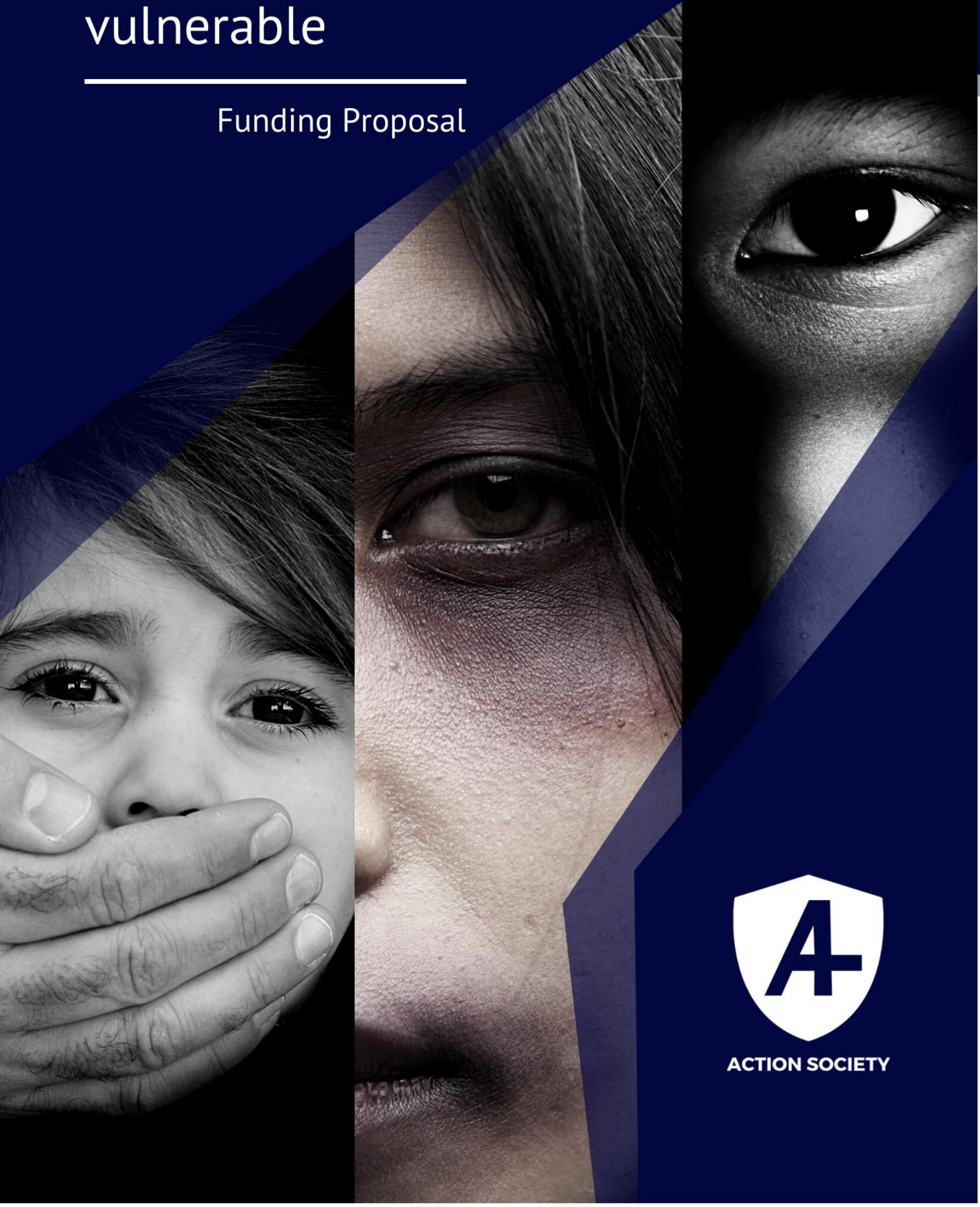


Fighting for the most vulnerable

Funding Proposal



ACTION SOCIETY

Who are we?

Action Society established in 2019 is a civil rights organisation driven by the purpose to provide a voice to the voiceless. In a noticeably broken society, our team has come together to form a collaborative arm within our communities to fight for justice, mobilise change and support the vulnerable that are in need.



What do we seek?

For too long now perpetrators have committed acts of atrocity without feeling the consequences of their actions. Strict and swift punishment for the guilty not only addresses the isolated act, but it also deters others from committing the same crimes. In other countries, where harsher laws have been applied, this legislative practice has shown tremendous success in reducing the number of repeat offenders roaming the streets.

Over and above driving legislative change, we protect the vulnerable. Action Society is in the planning phase of a national roll out of our "Action Centres" that will assist victims on their path to justice and healing in South Africa. These centres will be equipped to serve as a support hub for any victims of abuse and gender-based violence (GBV). The centres will function confidentially and will operate within a network of qualified social workers, private investigators, psychologists, legal practitioners and trauma counsellors.

Our mission therefor is to take back the safety in our country for the salvation of our children and women for generations to come. The horrific statistics of rape, murder, child abuse and gender-based violence that takes place daily has been ever increasing. The time to drive a collaborative effort to make a dramatic change is now; we cannot afford to wait.

Another distressing fact raised by the integrity and accuracy of the published statistics enlightens that not all cases are reported. Through our Action Centres we aim to facilitate and enable the functionality to record this data on a micro and macro scale to ensure more accurate results. This data will become a vital asset to monitor and implement safer policies within the various communities.

Mission

Driven by the purpose to provide a voice to the voiceless and hope for the most vulnerable:

We fight for justice.

We mobilise change.

We give hope.

Goals

- Drive campaigns to break the silence and create awareness.
- Being part of the solution by identifying problems and implementing practical solutions.
- Acquire government to acknowledge their shortcomings and pressure them to allocate funds to private institutions that can do the job.
- Set up Action Centre's where victims have access to experts who can assist with trauma, the gathering of evidence to build a strong court case and ultimately ensure that justice prevails.
- Drive research projects which outcomes directly will make an actual difference in protecting defenceless people in our society.
- Compile meaningful documentaries to educate and inform the public, whilst portraying a message of hope.
- Become a driving force for the set-up of special sexual offenses courts to protect vulnerable witnesses, to fast-track convictions and immediately remove bad actors from our communities.



Method and strategy

Action Society has a four pillar approach to fight for the most vulnerable. We mobilise public opinion through campaigns and pressure institutions to change the legislative environment. Furthermore we run awareness campaigns contributing to the battle of ideas and provide fresh solutions to empower communities in addressing their own social issues.

- **Public pressure**

Campaign Example: Make the National Register of Sexual Offences (NRSO) public.

- **Battle of ideas**

Campaign Example: Alternatives to baby abandonment.

- **De Jure**

Campaign Example: Public participation on GBV amendment bill.

- **De Facto**

Campaign Example: Roll out of “Action Centres”

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ACTION SOCIETY





Active Projects

1. DNA Backlog

OUTCOME: Create awareness of the problem and assist government in opening self-management testing labs to fast-track findings and the verification of DNA evidence.

The gathering of evidence within the first 48-hours after a sex crime was committed is of utmost importance. The National Forensic Science Laboratories (NFLS) has ground to a near halt where over 125,000 cases — of which 92% are sexual assaults kits — have not been processed. Taking into consideration that 53,293 sexual offense cases were reported in 2019/2020 with a shocking low successful conviction rate of 7.8%, there is absolutely no time to postpone action. Sexual predators are roaming our streets without a conscience.

The justice process cannot be halted due to challenges like shortage of rape kits at police stations and a malfunctioning forensic department. As a pressure group Action Society is attempting to persuade government to assist communities to run self-management testing labs and use private detectives to fast-track findings and verify DNA information.

Action Society's concerns preceded a report on the state of the NFSL tabled at a parliamentary portfolio committee meeting in November 2020. Police Minister Bheki Cele failed to answer the difficult questions regarding this issue.

After the parliamentary meeting Action Society followed up on his statement in parliament to stop overreacting on the DNA backlog. In writing we requested him to share his immediate plan of action to solve the disturbing problem.

It is unacceptable that no contracts for DNA rape kits were in place for 2017 and 2018 because bidders had not met the requirements. The tender worth R500m granted to Acino Forensic in August 2019 to restore this shortage has not delivered either.

2. Gender-Based Violence (GBV) Bill Amendments

OUTCOME: Ensure that the names of all sexual offenders are on the National Register of Sex Offenders (NRSO). Request SA's government make this list public.

Action Society and Dear South Africa (DearSA) joined forces to encourage participation in the amendment process of legislation regarding GBV. Under the current South African law government grants the public an opportunity to provide influencing comment on all policy and legislative amendments before implementation.

To facilitate the participation process DearSA ran the campaign, formulated by Action Society, through their platform.

South African citizens had until 9 October 2020 to submit their comments regarding these life-changing proposals via the online platform. This was an important opportunity where individuals could make a difference in the history of South Africa.

Amendments to the bills constituted to extend the ambit of the offence of incest, introduced a new offence of sexual intimidation, regulated the inclusion of particulars of persons in the National Register for Sex Offenders and further regulate the reporting duty of persons who are aware that sexual offences have been committed against children and mentally disabled persons. It also promised to tighten bail conditions and plead for harsher sentencing.

At this stage the amendments should be approved by parliament early 2021.

3. Give a child hope

OUTCOME: Create awareness of SA's abandoned baby problem and the stereotyping of adoption. To offer solutions and save little lives before it is too late.

Annually more than 3,500 babies are found in sewer pipes, garbage bins, isolated fields and even buried in shallow graves because their desperate mother believe they have no future. The South African Medical Research Council (SAMNR) goes as far to claim that twice as many abandoned babies die than are found.

In light of World Adoption Day in November, Action Society rolled out a campaign to create awareness of the problem and stereotyping to offer solutions. A great start is to remodel the stigma regarding abandoned children.

Apart from it being a criminal offense, it is unjust and unacceptable to abandon a vulnerable baby— left to their own fate. Mothers, no matter how desperate they are, need to take responsibility for their actions whilst receiving the support that they require.

According to studies poverty, rape, abuse and lack of documentation seem to be some of the main reasons a mother will abandon her child. Instead of judging these women, we can embrace expecting ladies in our communities and inform them about alternatives when they realise they are not capable of raising a child. These potential mothers need support and guidance.

As an awareness campaign, Action Society wants to help promote the option of people and institutions that are willing to help change a baby's life-story. Our communities are networked with existing care centres that specialise in helping woman with planned or unexpected pregnancies. Our purpose is to inform and direct expecting mothers to these institutions so that they can utilise the knowledge to stay safe and healthy, and offer their baby a future.



Developing Projects

1. Action Centres

OUTCOME: Structure one-stop centres where victims have access to experts who can assist with trauma, the gathering of evidence to build a strong court case and ultimately ensure that justice prevails.

It is apparent that most spheres of our government, especially in the executive branches, are struggling to fulfil their constitutional responsibilities. Maladministration, corruption and preferential procurement provisions are some of the factors directly accountable for the rape and murder of our fellow South Africans. When a justice system fails its people, it means defenders can walk free and repeat their crimes.

DNA profiling specifically plays an important role in criminal cases where victims are cognitively impaired or under the age of seven. Due to their inability to testify the prosecution in many cases solely rely on DNA evidence.

As mentioned, Action Society is in the planning phase of a national roll out of "Action Centres". These centres will be equipped to serve as a support station for any victims of abuse and gender-based violence. The centres will function confidentially but will operate within a network of qualified social workers, private investigators, psychologists, legal practitioners and trauma counsellors.

These Action Centres will embrace and assist traumatised victims and directly address the low conviction rate of 7,8%. This low conviction rate falls badly on the ears of the devastated mother standing at a police station with her traumatized child who has been raped. Not to mention the abused girl who is not even reporting it because she is not willing to expose herself to the disjointed process where the sex offender's rights, too often, outweigh hers. We need to open channels so that any victim who has either been abused or raped could step forward with confidence that their situation will change and the wrongdoer be punished.

Our ultimate goal is to be able to assist with trauma counselling and legal advice. We would like to extend this by having our own professional resources available to conduct DNA rape tests whenever a rape victim contacts one of our centres. We will have our own private detective who will gather all the relevant evidence to build a rock-solid police docket. This will ensure that the sexual predator is removed from society and justice prevails.

Our aim is to make the process more bearable for these victims and to give them hope that their pain and trauma will not go unpunished.

2. The Broken Family

OUTCOME: *Informative documentary to help reshape the priority given to parental obligations in our community.*

In South Africa only 25% of our children grow up within a “natural” family which include the presence of both biological parents. The question raised is: what is the impact of the disintegration of the traditional household in South Africa?

Research is proof that we need to heal our families in order to heal our country and address violent crimes.

- Children in two-parent families are less than half more likely to suffer from physical abuse, neglect, emotional or behavioural problems than children raised in single-parent homes.
- 70% of juveniles in state reform institutions and 60% of America's rapists grew up without fathers in their homes.
- Nearly two-thirds of adolescent murderers are from fatherless homes.
- Children raised by both parents are a third less likely to use illegal drugs, tobacco or alcohol than children in single-parent homes.

Action Society seek to develop a video documentary called ***The Broken Family***. There are too many men and women who do not rise to their responsibilities as parents. As the saying goes: "Any man can be a father... it takes a real man to be a dad".

The presence of a father is critical to a child's health, safety and upbringing. If children are to have productive lives and play positive roles in society, fathers need to take up a more active role in raising their children. Violent crimes, drug abuse, teen pregnancy and suicide are often associated with a upbringing without an involved father.

Action Society will run several awareness campaigns to communicate the impact of *The Broken Family* and help reshape the priority given to parental obligations in our community. Each potential broken family that can be saved in time can prevent present and future neglect, abuse and other criminal offences.

3. Research and Development Projects

OUTCOME: *Drive research projects with outcomes that will directly make a difference in protecting and aiding defenceless parties in our society.*

In the coming future Action Society wants to focus specifically on developing research reports that will assist us in identifying shortcomings in the executive, legislative and judicial authorities. We want to address this and remedy or amend processes and legislation to minimise the impact maladministration and ineffective institutions has on SA's vulnerable citizens.

Action Society will utilise key partners to assist with the research of legislation, government policies and the day-to-day running of state institutions.

The outcome of the research and development projects will:

- Enable us to develop constructive and implementable solutions which will impact lives;
- Benefit the expansion and improvement of our Action Centres;
- Offer valuable input to partake in parliamentary discussions on specific topics to ensure that the voice of the voiceless are heard; and
- Ultimately lead to law reform.

4. Sexual Offences Courts

OUTCOME: *Be a driving force for the set-up of special sexual offenses courts to protect vulnerable witnesses, fast-track convictions and immediately remove bad actors from our communities.*

The whole process of reporting a sex crime in SA is demotivating: starting with the shortage of DNA kits and ending with unjust convictions. Especially young children cannot withstand the victimisation of a dragging court case where the offender gets the sympathy.

Action Society's mission is to change this. Legislation must be updated and changed to protect the rights of the victims. Victims of sexual crimes want to clean their bodies and process the traumatic event as soon as possible. They cannot be advised to go home or come another day. Important DNA evidence is being lost due to incompetent police officers who often are not trained to work with trauma victims.

Action Society suggests that court procedures related to the prosecution of people accused of sexual offenses should be dealt with separately from the current over-burdened court rolls. These special sexual offenses courts will fast-track hearings and have an immense impact on the current conviction rate of 7,8%.

When the administration processes regarding sexual offenses are run privately, taking our suggested Action Centre's as an example, the process will be more streamlined, accountable and effective.

Before submitting our final plan, Action Society will however do proper research to determine the shortfalls of the current sexual offence's courts. We cannot afford to incorporate extended legislative links that are not equipped to handle sensitive cases.

The state instituted a specialised land claims courts which exclusively dealt with these matters. We will seek government to do the same for the egregious sexual crimes committed against the most vulnerable people in our communities: women and children.



Meet the Team

Tiaan Esterhuizen

A highly-skilled Business Developer with 13 years' civil rights experience. Tiaan obtained his Executive MBA at Gibs in 2018.

Daleen De Jager Gouws

A communication professional with 13 years' experience in the field. Daleen completed her BA Communication degree and a BA Honours degree specialising in Corporate Communication.

Johan Weber

Seasoned business leader and creative problem-solver with over 16 years' experience in business development and entrepreneurship. He has also completed his Executive MBA at one of the top Business Schools in the world and achieved Cum Laude status for his thesis on Sustainable Business Models.

Juanita Du Preez

A former journalist who now operates as a media specialist. She studied BTech Journalism and has 21 years' experience.

Arina Stoker Esterhuizen

An “Impact Collaborator” and business owner. She focuses her energy on collaborating with passionate people to accelerate initiatives that truly make an impact. Arina, who has 10 years’ experience in the NPO space, amongst other degrees in business and communication obtained a PGDip in Business from UCT.

Charles Castle

A law graduate with a LLB and PGDip in Labour Law. Charles is an admitted attorney who is passionate about constitutional and labour law. He is a self-starter, implementer and business developer with a keen focus on identifying gaps in business processes and implementing solutions to ensure productivity within the greater organisation. Charles is currently enrolled for a PGDip and MBA at the University of Pretoria (GIBS).

Heleen van As

A freelance journalists and content creator with 15 years’ practical experience. Heleen completed her BA Communications degree and a BA Honours degree in Journalism and Corporate Communication at the North-West University.

Nadine Esterhuysen

Nadine is a passionate team player whose key focus is administration and day-to-day operations.

Partnerships

Edge Communications

Edge Communications is unique in providing comprehensive, multi-medium communication and marketing services to non-profit organisations. Edge communications services Action Society’s communication, public relations and marketing needs.

ImpactNow

ImpactNOW is one of the leading NGO local call centres in South Africa. They assist by following up on telephone leads generated through our marketing efforts. This leads contributes to our small donations.

Lanseria Consult

Lanseria Consult is a fully-fledged business development agency. They assist Action Society in formulating, planning and executing new projects. They for example assisted in developing a business model for the Action Centres.

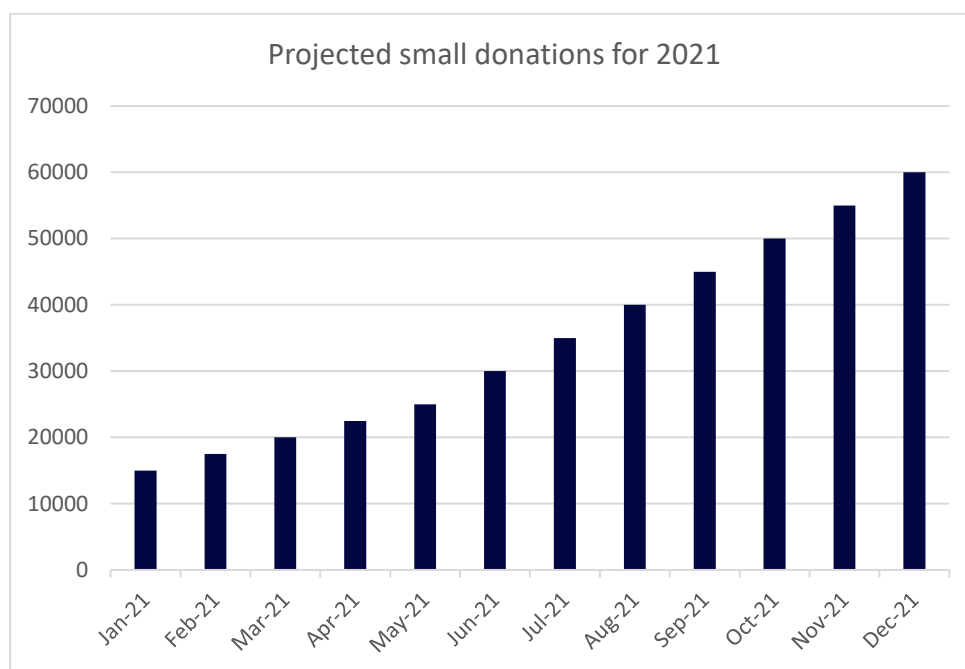
DearSA

Dearsouthafrica.co.za is a legally recognised and constitutionally protected non-profit platform which enables the public to co-shape all government policies, amendments and proposals. They drive many successful campaigns and have amassed a considerably large active participant network of over 750,000 individuals across the world.



Projected small donations for 2021

Action Society adopted a monthly “small donations” strategy. This additional source of income allows us to diversify our income portfolio. Please see our small donor projected income for 2021 below:



Action Society will also be using email campaigns to source smaller fundraising projects. Through our ‘opt in’ databases regarding specific projects we can inform and invite subscribers to get involved.

Projected income and expenses for 2021

Projected income (small donations)	R373 500
Marketing & small donor recruitment	R107 500
Gross income	R266 000
Expenses	
Consultants: Communication & Public Relations	R159 702
Consultants: Research & Business developments (including Action Centres)	R120 000
Consultants: Legal teams	R105 000
Operations & Systems	R79 500
Operational Expenses	R180 000
The Broken Family (Production & Editing)	R152 500
Projected expenses	R796 702
Funds needed	-R530 702

The funds needed to fight for the most vulnerable has value beyond recognition to our society. We therefore are requesting funding to the value of R530, 702.00 for the term of 2021. All records, reports and details will be provided by Action Society on a cycle that best suits your portfolio management.

Conclusion

Action Society is driven with the purpose to serve and mobilise positive social change. Over the past year we have seen how our campaigns outlines the needs that SA's government fails to fulfil. Our meaningful projects acquired leaders from our government to be responsive and consider the reform of laws regarding the National Register of Sex Offenders and gender-based violence.

We are creating a model where government will have to collaborate with private institutions on ground level to ensure that vulnerable parties in our communities are safe and cared for. Action Society does not solely want to assess problems, but rather find and implement practical solutions to fix our broken society.

Together we are stronger!



ACTION SOCIETY

January 2021