



## TLC Village Prospectus

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## What is the TLC Village?

The TLC Village aims to give every child in our sphere of influence the opportunity to be raised in a loving home and never need care in an institutional environment. This mandate grew from our years of experience in the community we serve with our Child and Youth Care Centre (TLC Children’s Home), where we observed the interrelated social injustices that would ultimately end with a baby in our care.

## Reviving the Village: Our 6 Portfolios

The TLC Village comprises of six portfolios designed to Revive the Village, a mission where we aim to reweave the damaged social fabric of our community by addressing the root causes that often end in child abandonment. This will serve to strengthen the community’s ability to support children in families.

1

### CYCC

The Child and Youth Care Centre is the core of our children’s home, providing temporary, responsive nurture for children with no home with a focus on VECD (Very Early Childhood Development). We aim to become financially self-sustainable so we can continue to give each child a chance at their best life.

2

### Strive to Thrive

This program supports the “growing up” phase of the permanent beneficiaries in our family, plus operates as a youth empowerment program for children in our direct community. It educates and nurtures them for the best chance of trauma-informed social integration.

3

### A Mother’s Hope

Many of the mothers who leave their children in our care feel as if they have no other choice. Our Mother’s Hope programme gives those choices back to women with an unplanned pregnancy, by providing them with financial, medical, and psychological support for the first 1,000 days of their child’s life.

4

### Volunteers

Our support network, local, and community service volunteers make TLC possible. They bring in skills and resources to make our other programmes work and help us with our outreach and collaboration.

5

### Advocacy

Legislative advocacy and activism around government-based processes not effectively serving our beneficiaries.

6

### Collaboration

Outreach to surrounding programs and facilities plus collaboration with like-minded organisations.



# Our Thinking & Motto

## Our Vision

Community cohesion through leadership that inspires.

## Our Mission

To lead and inspire community cohesion which enables the rapid, responsible placement of every child in need of a permanent, loving family.

## Our Motto

Reviving The Village

We aim to be part of the community, reweaving the damaged social fabric to strengthen its ability to support children in families so that ultimately every child can be raised in a loving home and never need care in an institutional environment.

The TLC Village draws from the well of our core values to address the key problem areas in a community that contribute to child abandonment. Reviving the Village means not only strengthening each of these areas in themselves, but interweaving strong connections between them as well, for a healthy and integrated community where each group is supported and uplifted by the other.



## Our Values - What Drives Us

### What is our approach when Reviving the Village?

#### 1 Children First

It is always about the children

Whether we are engaging with our clients or beneficiaries, board, staff, volunteers, partners, or supporters, we always seek to give special consideration of how our relationships impact the children within our connected communities.

#### 2 Mindful Leadership

Our leaders serve their community

Regardless of anyone's title within our organisation, all adults need to be mindful of their role as leaders in their spaces. Our children, in our various communities, will seek to model them.

#### 3 Do It Right

We examine our intentions with integrity

With the understanding that secure attachment and the children's best interests come first, we seek to make sure that each action and interaction is done the right way and for the right reasons.

#### 4 Bring it Home

Connection is built on relationships

MAKE IT PERSONAL - We make each relationship personal because committed, emotional investment and connected interactions with all those in our community help to bolster the secure attachment of the babies and children we serve.

#### 5 Heart of Excellence

Every life is a masterpiece

Encouraging each individual to nurture a "heart of excellence" means that we recognise that excellence happens inside-out, not outside-in. Through leadership that inspires we hope to ignite this heart of excellence in each other as we serve the little ones in our home and do our bit to bring communities together.

### Trauma Informed Caregiving

In order to reweave the damaged social fabric of the community, we must address the trauma layered through it. We have first-hand experience backed by [comprehensive, ongoing scientific research](#) showing that every baby coming into institutional care experiences trauma, no matter how loving the environment. If left unaddressed, it has long-lasting effects on them, their adoptive family, their community and beyond. We therefore incorporate the Trauma Informed Caregiving methodology into all our interventions and structures, with the main aim of reducing risk and trauma during the critical first 1,000 days of a baby's life. It also serves to mitigate trauma already experienced by the older beneficiaries, our management team, caregivers, volunteers and the expectant women in our program.

# What We Drive - UN Sustainable Goals

## How do we align with the UN Sustainable Development Goals?

The six-fold strategy of The TLC Village aligns directly with key areas of the United Nations Sustainable Development Goals. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. You can learn more about them [here](#).

- |   |   |   |
|---|---|---|
| <p><b>1</b> No Poverty</p>                          |    | <p>We aim to be part of the community, intervening at all critical points to reweave the damaged social fabric that contributes to the cycle of poverty, with a focus on addressing factors contributing to child abandonment.</p>  |
| <p><b>4</b> Quality Education</p>                   |   | <p>Trauma-based care, interventions during a child's first 1,000 days, and secure attachment are our priorities for very early childhood development. We focus on school, community involvement, and mentorship to help our older permanent beneficiaries ultimately become independent and successful adults.</p>                                      |
| <p><b>8</b> Good Jobs and Economic Growth</p>       |  | <p>Secure attachment and good health, access to school and educational tools, mentorship and community help prepare the TLC children for their future in the workplace. Providing training, support, and connection for both volunteers and under-resourced pregnant mothers uplifts and empowers them to find sustainable work.</p>                    |
| <p><b>10</b> Reduced Inequalities</p>               |  | <p>People below the poverty line can rarely move above it, and this perpetuates down the generations. Intervening at various points of the poverty cycle provides economic equity, tools, and resources for people to escape the effects of poverty and enable them to live sustainably.</p>  |
| <p><b>11</b> Sustainable Cities and Communities</p> |  | <p>The TLC Village aims to become environmentally sustainable as much as possible in our physical residence, household practises, transport, food and waste management. We also instil a sense of environmental awareness in the children we care for.</p>  |
| <p><b>17</b> Partnerships for the Goals</p>         |  | <p>Our strategy has built-in community outreach programmes and partnerships with like-minded NPO's, which is as close as our neighbourhood and far-reaching as our international network of volunteers, sponsors, and adoptive families. This further strengthens the weave of the social fabric we need to overcome all the challenges we address.</p> |

t/a TLC Children's Home

# The Story of a Village

For us at TLC, freedom is the power to make your own choices with equity. We believe in helping those who are the most marginalised, on their own terms and in the way that best suits their heritage, current situation, and goals for the future.

The TLC Village has been built to reweave the damaged social fabric of local communities, reviving the ‘village’ of interconnected generations. We empower those in our care not only to be free FROM poverty, but to be free FOR a future brimming with possibility and hope.

Drawing from our child- and human-centred values that focus on the well-being of each person, our

four main portfolios address the babies without a safe and loving home, older children at risk of being institutionalised, expectant mothers unable to care for their babies, and the various volunteers who serve the other three areas. Fluidly underpinning these four formally structured pillars is our work in advocacy and collaboration. We champion all those involved in our portfolios by campaigning

government officials, institutions, and legislature to best serve them legally. We weave with the greater community as well, whether through local outreach or our interconnected global village of past volunteers, our supporters, and adoptive parents of babies who lived at TLC. In all of this, we align with the UN Sustainable Development Goals and play our part in working towards them within our own sphere of influence.



- VECD  
• Very Early Child Development
- EDUCATION  
• Pre-school Professional Development for care givers
- 8 REDUCED INEQUALITIES

- PERMANENT TLC BENEFICIARIES  
• Education for Bear Cubs, Juniors, Seniors, Pathways



- Residential, Local, Community Service, Outreach

- Pregnancy and post-birth support, education and care for mothers without resources

10 REDUCED INEQUALITIES  
**CYCC CHILD & YOUTH CARE CENTRE**

11 SUSTAINABLE CITIES AND COMMUNITIES  
**STRIVE TO THRIVE**



17 PARTNERSHIPS FOR THE GOALS  
**VOLUNTEERS**

11 SUSTAINABLE CITIES AND COMMUNITIES  
**A MOTHER'S HOPE**

ADVOCACY

COLLABORATION

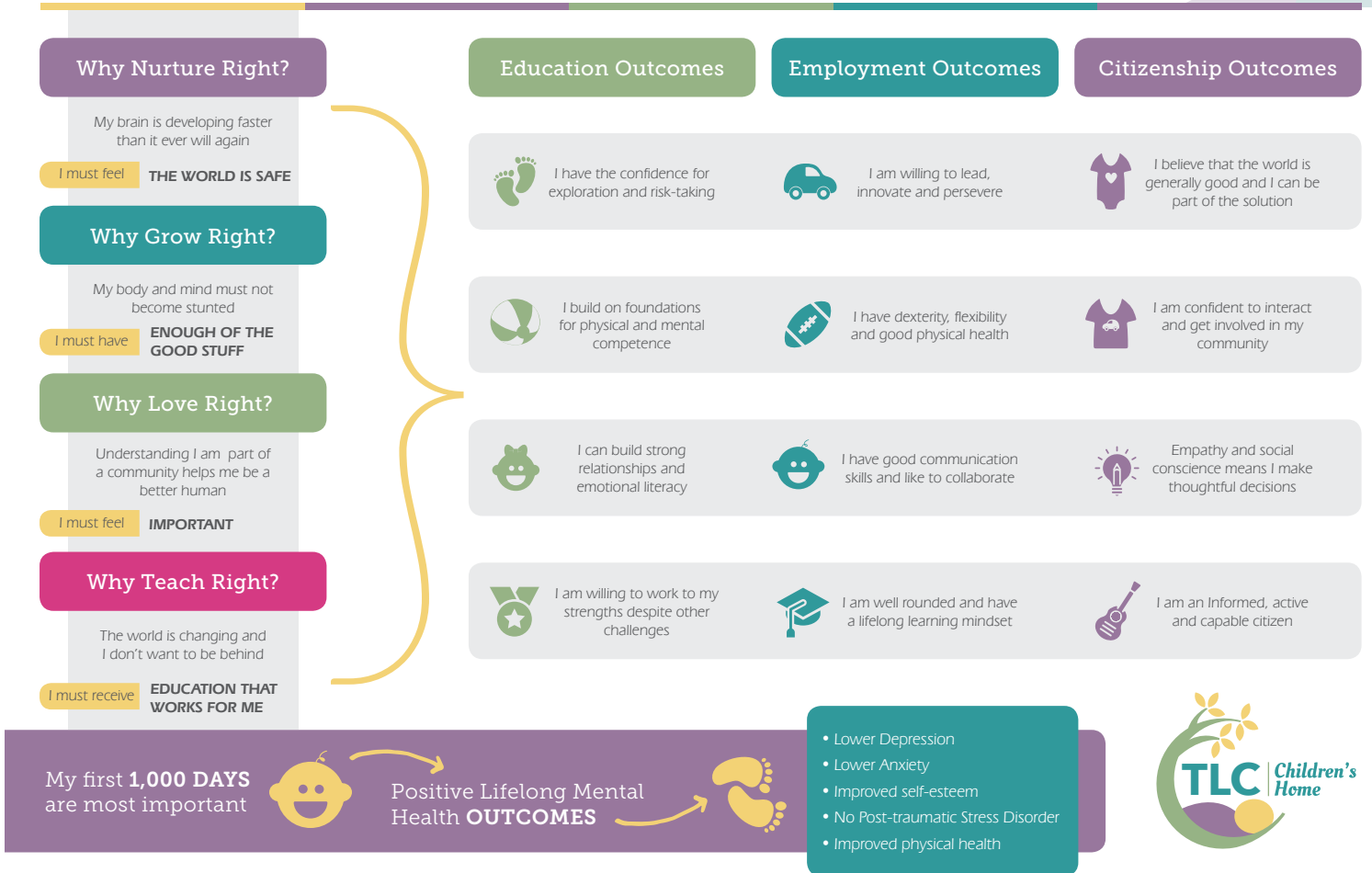
**TLC VALUES**

- Children First • Mindful Leadership • Do It Right
- Bring It Home (Make it Personal)
- Heart of Excellence

## 1 Child and Youth Care Centre – TLC Children’s Home

This is where we started in 1993, by taking in the first baby who had nowhere else to go. Our CYCC is committed to rescue any newborn or abandoned baby who has been abandoned by their family, irrespective of their race or health status. We undertake to care for and nurture them until they are healthy enough to be placed with a loving family. Our core work is the responsive, temporary, nurture of up to 35 infants with a focus on VECD (Very Early Childhood Development) through a series of interventions aimed at reducing risk and trauma during the critical first 1,000 days of life.

### Why Very Early Childhood Development Matters | Outcomes for Social Cohesion





## 2 Strive To Thrive

The Strive to Thrive program was originally designed to support the “growing up” phase of the children who are permanent beneficiaries in our family, but has since extended to children in our direct community as a youth empowerment program. It educates and nurtures children, ranging from school-aged up to those who have aged out of education, giving them the best chance of trauma-informed social integration. It offers support for those requiring an assisted-living environment, and includes a trained facilitator and individualised skills and support offerings based on each participant’s needs and capabilities.



## 3 Volunteers



In addition to our permanent employees, TLC relies on a combination of local, community service and outreach volunteers to assist with the monumental task of caring for so many little ones. They are tasked with the physical care of the babies, domestic tasks such as food preparation and cleaning, facilities projects, and of course giving lots and lots of cuddles. We have set up structures where they can engage with the Strive to Thrive children socially as well as work alongside them to provide supervised care for the pre-schoolers in an aftercare Bear Cub Club. Some volunteers also stand in as a surrogate partner and support for expectant mothers in our Mother’s Hope program.

## 4 Mother’s Hope

Our Mother’s Hope program aims to break the cycle of trauma that often ends in child abandonment, by providing financial, medical, educational, developmental and psychological support to a mother with an unplanned pregnancy who does not have the resources she needs. It commits to supporting the woman for 1,000 days, the critical period from conception that impacts so much of a child’s future well-being. It is our hope that we can empower these women and give them options they may not otherwise have had.



## 5 Advocacy

We intervene in government processes impeding the children’s permanent placement, actively engaging with legislature and personnel to ensure the rapid, responsible placement of every child into a permanent, loving family. We are assisted by a team of pro-bono advisors, attorneys and other practitioners where needed, to accelerate often inefficient and tedious processes that prevent children from being placed as quickly as would be best for them and their future well-being.



## 6 Collaboration



We have established a formalised outreach to local communities who are plagued by the poverty and trauma cycles that contribute to a weakened social fabric. We partner with other non-profits to complement our mandates and leverage our collective resources. These include agriculture and food growing, food packs, a local crèche outreach, support for those suffering from gender-based violence, and access to dignified care for the mentally ill.



# Operations and Funding

TLC Village comprises of two separate properties in the South of Johannesburg. The main base of operations being in Walkerville where our facility comprises a baby nursery, toddler house, therapy room, volunteer cottages, staff accommodation, offices, a playground, and play-school. The second facility is a support site which provides a home and transition housing for our Strive to Thrive participants, and forms part of our agricultural collaboration.

## 3 Funding Streams

Sponsors donate via various platforms, including direct deposit, PayPal, PayFast, GivenGain, GlobalGiving and Stewardship.net.

Funding streams include:

- Government subsidies
- Adopt-A-Cot Program for sustainable giving
- Fundraising via proposals and events

Click on the link below to access that funding platform.

**givengain**

Stewardship 

**PayFast** 

 **GlobalGiving**

 **PayPal**

## Our Network

We have built a global network of supporters who we interact with via email marketing and social media, including Facebook, Instagram, LinkedIn, YouTube and Twitter:

- **Constant network building through social media**
- **Over 10,000 followers over all platforms**

Click on the icon below to access that social platform.

 Facebook

 Instagram

 Twitter

 LinkedIn

 YouTube

## Donations of Goods


- Groceries
- Baby products
- Clothing \*
- Equipment \*
- Furniture \*


\* Any donations not used directly by TLC are sold at a charity shop.


## Contact Us

 [info@tlc.org.za](mailto:info@tlc.org.za)

 [www.tlc.org.za](http://www.tlc.org.za)

 26a 2nd Ave, Walkerville, Gauteng, RSA

 +27 11 948 7917

 +27 86 504 2853