



Building Community Heart

# Annual Report 2010/11

LifeLine & Rape Crisis Pietermaritzburg





Building Community Heart

## ***LifeLine Pietermaritzburg***

### ***VISION***

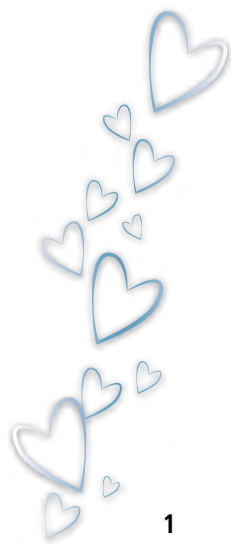
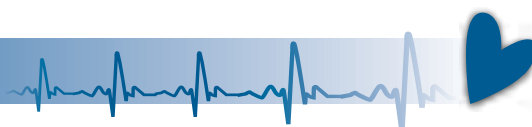
LifeLine PMB aims to be a leading provider of psychosocial support, skills and opportunities to enable individuals and communities within our designated areas in KZN, to grow and develop

### ***MISSION***

To promote emotional wellness for individuals and communities through counselling, skills development, training, networking and partnership within the private and public sectors of our designated areas in KZN

- Goal 1 To provide and maintain the highest quality 24-hr counselling and support services by recruiting, training and mentoring quality volunteer Counsellors
- Goal 2 To provide rights based programmes around gender based violence and sexual health, and to support and empower survivors, including ongoing advocacy and research
- Goal 3 To provide and develop a range of holistic services and training to reduce HIV prevalence and to support PWAs
- Goal 4 To provide culturally appropriate interventions for youth development and to enhance parenting and child safety resilience
- Goal 5 To develop, market and facilitate new and existing training programmes both internally and externally
- Goal 6 To preserve existing fiscal stability by pursuing new opportunities, developing partnerships and maintaining efficient, effective office procedures.

***IT'S OK TO ASK FOR HELP***  
***0861 322 322***





Lat Ntuli thanks donor artist, Veronica Herbert, at Art in the Park

# Chairman's Report

L.N. Ntuli

## OUR FOCUS

- It's amazing how time flies, it's like it was yesterday when we met here at our A.G.M. to look you in your faces to account for the previous year. We as LifeLine PMB Board save and strive for the sustenance of our institution. We come here to renew our mandate to govern for another year.
- The aim in counselling is to cater for HIV programs. Who is negative or positive? Empowering those who are positive to face life positively and build confidence within themselves. Also to support the negative clients in staying negative (Educational).

- Emotional Wellness still remains a pillar of our services. Gender Violence Programs are spread throughout KwaZulu-Natal e.g. Edendale, Madadeni, Estcourt, Msinga. Our counsellors/staff make big sacrifices to run such programs away from home.
- "Building Community Heart". This is a new concept added to our projects, whereby communities are encouraged to voice out problems within their lives, and together with all stakeholders, try to find solutions. It is a participative process. For example, a community at uMsinga, especially the young girls had to confront the "Ukuthwala" custom, which affects them directly, and challenged it. Community Dialogue.
- Cabanga Clubs. Program aimed at improving sexual reproductive health, reduce unwanted pregnancies, cut down on HIV/Aids, as well as Gender Based Violent Behaviour.
- Fund raising still forms a core part of our business. Our members go out of their way to raise funds. Recently, Victoria Herbert, a local artist donated a painting which was raffled at Art in the Park and raised an amount of R3800,00. This was highly appreciated.
- Funders. On a day like this (A.G.M.) we must pass a word of appreciation to our funders who stay by us year in and year out. Without them our business and our existence could be problematic. To mention a few:- Ford Foundation, CIDA, Irish Aid, Pefpar, Terre Des Hommes, First Rand Foundation and others whom I may not have mentioned. We thank you greatly.

## DEVELOPMENTS

Developments during the year:-

- Mr. A. Gaston resigned from the board due to other commitments. We sincerely regret that, as he was an excellent Treasurer.
- Mrs. N. Mpungose resigned. She was handling G.B.V and Rape Crisis Programs. Sinikiwe Biyela is caretaking her programs.
- Mr.T. Krisnan was co-opted onto the board and took over Alan's portfolio. Welcome Trini.

Board meetings went well, except for the Chairman who could not attend all meetings. A big "thank you" goes to my friend Ester who rescued the ship.

## CONCLUSION

I think it is my duty to thank and show confidence in all of you who are connected to LifeLine Pietermaritzburg for your love and dedication to this institution. Volunteers, Counsellors, Board Members, Staff and Participants. My stalwarts of this organization remain Debbie and Sinikiwe, they are the pillars.

I Thank You

L.N. Ntuli.  
Chairman

# Treasurer's Report

Trini Krishnan



Trini Krishnan - Treasurer

The value of empowerment of Project co-ordinators have been realized for the fiscal period ended 28/2/11 and this is mirrored in the year on year percentage of expenditure accomplishing 98.4% up on 2010 of 87.2%. The accolades for this fine control over our project budgets and implementation rest with the Directorship, the Financial Manager and the Project co-ordinators who embedded a hands-on approach. This translated into a year's result that all project targets were met.

Funding is the primary source of Lifeline so it would be indolent to not to share the view of Funding behavior in recent history. The graph below depicts year-on-year Lifeline funding for discussion. Some notable achievements on the Funding scenario are:

- The securing of a new funder, namely, Terre des Hommes
- The landing of Lotto donation

Lifeline sustainability income has been a learning area which necessitated a review in investment policy to invest conservatively and to associate with "A" Grade Banks. Investments for sustainability have grown from R522k to R2.135k (409%) comprising 38% of 2011 Revenue for comparison.

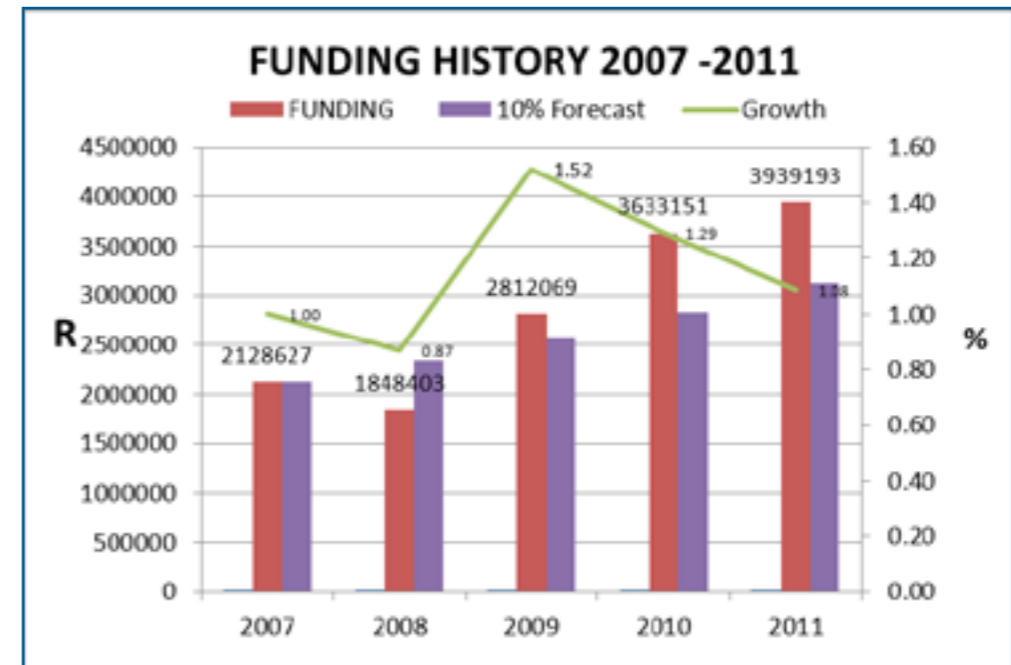
A covenant for sustainability level must be a strategic consideration going forward. The stewardship appears to be proactive and there is comfort here in the event of any form of downturn.

The concerns of the deficit realized in the Gender Wellness programme is attributed to First Rand Foundation income that was received in the financial year February 2010 and only expensed in financial year 2011.

A huge "Thank You" is extended to our members (the majority) who have answered the call for their dues to be paid showing a great conscientiousness and confidence in the affairs of the institution.



Navi Chetty - Finance Manager



BOARD MEMBERS 2010/11

Clarke, Ms. Elizabeth Ann  
Cox, Ms. Amanda Helen.  
Harrison, Ms. Deborah-Sue  
Krishnan, Mr. Trini  
Mdlalose, Ms. Sthembiso  
Mungai, Mrs. Ester

Ndlovu, Mrs. Sanelisiwe Orbeline  
Nicholson, Mrs. Heather Benedict  
Ntuli, Mr. Lat Themba  
Ter Haar, Dr. Gerrit  
Tungay, Mrs. Lynn Peta.  
Winship, Mr. William Desmond



# Director's Report



Melanie Vaness (CEO, PCB) and Lee Hankey (of Flavour Café) judge the cupcakes with Debbie Harrison

We recognise the need for both the TALK CIRCLE approach (as it enables community problem solving, develops local leadership and limits dependency) AND the holistic, available caring counselling services. We at LifeLine PMB are currently making sense of our dichotomy in the following manner:

- The 24-hour volunteer telephone counselling service, in-house e-mail and face-to-face response remains a first port of call for urban dwellers and a back up service for Cabanga Club members and their communities.
- In each new area we train 2 counsellors from the community to be served and place them in a strategic setting, usually a hospital. So face-to-face counselling, especially for rape and trauma is available in an accessible place.
- 18-20 community members in each area are taught how to manage their own Cabanga Clubs. They are tasked with running 2 groups each and therefore reach about 30 people each, per 6 months cycle.
- All these facets are well monitored and the ability to apply good governance in rural and scattered areas has received and continues to receive attention.

While we recognise the need for continual evaluation and review, to date this combination of skills and programmes has led to 30129 community members dialoguing and trying to resolve their own community issues. 16228 people received counselling. And a further 28372 participated in workshops and counsellor trainings, mainly relating to GVB, SRH and HIV.

Provided the above interventions were of a high quality we are confident we are enabling individuals and communities to change for the better. Measuring quality in this field is difficult but not impossible.

Of the 153 people receiving face to face who responded to our survey, 81% made appointments, 96% waited less than 10 minutes, and 91% felt better/more confident/ relieved etc after talking with a counsellor. The remaining 9% said they had wanted information and felt satisfied that they either had the information or had been referred to an appropriate source.

A similar measurement is being developed for telephone counselling, in conjunction with LifeLine Johannesburg.

What about the Cabanga Clubs? As reported below we have used an old tool called the "Locus of Control" to measure the movement towards self-determination in individuals. The community responses are recorded by the Ambassadors.

The groups are slow to take action, the concept of dependency and receiving help are well entrenched, especially in poor under-resourced communities, however two particular successes come to mind. One being the identification of Ukuthwala as the norm to be changed in the uMsinga area; and the other being the problem of youth unfriendly family planning clinics in the Sweetwaters and KwaDlangezwa areas.

Last year at the Annual General Meeting, Thembeka introduced a new LifeLine approach which LifeLine Southern Africa (LLSA) calls TALK CIRCLES.

A more common name is "community dialogue" or "community conversations". In the project report you will see we use the name Cabanga Clubs (loosely translated as Think Tanks). This is a result of us piloting a similar intervention which we called Cabanga Clubs, before LLSA introduced TALK CIRCLES. This name has stuck though we use the TALK CIRCLES methodology together with some of our learnings from the pilot.

Having gained some experience in the field, and completed our first evaluation, we were able to apply for funding to focus on the new approach and are currently running Cabanga Clubs in uMsinga, Ntabamhlophe, Wembezi, Madadeni, Sweetwaters and KwaDlangezwa in partnership with Zululand LifeLine.

How does the LifeLine founding vision of 24-hour counselling fit with the new approach? To date the organisation as a whole has not engaged in the transformation process in such a way as to find comfortable and adequate space for the individual counselling service and community conversations.

This has placed centre leadership in a stressful position as they try to meet the demands of local community and the national vision. Nowhere is this dichotomy more pronounced than in regions where the public have and continue to support and expect counselling services.

It is true that our traditional counselling services are challenged by many toll free lines and other telephone agencies, and it is true that we have not given enough time and effort to developing and promoting this service over the past 3-5 years.

Some feel LifeLine counselling could be allowed to quietly slip away and others believe that the free confidential caring service delivered by people who choose to listen to a complete stranger for no tangible reward, is really worth reviving and developing. It happens that the Board of LifeLine Pietermaritzburg is of the latter school of thought.



The Lifeline Team

In both areas action has been taken in the form of community meetings with the appropriate stakeholders. The way forward for LifeLine Pietermaritzburg is;

- To continue to integrate the Building Community Heart approach of talk circles and the traditional counselling service into the organisation so as to avoid silo's and internal confusion.
- Improve the training and monitoring of all counsellors so as to provide a holistic generic service to each client, irrespective of the initial presenting issue.
- To further develop our monitoring and evaluation tools and thereby improve our services in an informed and thoughtful manner.
- To take services to communities in a sustainable and planned way thereby replicating the success of the Newcastle site office in other district municipalities.

This is only possible with the support and hard work of such a large number of wonderful people. Thank-you.

To each board member for hour after hour, for support of the senior management and care and concern for wellbeing and direction of LifeLine Pietermaritzburg.

To each staff member (all 41 of you) for the many extra miles, the concerns for others and the tenacity to do a difficult job and to still have a smile at the end of the day

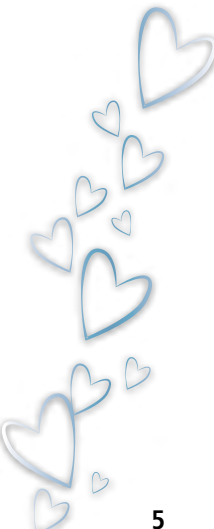
To each stipend paid volunteer and ambassadors (+- 75) for your willingness to engage your own community, to bravely put yourself out, to challenge thinking and retain community respect and engagement.

To each LifeLiner (+40), the volunteer who takes nothing home, perhaps satisfaction on some days, who do this just because you care, there is no greater love.

To funders who believe in our work, help us with development issues, advise us and expect results.

To the public out there who have found us helpful or a resource.

Thank you.





Sinikiwe Biyela - Deputy Director

# Deputy Director's Report

Sinikiwe Biyela

## PROJECTS IMPLEMENTATION REPORT

It was an exciting year for us, as LifeLine has expanded and we have all been stretched to deliver quality work.

We implemented both LifeLine core products: Counselling and Building Community Heart which incorporates the community conversations concept.

We also had good times and bad times together. We had four LifeLine babies and 2 weddings. Congratulations to Nontobeko Mpungose (GBV Coordinator) and S'khumbuzo Xulu (VCT Counsellor) who got married- not to each other!

A warm welcome to all staff and volunteers who joined LifeLine during the year. Sadly we also had few staff members who have left LifeLine and one Cabanga leader who passed away, Lungile Ndlela.

This report covers the implementation of two core products of LifeLine:

Counseling which covers: Aids Wellness, Mentorship project in Newcastle and Gender Wellness including the Edendale Thuthuzela Care Center.

Building Community Heart (BCH) which covers: uMsinga project, uMtshezi Project, Cabanga Clubs Sexual Reproductive Health(SRH), Singakwenza which is the prison project, as well as Training and EAP.

## COUNSELLING SERVICES

### THE AIDS WELLNESS PROJECT:

Coordinated by Bongive Mkhize

AIMS: To empower those who are HIV negative with the necessary knowledge and assertiveness to retain that status. To assist those who are HIV positive to retain optimal physical and mental health so they may continue adding value to their family, community and work place. For the past 4 years the project has been funded mainly by PEPFAR, through the CINDI partnership called May'ketele.

The partnership offers a range of services to adults as well as learners from different high schools and primary schools in the uMsunduzi district.

Services offered include, but are not limited to, in-house VCT, on-site VCT (i.e. at the school), CD4 count testing, on-going support and counselling, support groups for adults and learners, HIV prevention education in primary schools as well as referrals for ART's. While maintaining a high level of professionalism, our nurse and counselors remain friendly and approachable, as a result we have more requests for our services from schools than we can manage. We had a 34% decrease in number of clients who came for VCT this year.

This is due to the disruption of the schools during the World Cup, the confusion created by the on again- off again HCT Campaign, and the increasing emphasis on testing at all health facilities.

A similar pattern was observed in 2010 where more learners took VCT compared to adults, as indicated by the graph below.

We try to meet the needs of vulnerable children, mainly by referring children to our substantial network. For example 10 learners received school uniforms through the CINDI Singatha Project.

Our learners support group is unique to the district, focusing on emotional wellness and providing space for self-expression. Membership has doubled from 14 in 2009/10 to 28 in 2010/11 and as a result we have two groups running simultaneously. The number of learners who tested HIV positive is still a concern, especially as many were not aware of their positive status. Positivity rate has increased from 1,6% to 1,9%. The number of learners who have come for CD4 count tests and have been referred for ART's has also increased.



AIDS Wellnes Team

The table below is a comparison which indicates services rendered for both learners and adults.

Services rendered	Learners	Adults	Total
Positive Clients	41	98	139
CD4 Count done	60	212	272
On-going	22	188	210
Referral for ART's	12	52	64
Support group	28	4	28
Negative	1443	551	1994

A strong relationship was developed with the Edendale Hospital Teens Health Academy for ART referrals and continuity of care. About 500 learners attended HIV prevention education in primary schools with success. I would like to thank the VCT team, volunteers and their coordinator Bongive Mkhize for all the hard work.

Our special thank you goes to Dr Gerrit ter Haar for his support in debriefing VCT counsellors, and to our funder PEPFAR for making this work possible. The on-going support received from CINDI especially Neill & Ester is highly appreciated by all of us at LifeLine!

## GENDER-BASED VIOLENCE

This report covers the outreach work that has been done in the following 5 crisis centres:

Edendale Thuthuzela Care Center (TCC), and 14 Princess Street, uMsunduzi  
 Church of Scotland hospital based in the uMsinga District,  
 Estcourt Hospital in the uMtshezi District  
 Madadeni Hospital in the Newcastle District.

LifeLine has developed and maintained a good working relationship with these crisis centers and the hospitals are very grateful for the on-going support that they are receiving.



Newcastle event arranged by Cabanga Club volunteers around reducing gender-based violence.



Local victim empowerment forum, "16 Days of Activism Against Violence Against Women and Children".

# rape crisis

An additional 2 counsellors have been employed as well as a social worker to ensure a 24 hour service to both adults and children. The TCC is not yet fully operational as the hospital is unable to supply medical staff for a 24-hour facility. However our counsellors attend survivors in the out patients 24 hours a day. The expansion of this project is due to support from USAID who fund us through RTI.

It is noted that only 193 clients received PEP out of the 567 who presented. The challenge is that many clients present post 72 hours, especially children and some survivors are HIV positive. Some 7 clients sero-converted having defaulted treatment. This is often due to financial constraints that hinder clients returning for treatment which needs to be collected weekly for 4 weeks.

For these reasons a support group has been formed to educate parents about the importance of PEP and help them to parent the distressed child. 20 Parents took advantage of this service. To our counsellors, your commitment to your work is acknowledged and appreciated, keep up the good work!

The service given to survivors of GBV, especially rape is also delivered through the 24-hour telephone service and by our volunteers and staff face-to-face counsellors at the city offices. The total number of clients seen has slightly increased to 3735 during the year, as has the number of on-going clients.

## THE EDENDALE THUTHUZELA CARE CENTER (TCC)

Coordinated by Gugu Zikalala

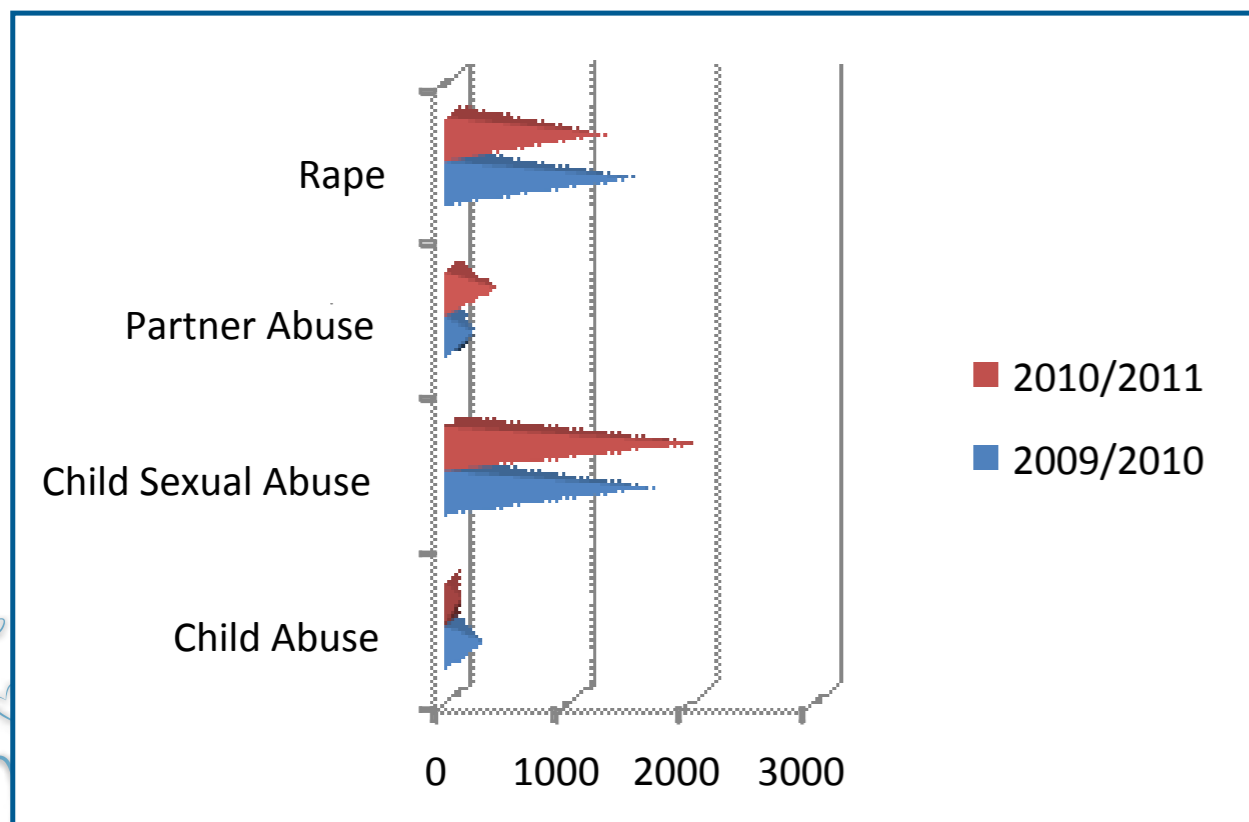
## & 14 PRINCESS STREET

Coordinated by Nontobeko Khumalo/Mpungose

The Thuthuzela Care Centre is up and running smoothly largely due to the transfer of the three experienced rape counsellors who worked at the Edendale Crisis Centre, across to the TCC.

These counsellors were supported over and above the original contract period, by the Elton John Foundation(EJF). The continuity has been vital to the success of the TCC and we thank the EJF for assisting us to keep the Crisis Centre open until the TCC was finally commissioned in December 2010.

The graph below illustrates the number of cases reported at the TCC.



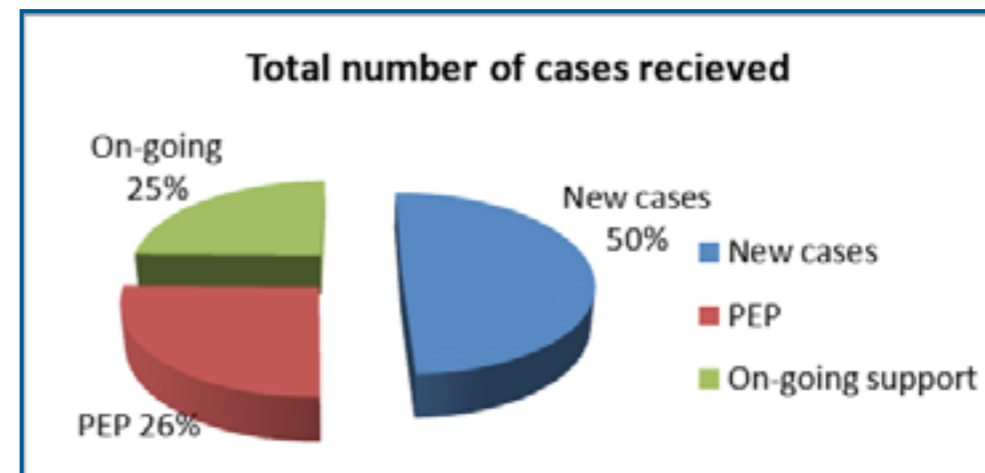
Total number of cases reported to TCC in 2010/11

## UMSINGA, CHURCH OF SCOTLAND HOSPITAL

Coordinated by Thembeke Magojo

The project was started with UNODC funds and the project was kept going beyond UNODC funding by LifeLine funds.

Initially the referrals from OPD to the crisis centre were slow. That has been resolved but was followed by the redeployment of the dedicated Crisis Centre Sister. Despite these stumbling blocks the number of reported cases has increased from 3 to 106 new rape cases during 2010/11, of which 55 clients received PEP and 53 received on-going support. Counselors conducted talks and workshops to raise awareness within the hospital, hence the increase in reporting of GBV cases.



## ESTCOURT HOSPITAL - Coordinated by Thembeke Magojo

Lifeline started a new crisis centre in Estcourt hospital in November 2010, funded by Terre des Hommes. LifeLine has completed the difficult process of community entry in the politically divided area with success and the base line study has been completed.

Traditional and political leadership expressed their concerns about high rate of GBV in the area. Full buy-in from the community and the hospital has been achieved. 20 volunteers were selected and trained by LifeLine in personal growth, basic counseling skills, rape, GBV, child abuse, HIV/AIDS, sexual reproductive health, as well as in community conversations.

LifeLine has employed two rape counselors and they are stationed at the crisis center, as well as 18 ambassadors to conduct community conversations around issues of GBV in Ntabamhlophe and Wembezi.



Nozipho Nkosi with the Newcastle Cabanga Club

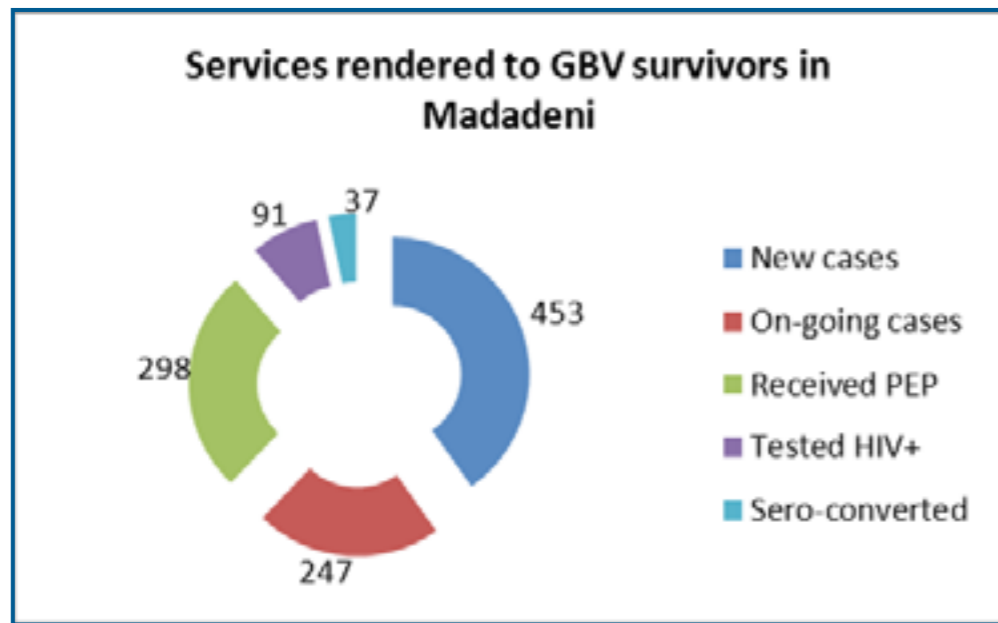
## MADADENI HOSPITAL

Coordinated by Nozipho Nkosi

The project was made possible by First Rand Foundation, has two counsellors; a female counsellor stationed at the crisis centre and a male counselor is stationed in Lifeline offices.

These educational programmes were conducted by the same mentors in Madadeni and the surrounding areas. The crisis center is very busy and had an increase in the number of new cases of 453 2010/11 compared to 400 in 2009/10.

The graph below indicates services rendered to the survivors of GBV in Madadeni hospital:



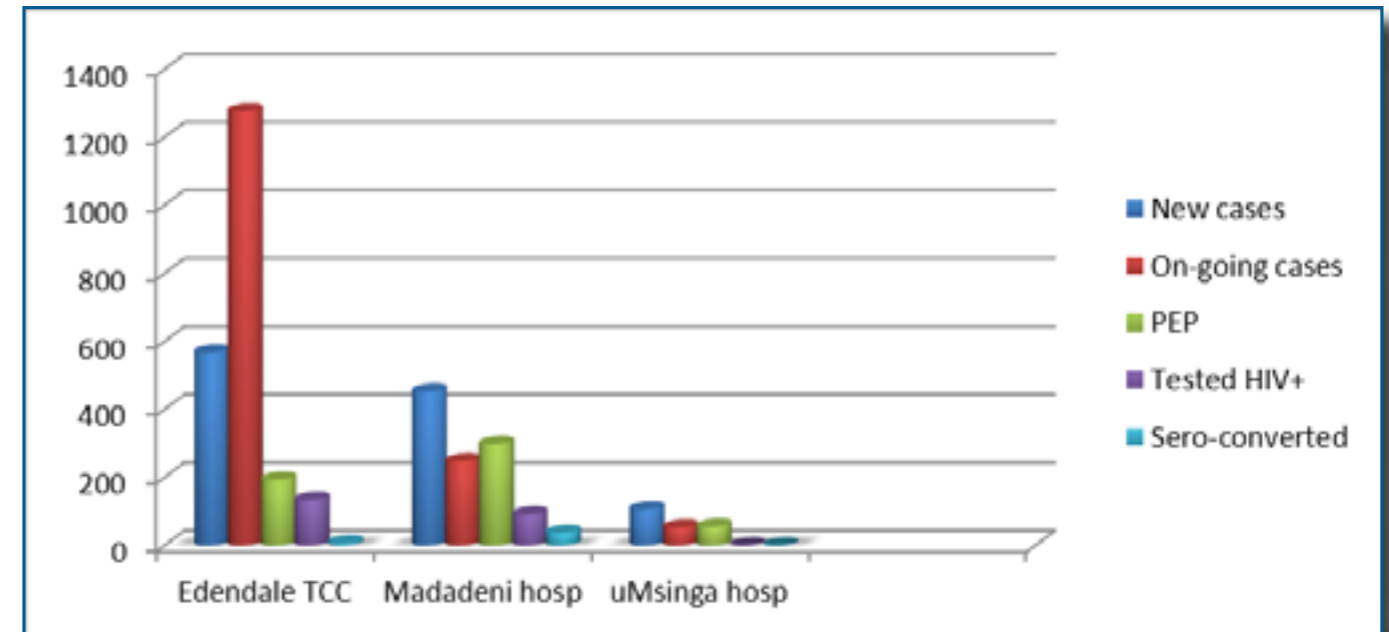
It was noted with concern that the number of clients who sero-converted has increased from 0 to 37. The causes are currently being investigated. Also the number of boys who are sexually assaulted is still high, as 28 of the new cases were male children.

## CONCLUSION

The two centres that have been in place for years are very busy, and are good at encouraging clients to come back for the on-going support, whereas the new centres have some way to go. This indicates that for a centre to be well established, LifeLine needs two-three years funding before we can be certain that the centre can run smoothly and independently.



Total number of services rendered per centre



The 4 crisis centres in Sisonke, as well as Northdale and Appelsbosch whom we still mentor, have challenges submitting statistics since counselors are employed by the Department of Health, who redeployed many of them to other departments.

It is unfortunate that we lose that data, but it is a tragedy that the impact of the excellent services developed and funded by LifeLine and Rape Crisis has been reduced.

Despite this, we continue to support the counsellors who try their best to assist survivors by offering debriefing sessions 3 times a year over weekends. UNODC funded the debriefing costs.

## MENTORSHIP PROJECT IN NEWCASTLE

This project looks at the mentorship of OVC and child-headed households by trained mentors, with an aim of enhancing family wellness and restoration.

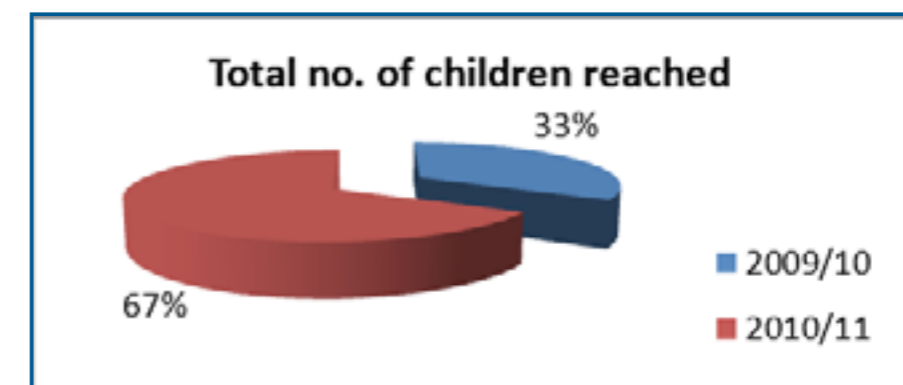
Initially, the identification of these children was through the Crisis Care Centre in Madadeni Hospital and the Ward Councilors, but because of the effectiveness of the programme, Area Social Workers from the DSD and schools started referring some children to the programme.

There were 13 active mentors who were responsible for 26 children until June 2010, then the number increased to 48 children. As a result of the many requests received from schools and social workers, mentors were allowed to mentor children from more than one family. Of these 48 children, 29 were female and the other 20 were male (a 10% increase in male participation).

Children were assisted to obtain 7 I.D. Books, 11 Birth certificates, 6 Care Dependency Grants, and 49 Home visits were conducted by the Social Worker.

Mentors also benefitted through the much training attended and are now regarded as a resource for the community. As part of this project, caregivers and the mentees are empowered with life skills to improve their parenting skills and to build resilience. Our sincere thank you to Irish Aid and KZN DSD (VEP project) for making this project a success.

Newcastle is our first off-site office. It has proven that a competent and diligent area coordinator adds great value to the project and improves outcome delivery dramatically. Thank you to all mentors, counsellors and Nozipho for working hard to make this project a success.





Thembeka Magojo

## BUILDING COMMUNITY HEART

This section covers community conversations/dialogues that were conducted in uMsinga, Madadeni, Zululand and Sweetwaters (in the greater Edendale Valley area).

Thembeka, Nozipho and Nontobeko have done well in piloting this new and challenging approach in deep rural areas and semi urban areas. A small stipend is paid to the Champions/Ambassadors which covers their daily costs and travel to supervision at the nearest site office.

The methodology enables community members to drive the process towards change, to find a platform to discuss challenges they faced and to find relevant solutions. A particular strength of this approach is the fact that it is not "hit and run", as the process ensures quality rather than quantity. It is however an approach that takes tenacity on the part of the Ambassadors as it is new to many communities who take a while to embrace the concept that LifeLine will not be delivering an instant solution.

## THE COMMUNITY DIALOGUE IN UMSINGA

The project aimed at reducing incidents of GBV and was made possible by UNODC and LifeLine. The community chose to address the issue of ukuthwala which is the abduction of young girls and women.

This was our first attempt, with the project having been developed before LLSA conceived the "Building Community Heart" approach. We are proud, and a little astonished, to report on the high level of enthusiasm and participation.

Group members who participated in community conversations organised a community awareness around 16 Days of Activism against Women and Child abuse, where more than 700 people participated. This awareness was aimed at addressing the issue of ukuthwala.

Many stakeholders of both the local community and KZN Government attended, adding their voice to condemning the practise as well as the moving testimony of a girl who was abducted and how this has affected her life in a bad way. Ambassadors were able to reach 1265 people in the community conversations and 13357 people through talks and workshops.

## THE CABANGA CLUBS

The focus of the Cabanga Clubs in Zululand, Madadeni and Sweetwaters was to improve sexual reproductive health, reduce unwanted teenage pregnancy, HIV and GBV.

It has been funded by the Ford Foundation. These young men and women have discussion groups in their communities where they empower other young people to be confident and knowledgeable about their expectations of intimate relationships and the consequences of their decisions.



Zululand Cabanga Club meeting

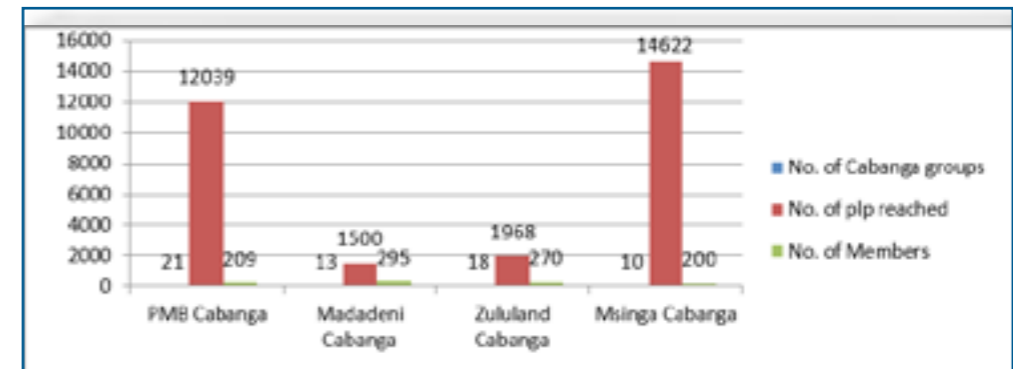
The project has been running for three years in the Pietermaritzburg centre and it was implemented for the first time in the Madadeni office and at LifeLine Zululand during 2010. In these two centres, training of the Ambassadors was completed during 2010 and both areas had a big launch of the project in their communities.

Zululand had challenges gaining entry in to the community due to the common problem of previous NGO's having abused the community with empty promises. In Madadeni the attendance was poor at the beginning but gained

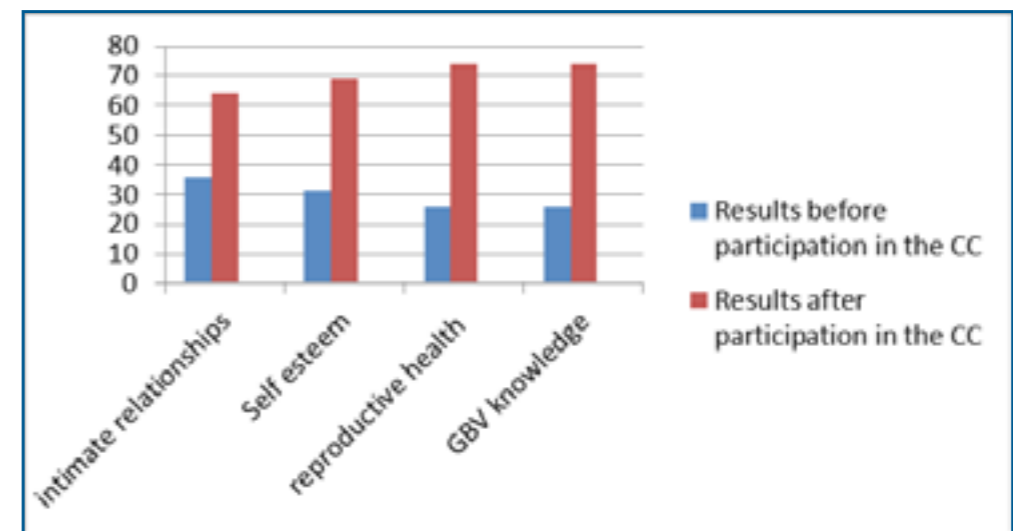
momentum as they gained popularity. The project has been effective in that schools have requested for it to be conducted in the schools.

All three centres have conducted awareness events aiming at educating both parents and teenagers about sexual reproductive health. Pietermaritzburg is the only centre that does drama activities educating about sexual reproductive health, and has reached 3154 community members of which 91% are learners and 9% are community members.

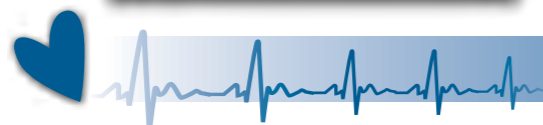
Work done by the ambassadors per centre



The project is well received in all communities. A locus of control process was done in Madadeni and Zululand at the beginning of the project. The study was conducted almost 7 months into the programme and there appeared to be a great improvement in the pattern of thinking of all the participants.



Locus of Control results showing areas of improved belief in self-determination (Internal locus). I would like to take this opportunity to thank all the Cabanga Ambassadors for their hard-work this year. Some truly remarkable success has been achieved.



## TRAINING AND EAP INCORPORATING SINGAKWENZA PROJECT

Coordinated by Busi Ndlovu



Busi Ndlovu - Training Dpt.

Most of our money is donor funding for specific projects. Training is the main activity we use to raise funds to support our core functions. Moreover, training and workshops are also used as a proactive strategy to deal with wider community ills.

Sadly this section does not have many dedicated staff members to do this wonderful work, and the trainer relies on volunteers for on-going support and for facilitating in different courses.

This section is also investigating new ways of getting accreditation as a center, as that will open more doors for LifeLine and we are lucky to have the support of Hulamin with this somewhat tedious process.

This is the prison based project, and is done in partnership with the LLSA Secretariat office who raised funds to support the project from CIDA. It will be noted that LifeLine Pietermaritzburg is working with the prison community for the first time.

While Correctional Services have been supportive and welcoming, working in prisons has been a long learning curve. The project responds to the high HIV infection rate of 8% and incident rate of 3% within the prison community. The aim is to train peer educators who will drive the prevention process, and LifeLine will mentor and support them while implementing the project. Workshops were conducted within the prison and peer educators were selected and are currently going through training.

They have completed peer module 1 and 2 with great success, and now have started implementing while continuing with the next module. 301 offenders attended awareness workshops in groups of 40 and 320 offenders attended the peer educator launch. Junior, though new to project coordination, has been proactive in finding resolutions and has gained the respect of the prison authorities.

## SINGAKWENZA PROJECT

Coordinated by Junior Ndlovu

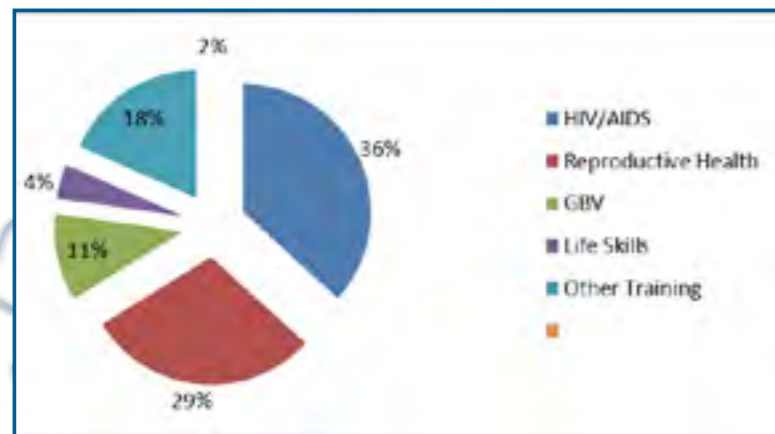


Junior Ndlovu - Training Dpt.

## GENERAL TRAINING

Coordinated by Busi Ndlovu

The total number of people reached through trainings and workshops 2010/11



In this period we reached 28 372 people through training, covering topics ranging from HIV/AIDS, GBV, Rape and SRH. The training section increased its contribution towards our core costs by some R10 000 over the last financial year.

Thank you to all our volunteers who worked hard assisting the training section. I have to acknowledge the effort and contribution made by our trainer Busi Ndlovu who has worked long hours with consistent good cheer, often away from home. Finally, I would like to thank our Director, Debbie Harrison for overseeing the running of all projects and for the on-going support and guidance. Your support has encouraged most staff members to work hard.

The final thank you goes to our Finance Manager for saving every penny of LifeLine, and making sure that staff members understand their budgets. To the LifeLine family of volunteers, thank you very much for your dedication and willingness to help our communities.

Keep up the good work!



Linda Hofmeyr - Resource Mobilisation Manager.

## Resource Mobilisation

Linda Hofmeyr

The two key roles of my position are public relations both internal and external and local funding. It is difficult to separate funding from public relation as the one leads to the other.

### PUBLICITY

We have had some good publicity over the past few months, with volunteer events as well as donations, training and thank you's. The local newspapers, the Mirror and the Maritzburg Sun have been very supportive of us and our work. We have also managed to get a small weekly classified advert into the papers advertising LifeLine's services. This has all been free of charge.

At the end of last year we had new bright and bold banners (pop up and flags) made which makes our outdoor community events just that much brighter and visible. We are currently working on a set of smart pull up banners which will be ready for use shortly.

A new pamphlet has been produced, those of you who worked at Art in the Park will have seen it, with the pink dot. It's on all aspects of teenage pregnancy, including a cost break down on raising a child, looking at the impact the very small Child Grant makes.

### SOCIAL MEDIA

In keeping up with the times, and the huge swing towards social networking and media, LifeLine Pietermaritzburg has joined FACEBOOK! It's a new page, and we would encourage you all to join our page, to keep up with the LifeLine news, events and inspiration. We are currently getting about 22 hits per week. Our website is also becoming a regularly viewed site. Stats tell us that we receive over 100,000 hits per year, that people from as far as Russia, Iceland and the USA are viewing our site, and that mostly people are looking for information from the site.

### NETWORKING

In an effort to improve internal communication this year has seen the launch of our new newsletter, the "Daisy News". We would like to encourage our LifeLine community to send us news, interesting articles, recipes and the likes to add to the monthly "Daisy News".

Our 39th birthday celebration was a great success with a fun morning of cupcake icing competition attracting New and retired LifeLiners.

LifeLine has also been involved in networking, being an active part of the Pietermaritzburg Chamber of Business, the Pietermaritzburg Corporate Network, the Hirsch Network and Women In Business. We are excited to grow our base of contacts and community through this avenue.

### DONATIONS

The community of Pietermaritzburg has been very good to us of late, with assistance in discounts, from printing to office furniture and the purchase of our vehicles, to servicing and installing blinds for free, as well as responding to appeals for specific items, like cardboard for workshops and peanut butter and bread for homework club sandwiches.

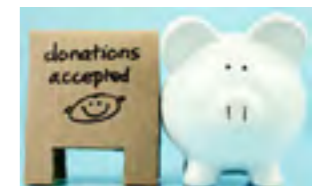
Fundraising has been slow to take off, but a lovely morning was held at Hirsch's for Mothers Day, where the public was able to come in and make a donation to LifeLine, ice a cup cake and stand a chance to win some stunning prizes. The CEO of the Pietermaritzburg Chamber of Business was our celebrity "mom" judge.

Art in the Park was successful on several levels this year. A huge thank you to our volunteers for the hearts made and donated to us to sell, as well as to everyone who gave their time to be at the stand. Veronica Herbert, of Art on Victoria, kindly donated us the art this year, with many tickets being sold. We almost doubled our takings this year from last year.

### CONCLUSION

As the position I now hold is a newly created one, it is a lot of trial and error, but I hope to see us establish a few annual events, grow our volunteer base, and continue to excite and motivate our existing community of volunteers with interesting events and speakers.

We are currently in the planning stages of 3 future events, namely a Golf Day in August, a Christmas Picnic with the Butler Family singers in November, and a knock out 40th Birthday Celebration for February next year. If anyone has any ideas or would like to get involved and help me, please let me know! It would be super to have our LifeLiners on our team!



## Counselling & Volunteer Programme

Celeste Matross

I joined LifeLine Pietermaritzburg in December 2010 as the first full time psychologist, following on the heels of Lenna Brindley-Richards who held a similar half-day position. My role is twofold.

- The first is to facilitate the provision and maintenance of the highest quality 24-hr counselling and support services by recruiting, training and mentoring volunteer and internal staff counselling.
- The second is to act as a link between the volunteer work being conducted in-house, and the work taking place in communities through the "building community heart" initiative. This ensures that the volunteer in-house counsellors are aware of the work that LifeLine conducts out in the community.

Initially I attended the LifeLine in-house lay counselor training, learning about the current recruitment process, selection criteria and training process. Together with experienced Lifeliners, we attempt to ensure that applicants have potential for growth and that those selected for LifeLine counselling have the appropriate basic skills and ethics.



Celeste Matross & Bill Deas

The training course is only the beginning of counselor development at LifeLine and it is this on-going training which has occupied most of my time. Partly in mentoring the new counsellors as they come off the course and partly in growing the counselor development programme.

The training of volunteer counsellors takes place twice a month on Saturdays (through the counselor development program and supervision with Graham Lindegger) as well as on the courses provided by LifeLine.

To date we have had Lize from Red Light make us aware of Human Trafficking, Mandy Tyrer has taught us how to protect ourselves from being the victim of violent crime and Fiona MacCrimmon who is a life coach taught us how to understand and embrace change so that it works for, rather than against us.

Two more interesting training workshops to look forward to in 2011 are Thembisa Mchunu's presentation on the most recent HIV/AIDS information in September and Clinical Psychologist Leon Grove's presentation of his work on the Stress and Wellness Continuum in October. Thembisa will be joined by Cindy, a motivational speaker who will share her experience of being HIV positive.

A decision by LifeLine to have only generic counsellors working for the organization by January 2012 is insightful. The aim is to ensure that all clients irrespective of their presenting problem are counseled in a holistic manner.

To begin this retaining process, I will also be conducting a refresher course on counselling skills that is geared towards face-to-face counselling but whose concepts may be used with the other counselling mediums.

The counselling team, in line with their goal of improving the standard of counselling, has tried to ensure that every Lifeliner is part of a functioning and active core group and participates in the on-going development sessions.

This is difficult to manage as volunteers are busy people, fitting their LifeLine commitment around their home and work schedules. However in time we are sure more people will attend as word of the new improved core group manual, revitalized training and development session spreads.

A special thank you should be extended to Graham Lindegger and Gail Pocket for their constant assistance and involvement in LifeLine.

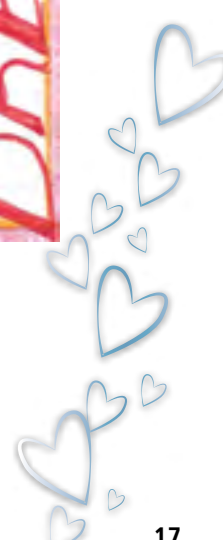
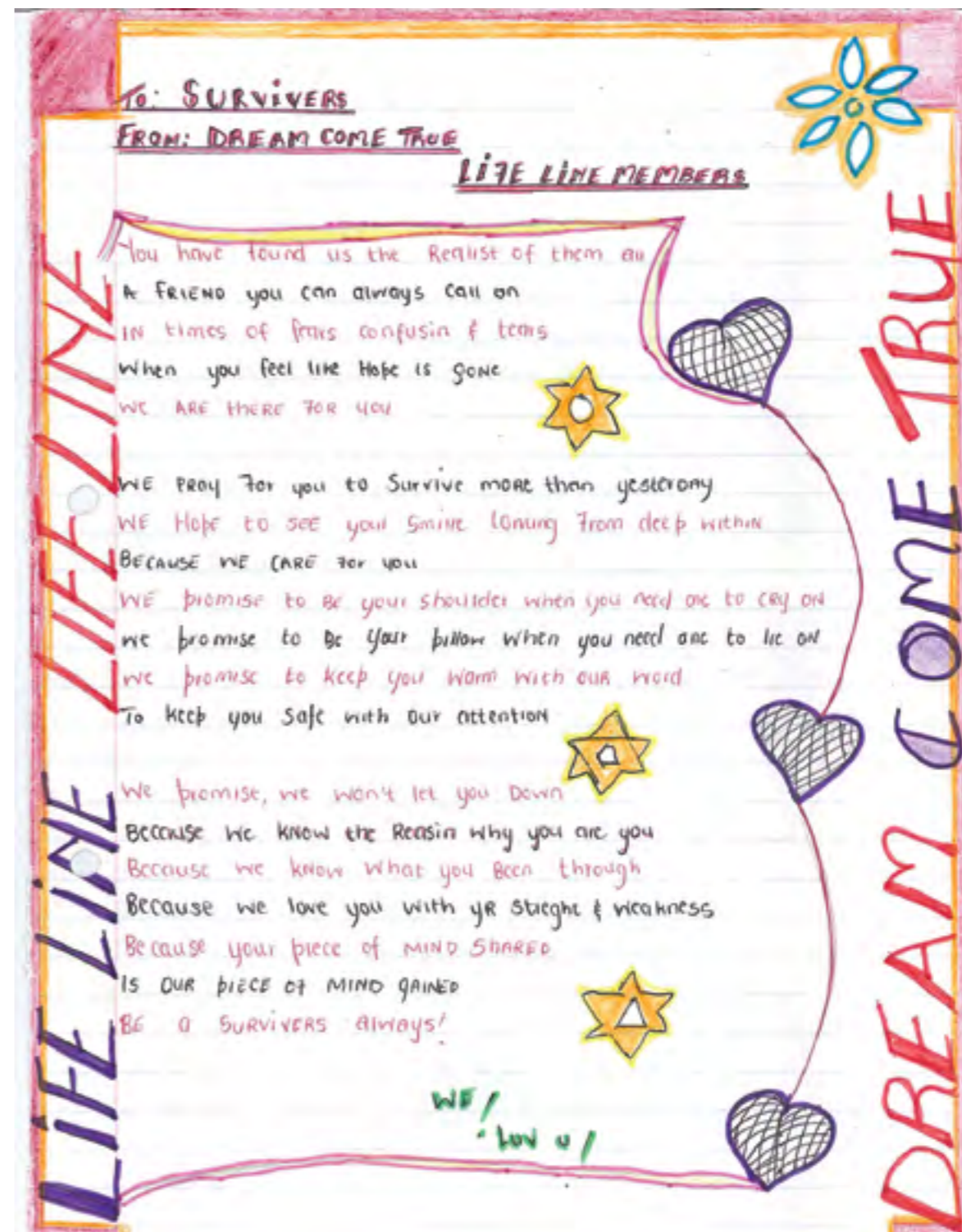
The overall number of people that were counselled by LifeLine has increased by 1465 from 14 763 for the 2009-2010 period to 16 228 for the 2010-2011 period. Therefore, it appears that despite the emergence of new NGO's, life coaches, psychologist and so forth, people are still using our services. The trend of more females than males using our services continues, with the number of female clients sitting at 10655 as opposed to the 5573 males.

Apart from the high volume of people coming to LifeLine House for HIV testing & on-going HIV related support services (8445), high numbers are also present in clients whose presenting problems are rape (1244), child sexual abuse (2027), stress and anxiety (445) and family relationship problems (519). This is largely consistent with last year's trends. On a positive note, the number of sexual deviance cases has dropped to less than 1 a week.

At the Princess Street offices 2908 people were assisted through telephone counselling, 396 through face-to-face counselling, and 306 through e-mail counselling. The SMS information service remains available but is not extensively used.

Overall, the counselling trends have remained the same. The goals for the future are to improve the standard of counselling offered at LifeLine and increase the number of people who use our services. Fulfilling these goals is going to take a lot of hard work, determination and creative thinking. However, with the help of the entire organization, the counselling department should flourish.

Thank you to everyone who has offered input, advice, critique and compliments to the counselling department. It is greatly valued.



# Counselling Stats

Category	2011										Total		
	10-Mar	10-Apr	10-May	10-Jun	10-Jul	10-Aug	10-Sep	10-Oct	10-Nov	10-Dec		11-Jan	11-Feb
Abuse - Child	17	11	2	30	0	0	0	3	6	0	3	0	75
Abuse - Child Sexual	188	253	176	155	165	133	129	134	162	182	189	161	2027
Abuse - Partner	12	18	7	5	7	13	249	4	11	19	21	7	373
Aids / HIV	713	775	745	218	952	1176	308	1558	622	171	882	325	8445
Alcohol Abuse	8	20	14	1	4	2	11	12	7	8	9	5	101
Bereavement	23	12	7	12	16	6	7	26	6	8	5	2	130
Depression	28	60	31	15	14	4	21	24	26	21	30	9	283
Destitution	5	10	2	3	2	1	3	5	5	3	1	2	42
Divorce / Separation	10	8	9	0	1	1	4	4	5	7	3	3	56
Drug Abuse	8	13	14	3	0	4	1	6	4	3	1	9	66
Eating Disorders	6	5	2	0	0	1	0	0	0	2	0	0	16
Education	30	17	21	8	6	18	6	11	6	32	11	30	196
Employment	13	10	2	1	1	3	2	5	5	1	5	7	55
Health / Mental	15	42	23	13	13	8	11	11	14	9	17	18	194
Health / Physical	11	5	8	14	4	2	21	13	5	1	3	4	91
Legal	2	5	2	0	3	1	3	4	4	3	3	3	33
Loneliness	12	69	29	29	15	23	11	67	44	19	28	31	377
Pregnancy	14	24	2	5	13	20	5	14	5	2	12	3	119
Rape	141	208	91	145	84	71	61	119	64	56	113	91	1244
Relationships - Family	42	62	75	41	20	24	51	40	63	28	34	39	519
Relationship - Intimate	13	42	24	39	16	19	22	25	46	24	30	42	342
Relationship - Social	7	33	15	12	6	14	15	10	16	3	6	6	143
Sexual - Deviance	8	9	2	3	1	0	0	4	3	2	8	0	40
Sexual - Identity	7	10	1	8	5	7	0	14	5	10	1	3	71
Sexual - Problems	7	23	22	30	9	12	16	6	33	16	18	22	214
Spiritual	11	6	0	0	0	0	0	20	1	0	0	1	48
Stress / Anxiety	43	58	18	44	31	41	27	19	33	38	51	42	445
Suicide	26	21	22	6	11	10	7	2	15	22	9	5	156
Violence	8	11	11	9	8	12	30	6	11	9	13	7	135
Others	5	27	20	12	14	15	13	15	19	22	12	18	192
<b>Totals</b>	<b>1433</b>	<b>1867</b>	<b>1397</b>	<b>861</b>	<b>1430</b>	<b>1644</b>	<b>1034</b>	<b>2182</b>	<b>1248</b>	<b>717</b>	<b>1520</b>	<b>895</b>	<b>16228</b>
Males	461	623	465	227	515	591	269	857	462	233	595	275	5573
Females	972	1,244	932	634	915	1053	765	1325	786	484	925	620	10655
<b>TOTAL</b>	<b>1433</b>	<b>1867</b>	<b>1397</b>	<b>861</b>	<b>1430</b>	<b>1644</b>	<b>1034</b>	<b>2182</b>	<b>1248</b>	<b>717</b>	<b>1520</b>	<b>895</b>	<b>16228</b>
Telephone Counselling	205	487	203	266	116	179	164	249	309	239	212	279	2908
Face to Face at LifeLine	41	27	23	65	28	32	15	33	36	37	46	15	398
Face to Face at sites	800	1,154	812	325	1128	1176	641	1417	595	222	1155	253	9678
VCT at LifeLine	381	191	343	193	134	225	147	444	257	160	85	310	2870
On-Line counselling	0	0	16	6	15	28	67	39	50	59	22	27	329
Crisis	6	8	0	6	9	4	4	0	1	0	0	11	45
<b>TOTAL</b>	<b>1433</b>	<b>1867</b>	<b>1397</b>	<b>861</b>	<b>1430</b>	<b>1644</b>	<b>1034</b>	<b>2182</b>	<b>1248</b>	<b>717</b>	<b>1520</b>	<b>895</b>	<b>16228</b>

# Monitoring & Evaluation

It helped to calm me  
 Yes it made me strong  
 Someone to listen to me  
 To take the right decision for myself  
 To be listened to comforted and encouraged  
 Gave me options  
 To know my life better  
 I was able to speak freely with the counsellor  
 It calmed my nerves and I was confident  
 It gave me confidence  
 To make me feel comfortable with the situation I have  
 To be around someone who care and has time for me  
 She taught me how to check the condom and more  
 To be able to protect myself and those around me  
 The way she was talking to me she was giving me a hope

*LifeLine and Rape Crisis have taken a gradual and thoughtful approach to monitoring and evaluation which has reduced resistance and improved the staffs understanding of the need to ensure our projects are effective and efficient.*

*I am better able to manage my anger. My relationship with my neighbour has improved.*

*"I can now manage my mistakes and can also apologise - I might even be getting married because of my improved ability to handle disagreements"*

*"I learnt to not be impulsive and make hasty decisions"*

*"I learnt to refuse selfish sexual demands."*

*"I learnt the importance of being truthful!"*

*"I learnt the importance of telling children the truth about reproductive health"*

*I used to have many partners at once which caused lots of problems for me but I now have only one"*

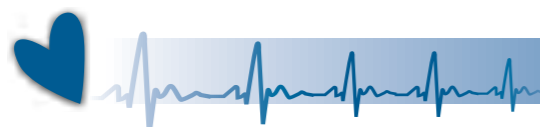
*"I am taking greater responsibility for the care of my child. I have taught her not to accept money from strangers or allow anybody to touch her private parts"*

*"I have been empowered to discuss nicely with my boyfriend the importance of safe sex without the conflict and fighting we had before."*

*"I am more goal directed"*

*"I feel that I must make a life for myself"*

*"I feel energised to take responsibility for myself"*







# Donor List

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*Arrow Print*  
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*CIDA*  
*CINDI*  
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*Deloitte & Touche*  
*Dyer M AA*  
*Elton John Foundation*  
*First Rand Foundation*  
*Ford Foundation*  
*Foundation for Human Rights*  
*Howes AL*  
*Honey Accessories*  
*Hulamin*  
*In memory of M Vorwerk*  
*Independent Institute of Education*  
*Ireland Aid*  
*Ken Collins Charity Trust*  
*Key Delta*  
*KZN Department of Social Development*  
*Mary Cecilia Johnanna Morland Trust*  
*National Lottery Distribution Trust*  
*Nicky Palmer*  
*Pepfar (USA)*  
*Pietermaritzburg Girls High*  
*Pietermaritzburg and District Community Chest*  
*Ragavalu Mrs*  
*Ramlakan Gangabisson*  
*Salon Macleroy*  
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*Speciality Papers*  
*Terre des Hommes Schweiz*  
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