvisor
Travellers' Choice Awards
Winner 2024

Uthando (Love) South Africa



Reviews from millions of Tripadvisor travellers
place this winner in the top 10% worldwide.



About Clément

"I'm Clement Hardy, French by passport but left my home country 18 years ago.

My journey has taken me to some pretty cool places!

Before my twelve-year Google adventure (which spanned Poland, USA, Ireland, and now Dubai for the last six years), I studied in Korea, Austria and I also snagged a few work experiences abroad. These days, as an Agency Partner in Dubai, I work with the biggest media agencies across the Middle East.

When I'm not behind a screen (at work or also because I'm a big movie enthusiast), you'd usually find me on a sports pitch. Football (soccer) was my jam for ages, but my body decided it was time for a less contact-heavy hobby. I've been hooked on padel for the last few years. Dubai's become a bit of a padel hotspot lately, so I'm definitely in the right place to fuel my new obsession.

I've also got a major soft spot for South Africa. I've been lucky enough to visit many times, sometimes solo, sometimes with friends. I even had a bit of an unexpected extended stay here during the whole Omicron craziness – While I was "stuck" (in the best way possible), I got to do a tour with Uthando, which was an incredible experience."

Clem

Projects Visited By Clem

Food-Security & Agriculture:

- The Alcardo Andrews Foundation
- Harvest of Hope Community Packshed
- Moya we Khaya “Spirit of Home” Community Garden
- Feed The Khaltsha Urban Micro Farm
- Siyazama “We Are Trying” Community Allotment Garden Association (SCAGA)
- Schools Environmental Education and Development (SEED)

Education:

- Goal 50 ECD Centre
- Ulwazi “Knowledge” Educare Centre
- Zizamele “Just Do It” Educare Centre
- Masibulele “Gratitude” Educare Centre
- Siyazingisa “We Persist” Primary School

Arts & Culture:

- IMAD (The Institute for Music, Indigenous Arts & Development)
- Zama Dance School
- Kronendal Music Academy

Skills Development:

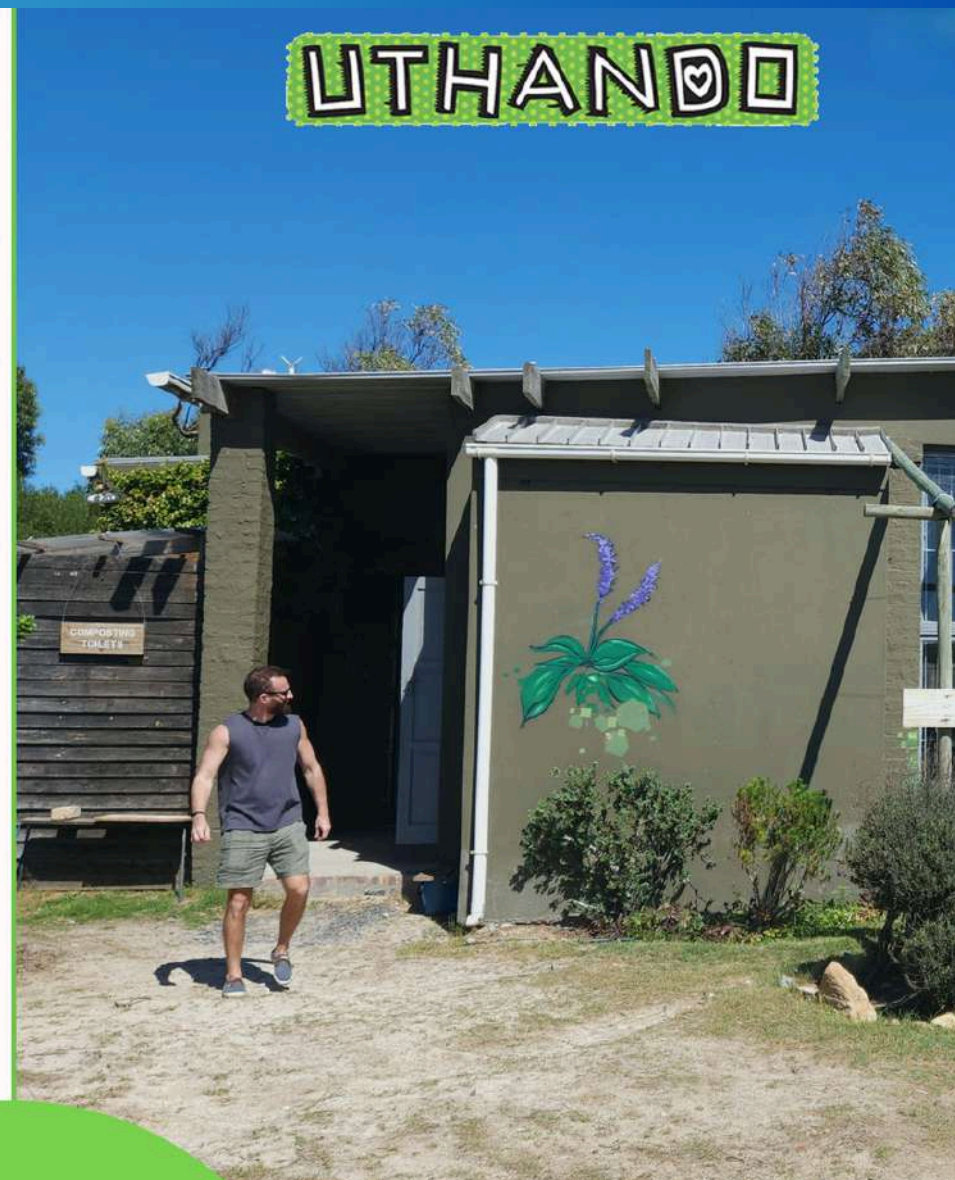
- Amy Foundation Trust South Africa
- Youth Impact Sustainable Solutions (YISS)

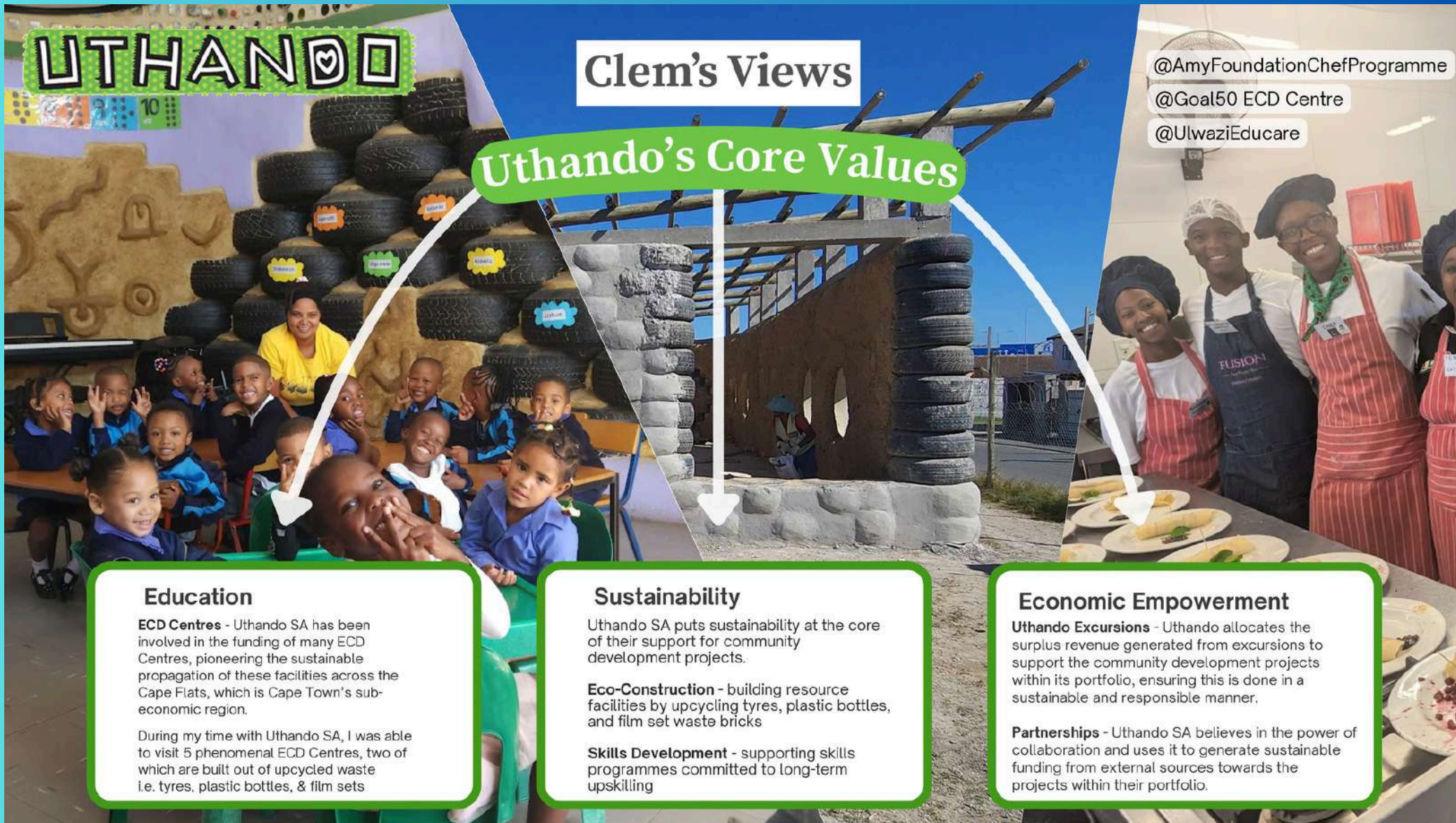
Health & Safety:

- Philisa Abafazi Bethu “Heal our Women” Centre

Sports:

- 5-a-side soccer pitch project







Call To Action

"My experience with Uthando was a powerful reminder of the human spirit's resilience and determination.

The positive initiatives and the passionate drive of individuals dedicated to education, sustainability, and providing vital support for abuse survivors were not just impactful, but profoundly hopeful.

A compelling illustration of this innovative spirit is the Ulwazi Educare project, which tackles sustainability by ingeniously using discarded tyres and plastic waste to create a much-needed and beautifully designed school, providing local jobs (construction workers) for local communities and ultimately offering education to their children.

Scaling these kinds of initiatives should be a no-brainer, not only across South Africa but as a model for other countries to replicate.

Uthando South Africa plays a massive role in supporting community development and upliftment, but they cannot perform this role without your support.

Become a Social Changemaker today! Visit: www.uthandosa.org/donate/



Clem

Make the Dream Real

HOW YOU CAN HELP?

SPONSOR A SCHOOL BUILT FROM WASTE

Bring beauty and safety to spaces that need them the most.

BOOK THE CHOIRS, BACK THE TJOMMIES LOVENAIRE CHOIR

Invest in joy; not just for entertainment, but for community and development

FUND A PARK WITH PURPOSE

WHERE EVERY ARTWORK TELLS A STORY AND EVERY CORNER TEACHES LOVE

SUPPORT THE PODCAST & DOCUMENTARY

Amplify the voices of the Cape and take these powerful stories global.

HOST A LOVE EVENT

Partner with us to bring the Department of Joy to your city.

BE A LOVENAIRE

Join a growing movement of people who choose love over fear, creation over destruction, and connection over silence.

Contact us to get involved:

info@uthandosa.org

www.uthandosa.org



South Africa

UTHANDO (LOVE) SOUTH AFRICA

Uthando Social Development Projects, South Africa

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Facebook : Uthando (Love) South Africa group or Uthando South Africa page

Instagram : uthandosa

www.uthandosa.org

Award Winning NPO:

2024 Traveler's Choice Award - TripAdvisor

2023 WTM World Responsible Tourism Awards - Making Meaningful Connections

2022 Traveler's Choice Award - TripAdvisor

2020 WTM World Responsible Tourism Awards. Highly Commended

2020 Travelers' Choice Award – TripAdvisor

2020 Winner : Africa Responsible Tourism Awards, Category : Benefitting Local People

2019 Certificate of Excellence – TripAdvisor

2018 Award Winner – Cape Town Tourism Future Forward Thinking for Community Benefit

2018 Certificate of Excellence – TripAdvisor

2017 An Ashley Award – Recognizes, celebrates, creates & guides people to perform deeds to help Communities

2017 Certificate of Excellence – TripAdvisor

2017 We Are Africa Innovation Awards – Joint Winner in category Engage Africa

2017 African Responsible Tourism Awards - Winner Best Tour Operator for Impact in Urban Areas

2016 National Winner, Lilizela Tourism Awards, Best Cultural Tour Guide

2016 Western Cape Winner, Lilizela Tourism Awards, Best Cultural Tour Guide



Heart of Cape Town
Live Through Your Heart