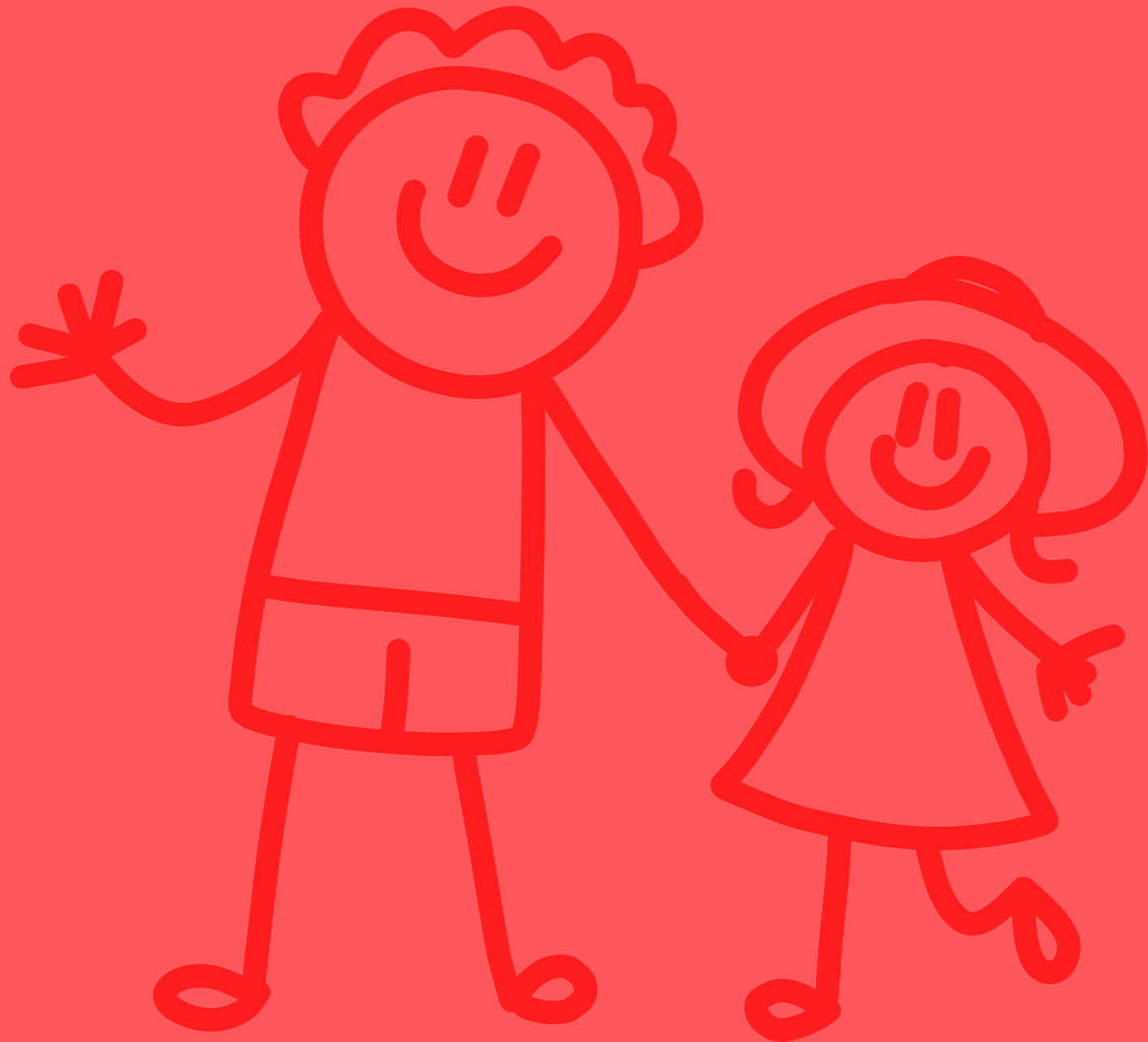




ANNUAL REPORT

2024-2025



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1.

VISION

A world where every child is safe, protected, and empowered to thrive in a nurturing environment.

MISSION

To prevent and respond to child abuse, neglect, and exploitation by providing comprehensive and holistic services to children and their families.

VALUES

- Child-Centered Approach
- Empowerment
- Collaboration
- Integrity and Ethics
- Cultural Sensitivity and Inclusion
- Continuous Learning and Improvement

2. CHILDLINE KZN BOARD MEMBERS



**Advocate
Deshin Pillay**
Chairperson



Thilo Reddy
Treasurer



Iman Mia
Secretary
Marketing & Fundraising
Legal/Compliance Committee



Prof Darry Penceliah
National Board
Representee
Finance Committee



Sershen Naidoo
Finance Committee



Ravi Moodley
Finance Committee



Vinnie Sivbadhan
Marketing & Fundraising
Committee



Nosipho Mvulane
Legal/Compliance
Committee

3. CHAIRPERSON'S REPORT

Dear Board Members, Staff, Donors, and Network Partners,

It is with deep appreciation and pride that I present the Chairperson's Report for the 2024–2025 financial year.

This past year has reminded us that while the needs of children in our province continue to grow, so too does the unwavering commitment of the Childline KZN team to respond with courage, care, and integrity. We have faced a complex and shifting environment — from economic hardship and funding pressures to increased cases of abuse and neglect — yet we have remained rooted in our mission: to protect and promote the rights and wellbeing of every child.

Despite these challenges, we have expanded our reach through telephonic counselling, face-to-face interventions, school-based programmes, and community awareness efforts. Our prevention and early intervention work has played a crucial role in educating and empowering children, caregivers, and communities. The strength of these programmes lies in our ability to connect with people where they are, with empathy and professionalism.

I would like to express my deepest thanks to the Childline KZN staff. You are the lifeblood of this organisation, showing up each day with resilience, compassion, and a strong sense of purpose. Your work is difficult and often emotionally taxing, but it is also profoundly impactful.

To our loyal donors, sponsors, and funding partners, your generosity is what makes our work possible. In a time when many nonprofits are struggling to survive, your belief in our vision and ongoing support has allowed us to sustain services and continue to innovate where possible. Your impact reaches far beyond the financial, it brings hope.

I also extend my gratitude to my fellow Board members, whose guidance, oversight, and strategic direction have been invaluable. Our shared focus on accountability, governance, and sustainability has helped Childline KZN for continued growth and long-term impact. Looking forward, our priority is to remain responsive to the evolving needs of children and families in KwaZulu-Natal. We will continue to advocate for systemic change, build stronger partnerships, invest in staff wellness and development, and pursue funding models that promote sustainability and innovation.

Together, we remain a powerful voice for the voiceless and a lifeline to children in need.

Warm regards,

ADVOCATE DESHIN PILLAY

Chairperson, Childline KwaZulu-Natal

4. DIRECTOR'S ADDRESS

Dear Partners, Friends, and Champions of Childline KZN,

As I reflect on the year 2024–2025, I am filled with gratitude and humility. It has been a year of both remarkable impact and extraordinary challenges, but we conquered.

Together, with our amazing board members who bring a plethora of specialties to the table and our staff, we stood firm in our mission to protect and empower the children of KwaZulu-Natal, even as we faced one of the toughest financial periods in our organization's history.

Key Highlights

Despite severe funding constraints, we continued to deliver our essential programmes:

Our 24-hour toll-free Helpline ensured that no child was left without support, day or night. Our therapeutic services offered a safe space for healing for children who experienced trauma, abuse, or neglect. We expanded prevention programmes in schools and communities, strengthening knowledge of children's rights and protective behaviours. We trained and empowered caregivers and professionals, building a stronger child protection workforce.

Challenges Faced

In this period, we experienced a funding shortfall of approximately R1.5 million, due to a R60,000/month reduction in government grants, and the withdrawal of a R85,000/month corporate sponsor. Faced with these losses, we had to re-evaluate our operations and streamline where possible, all this without compromising service quality. I am deeply proud of our team, who showed resilience and compassion, ensuring that no child was turned away.



Fund Development Efforts

To counter the shortfall, we mobilized public support through The Comrades Marathon, hosted a well-supported Golf Day, and our Annual Funfest both with generous community participation. We secured crucial backing from partners including WBHO, GBS Holdings, Kingdom Slots, Gan Trans, Fairfield Dairies, and the Master Builders Association. We also benefited greatly from pro bono office maintenance, allowing us to maintain a functional space without diverting funds from child services.

Looking Forward

The journey ahead is still filled with uncertainty, but our commitment remains unshaken. In the year to come, we will, diversify our funding streams and strengthen donor relationships, invest in digital tools and rural outreach innovations, continue advocating for stronger investment in child protection.

To our board members, thank you for your continuous guidance, trusting and support. Thank you for helping me grow. To our staff, thank you for believing in me and my vision, thank you for understanding when I started rationing paper and fuel. I see you, I appreciate you. I acknowledge the challenges you face and I admire your passion and tenacity. Today is a culmination of amazing teamwork during a very difficult year. Well done to you all, WE DID IT! To everyone who has walked this path with us, our donors and partners, thank you. You are helping to create a world where children are safe, heard, and valued. Without you, we could not have done it.

With deep appreciation,

ADESHINI NAICKER

Director, Childline KwaZulu-Natal

5. TREASURER'S REPORT

To the Board of Directors, Staff, Donors, and Partners of Childline KZN

It is my privilege to present the Treasurer's Report for the financial year ending 31 March 2025. This report outlines the financial position of Childline KZN over the past year and highlights the key financial challenges and opportunities that lie ahead.

The 2024–2025 financial year has been a particularly demanding period for Childline KZN. Like many non-profit organizations across the country, we have encountered significant financial strain, driven by rising operational costs, delayed funding disbursements, and increased demand for our services.

- **Total Revenue:**

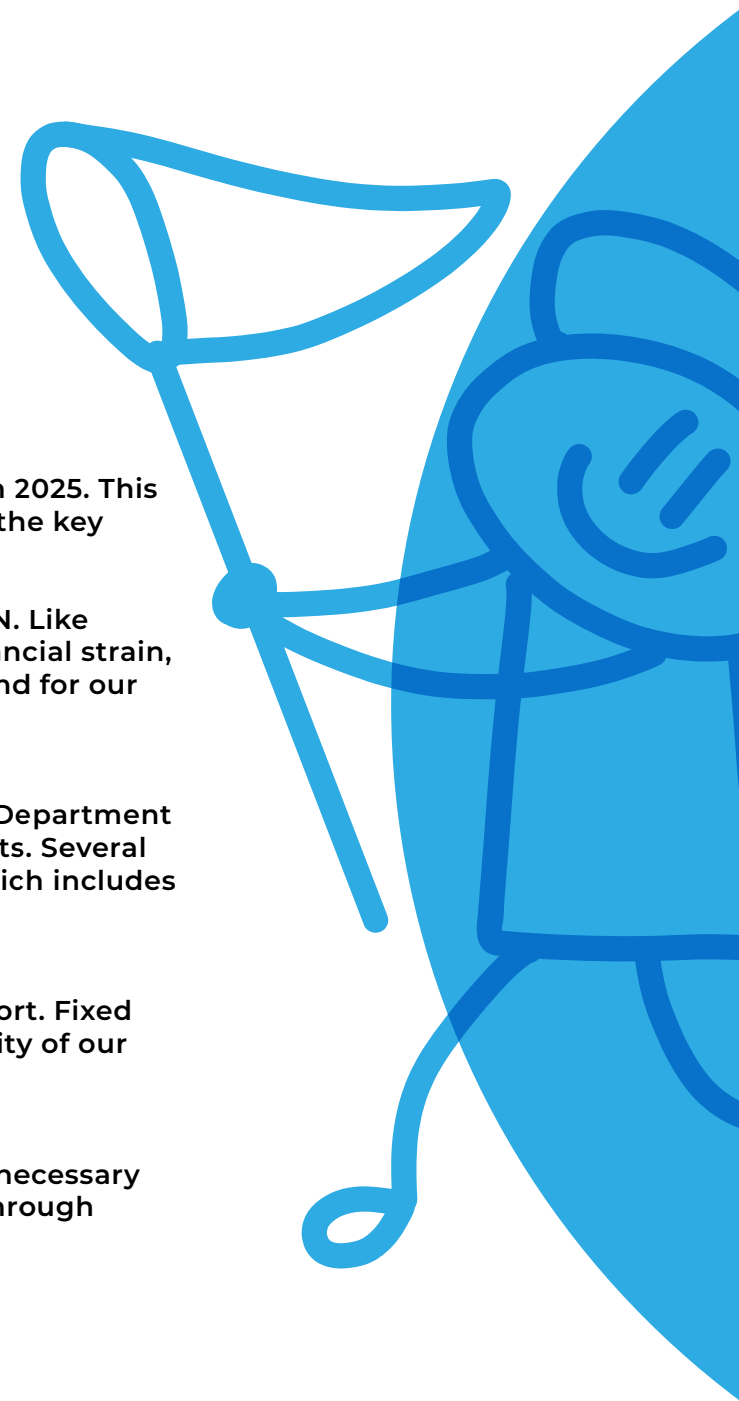
Revenue for the year decreased compared to previous periods. While funding from the Department of Social Development continued, there were budget cuts and instances of late payments. Several regular sources of income were also reduced. Total Revenue for the reporting period which includes sundry income was **R7 001 359**

- **Total Expenditure:**

Expenditure was controlled as we continued to prioritize service delivery and staff support. Fixed costs, including salaries, utilities, and program delivery expenses, constituted the majority of our spending. Our total Expenditure was **R7 599 417**

- **Net Deficit:**

The year concluded with a **R598 058 00**, reflecting the imbalance between income and necessary expenditure. This outcome, though deeply concerning, was anticipated and managed through temporary cost-saving measures and close financial monitoring.



Financial Outlook

Childline KZN is not currently on stable financial footing. However, through careful planning, the implementation of revised budgeting practices, and renewed efforts in fundraising and donor engagement, we are confident that our position can and will improve.

Conclusion

These financial difficulties, though serious, have underscored the resilience and dedication of our organisation. We remain steadfast in our mission to protect and support the children of KwaZulu-Natal, and we approach the coming year with both caution and optimism.

On behalf of the finance team, I extend my sincere appreciation to our Board, staff, partners, and donors, whose continued commitment and belief in our work have been instrumental during these challenging times.

With your continued support and collaboration, we will navigate this period with integrity, accountability, and hope.

THILO REDDY,

Treasurer, Childline Kwa-Zulu Natal

6. HUMAN RESOURCES OVERVIEW

At Childline KZN, our people are the heart of our mission. In 2024–2025, the HR team led a comprehensive review of contracts, procedures, and organisational policies to ensure alignment with national labour standards and our core values. This review strengthened transparency, governance, and staff confidence across the organisation.

We implemented training to enhance staff compliance and professionalism and launched initiatives to support emotional wellness and staff retention. Recruitment efforts remained aligned with our commitment to transformation, child safety, and professional integrity.

Mental Health Awareness Day

Recognising the emotional demands of our work, we hosted a dedicated Mental Health Awareness Day to prioritise staff well-being. The day included guided mindfulness exercises, wellness workshops, and a keynote address by a trauma-informed psychologist who provided tools for managing stress and secondary trauma. Staff had the opportunity to reflect, connect with colleagues, and engage in activities that promoted emotional resilience. This event served as a powerful reminder that taking care of ourselves enables us to take better care of others.



Mother's Day Appreciation

In May, we celebrated the incredible mothers on our team with a heartfelt appreciation breakfast at Mozambik. Each mother received a personalised token of gratitude and a handwritten note of appreciation acknowledging their dual roles as caregivers at work and at home. It was a morning filled with laughter, storytelling, and camaraderie, reinforcing the value we place on family and emotional support within the workplace. Many shared how seen and appreciated they felt, which further boosted team morale and connection.



Year-End Celebration

To close out the year, we gathered at Village Table for a festive year-end celebration. The event included team-building games, music, gift exchanges, and a reflection ceremony where we acknowledged milestones and honoured outstanding contributions. Staff members were presented with light-hearted superlatives and certificates, which created a sense of pride and belonging. It was not just a celebration of the year's achievements but also a moment of unity and renewal, sending us into the new year with strengthened bonds and motivation.



Retirement of Ms. Khambule

One of the most emotional and meaningful moments of the year was bidding farewell to our beloved colleague, Ms. Khambule, after many years of dedicated service. We held a formal retirement ceremony filled with tributes, memory-sharing, and the presentation of a legacy award. Colleagues shared heartfelt speeches highlighting her immense impact on the organisation and the countless lives she touched. Ms. Khambule's grace, compassion, and wisdom leave a lasting imprint on Childline KZN. She departs not only as a respected professional but as a cherished member of our family.

7. PROJECTS UNDER REVIEW

7.1 24/7 Crisis Helpline (116)

Our toll-free helpline remains a frontline resource for children and families in crisis. In the reporting period, we responded to an average of 7,000 calls per month, addressing a range of concerns including abuse, exploitation, mental health, bullying, and family conflict.

Justice for Survivors – Success Story

In June, a 16-year-old boy disclosed sexual abuse by his soccer coach. Investigations revealed multiple victims among his peers. Childline KZN, the Department of Social Development, SAPS, and the Victim Empowerment Forum worked together to support each child individually and in groups, helping them heal and prepare for court. The case ended in justice: six life sentences for the perpetrator.

7.2 Siyakhanyisa Prevention and Outreach Program

Outreach and Prevention – Reaching Thousands

This year, we distributed comfort packs to 1,000 learners, restoring dignity and promoting hygiene. Our school readiness packs in high-risk areas like KwaMashu, branded with our 116 Helpline number, contributed to a decline in reported abuse cases. In KwaDukuza, our child rights march reached 300 people, leading to more community members coming forward to report abuse. With dedication and creativity, our workers reached 55,932 children, parents, and community members through dialogues, presentations, holiday programmes, and conferences.

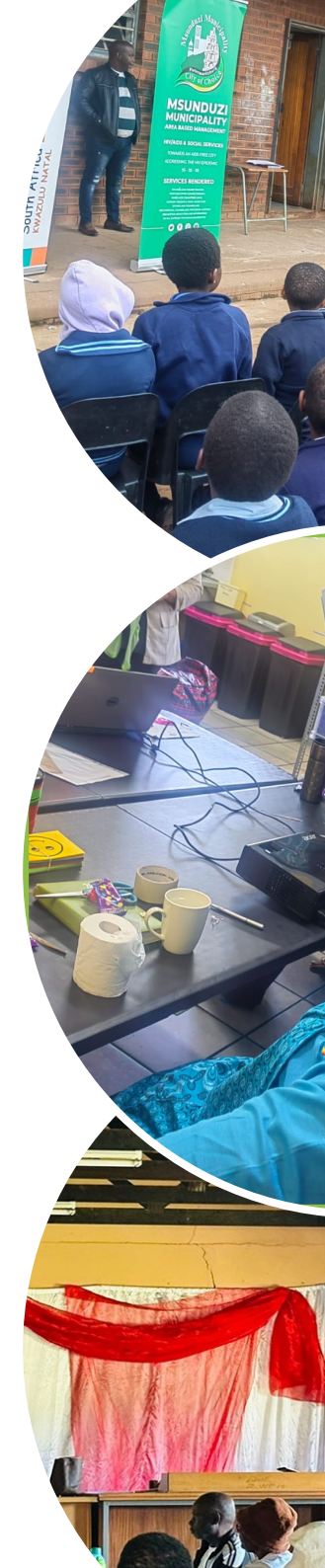
This programme reached thousands through school and community-based workshops focused on preventing abuse and promoting safe environments for children. We engaged learners, educators, and caregivers with practical knowledge and tools for early intervention.



The following organisations were reached in just the PMB area reaching 14 269 individuals.

Name of Programme	Target Group Reached	Area
Msunduzi Librariesholiday Programme Awareness	112 children	Pietermaritzburg central
War Room Ward3	25 Stakeholders	Vulindlela Area
KwaMpande Primary	432 Learners	Vulindlela
Maria Memorial School	312 Learners	Vulindlela
Nyanda Primary	226 Learners	Vulindlela
Child Abuse Prevention Programme Shri Vishnu Primary	20 stakeholders and 345 Learners	Pietermaritzburg Central
Langalakhe High School	243 Learners	ElandskeR
Ashdown Primary	456 Learners	Ashdown area
Newton Vacational School	634 Learners	Pietermaritzburg Central
Hemu Primary	287 Learners	Vulindlela Area
Mzimba Primary	390 Learners	Vulindlela Area
Workshop on social ills	300 community members	PMB City Hall
Sobantu primary: parenting program	50 community	Sobantu
Khwezi Primary:	234 Learners	Sobantu
World TB Day at Imbali unit 14	186 community members	Imbali
Nhlambasoka Primary	169 Learners	Taylors Area
Dindi Primary	290 Learners	Taylors Area
Copesville Child protection Programme	234 Learners	Copesville
Northdale Primary	278 Learners	Northdale

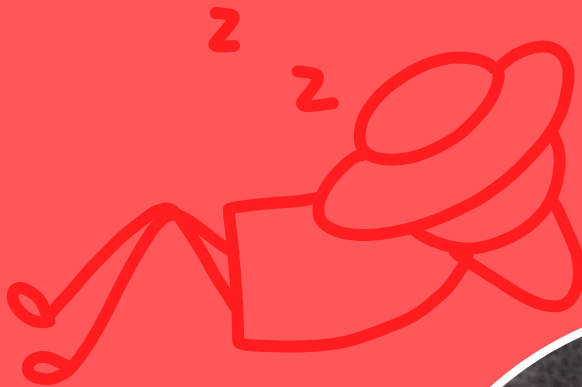
Name of Programme	Target Group Reached	Area
Suncrest Primary	115 Learners	Northdale
Glenwood Primary	343 Learners	Northdale
Ward 40 Area community dialogue	30 Community members	Sweetwaters
Grange Primary	267 Learners	West Gate Area
Msilinga Primary	256 Learners	Ezinketheni Area
Helping hands Organisation Puppet show	50 Learners	Esigondini
Jubane Primary	21 Learners	Incwandi Area
Community Care Givers Training	10 Care Givers	Incwandi
Mbubu Primary school	476 children	Sweetwaters
Elangeni Primary	342 Learners	Pietermaritzburg central
Kwa Nkabini Primary	658 Learners	Elandsken
Kwa Mpande Primary	784 Learners	Vulindlela Area
Alston Primary	296 Learners	Pmb Central
KwaShange Primary	547 Learners	Yulindlela area
M. L Sultan Secondary	493 Learners	Pietermaritzburg central
Henley Primary	534 Learners	Vulindlela Area
Esigodini Primary	231 Learners	Esigodini
BhekuXimba High School	569 Learners	Entembeni Area
Mlungisi High School	723 Learners	Elandskor Area
Longmarket girls	217 Learners	Pietermaritzburg Central
Piet Ritief Primary	356 Learners	Napier Ville
Qhamukile Primary	590 Learners	Mpophomeni Area
Hopewell Primary	457 Learners	Hopewell
Thornville Primary	681 Learners	Thornville





7.3 Victim Empowerment Program / Therapeutic Department

The Victim Empowerment Programme (VEP) commonly known as the Therapeutic Unit at Childline KwaZulu-Natal provides trauma-informed psychosocial support to children and families affected by abuse, neglect, violence, and other forms of trauma. Through counselling, play therapy, court preparation, crisis intervention, and ongoing emotional support, the unit aims to help survivors heal and regain a sense of safety and dignity. The team consists of trained social workers and two highly competent and passionate managers, who are dedicated to child protection and recovery. Our services are accessible across various districts including eThekweni, uMgungundlovu, Zululand, Amajuba, uThukela, and King Cetshwayo, through our main offices, satellite sites, and mobile outreach initiatives. The unit also works closely with the Department of Social Development, SAPS, the justice system, schools, and community structures to ensure a coordinated and holistic response to child victims of abuse and violence. During this period we recorded 1515 new cases and conducted 3862 counselling sessions.



8. ANNUAL EVENTS



8.1 Child Protection Week

We led impactful education and awareness campaigns across schools, clinics, and community forums to inform the public about child rights, child abuse prevention, and available reporting mechanisms. These initiatives included interactive workshops, distribution of educational materials, and engagement with parents, teachers, and community leaders. Special emphasis was placed on empowering children to speak out and on equipping adults with the knowledge to identify and act on signs of abuse. Our outreach spans both urban and rural communities, ensuring inclusive access to vital information.



8.2 16 Days of Activism

We hosted a range of awareness sessions, community dialogues, school-based programmes, and collaborative events with key stakeholders such as SAPS, the Department of Social Development, and local NGOs. These initiatives focused on addressing the root causes and devastating impact of gender-based violence on children and families. Activities included survivor support circles, educational talks, and public awareness campaigns. Our approach highlighted the intersectionality between violence against women and the safety of children, while promoting accountability and social change.



8.3 Christmas Parties

With limited resources but an abundance of heart, we hosted joyful and inclusive Christmas events for vulnerable children in our care. These celebrations provided moments of happiness, belonging, and positive memory-making for children who have faced adversity. The events featured games, meals, music, and the distribution of gifts and hygiene packs, often sponsored by kind-hearted donors and local businesses. For many children, it was a rare opportunity to experience the joy of the festive season in a safe and supportive environment. These moments reminded them that they are seen, valued, and cared for.



9. FUND DEVELOPMENT

9.1 The Comrades Marathon

Our partnership with the Comrades Marathon Association continues to be a powerful platform for raising awareness and support for Childline KZN. This year, we were privileged to have 56 dedicated runners including foreign internationals who chose to run for our cause, turning every kilometre into a step towards protecting and empowering vulnerable children. We were grateful to raise over R600 000 for the financial year.

9.2 Annual Golf Day

Our own Golf Day continues to be a highlight on the Childline KZN calendar, bringing together supporters and partners while raising much-needed funds for our programmes. In addition, we were honoured to be selected as beneficiaries of corporate golf days hosted by organisations such as the South African Institution of Civil Engineering (SAICE) and the Plastic Institute of South Africa. These partnerships not only provided vital financial support but also reinforced the importance of collective efforts in safeguarding and empowering children.

9.3 FunFest 2025

The Childline KZN Fun Fest proved to be both a successful fundraising initiative and an opportunity to engage directly with our community. Families, supporters, and partners came together to enjoy a day of entertainment and activities, all in support of the work we do with vulnerable children. Beyond raising much-needed funds, the Fun Fest created a sense of unity and shared purpose.



9.4 Corporate Sponsorships and Partnerships

We are sincerely grateful to the following partners:

GBS Holdings	WBHO
Gantrans	Fairfield Dairies
Skyland Masterbatch	Fincham
Victor Daitz Foundation	Community Chest Pmb
Round Table No 2	Netronix
Corobrick	Comrades Marathon Amabeadibead
Airtronics	Tile Africa
Designer Plastic	WHS Transport
Pep Africa	The Hope Fund
SGB Cape	Thekwini Reinforcing
Pro Aluminium	Concord Access Solutions
Dr Rajput	Sharpmove Trading
Masterbuilders	Home Concepts
GPS Plastics	Santova Logistics
Suren Naidoo	Gift of the Givers
Childline South Africa	Kalreo Interiors
Labournet	Dr Naidoo Skin Solutions
Premier Foods	Burlington Electrical



10. MARKETING

Our visibility increased significantly in 2024 through two major campaigns. SPAR South Africa printed our 116 Helpline number on all shopping bags nationwide, allowing millions of households to see our contact details regularly. In addition, Strawberry Worx sponsored impactful digital billboard advertising across KwaZulu-Natal. These efforts contributed to a notable increase in brand recognition, service referrals, and direct call volumes to our Helpline—bringing help to more children, faster.



11. ACKNOWLEDGEMENTS

To our donors, sponsors, board members, volunteers, partners, and staff, thank you. Your dedication, generosity, and belief in our cause have made this year possible. Together, we are shaping a future where every child in KwaZulu-Natal is protected, supported, and free to thrive.



**THANK
YOU**

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