



**aaakee**

ABUSED AND ABANDONED KIDS  
EDUCATIONAL EXCURSIONS

*we're for the little humans*

# Organisation Profile

*Information about us and the work we do.*

**aaa-kee.co.za**

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# who we are

Having begun operations in 2004, Abused and Abandoned Kids Educational Excursions (AAAKEE) is a registered South African non-profit humanitarian organisation that caters for abused, abandoned and neglected children who occupy various child and youth care centres in Gauteng.



**Our founding mission is to give these children experiences that are unknown to them, giving them the chance to look through an open window of endless possibilities and, one day, walk through the door beside it.**

## **Educational Excursions**

The main part of this mission is achieved through our Excursion Fund, which was put together to treat underprivileged children to educational and enjoyable excursions to various well- and lesser-known South African landmarks. These excursions are designed to enrich the children's lives with fun, entertainment, excitement, and opportunity.

Using this strategy, they can learn new things about the world they live in - bringing them closer to a better future - and have fun at the same time.

## **Health and Education**

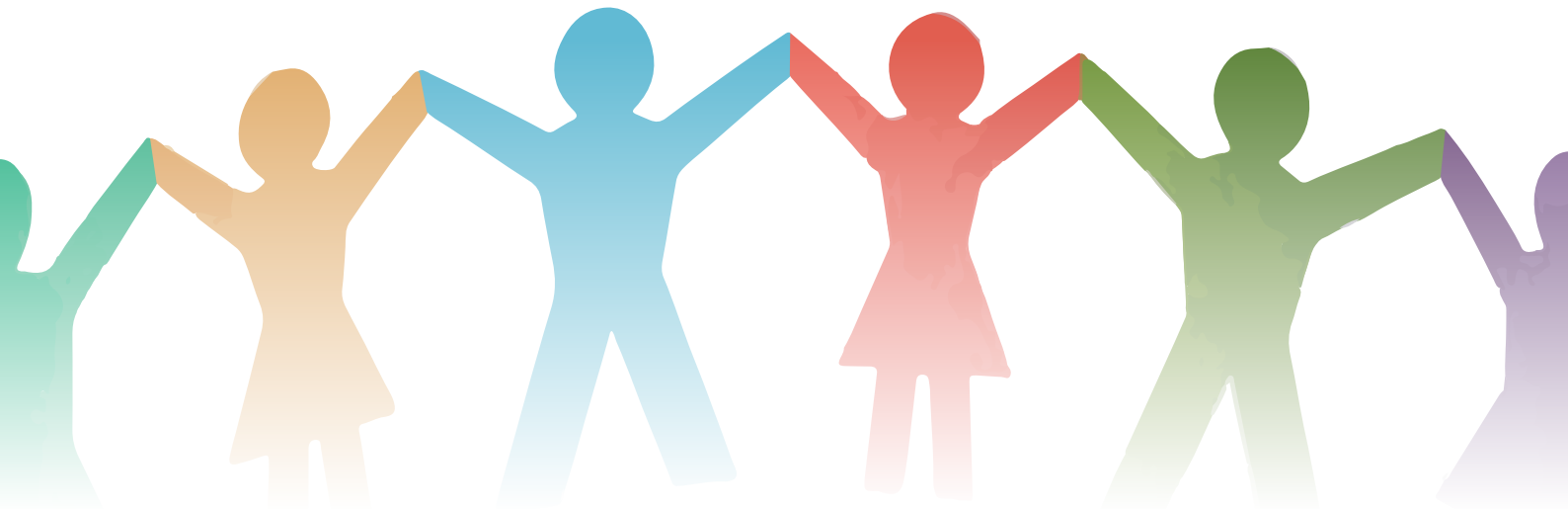
In addition to these happy excursions, we also provide the children with the things they need the most: food, groceries, clothing, blankets, school uniforms (a

requirement at all schools in South Africa) and stationery, learning materials (text- and activity-books), toys, and more.

Consignments of these necessities are arranged via our various Funds, which are discussed further on in this profile. Information about how you can contribute/ donate, and how you will benefit from doing so, is also discussed.

# what we do

AAAKEE is committed to running several funds that incorporate its missions and implement its projects. These funds focus on improving the lives of the children that receive support on a per-project/ongoing-basis. These funds are discussed on the pages that follow.



AAAKEE has its initial roots set in taking children from disadvantaged backgrounds on educational excursions and day-trips/outings to various South African landmarks and other places of interest. Each excursion, whilst filled with fun and entertainment, was primarily to educate the children, a primary factor in young, growing minds.

Not long after beginning operations, we identified the need to cater for these children in other various ways. Having realised the state of child malnutrition in the country, we started a new project with the primary goal of providing children's orphanage homes non-perishable foods and other groceries. Known as the **Food Fund**, this project continues throughout each year, and consignments are made as the sufficient funds are made available. We then began a new project,

called the **Uniform Fund**, which seeks to provide school uniforms to these kids on a seasonal basis. In South Africa, a school uniform is required in order to attend most schools - even the lesser-funded ones. Uniforms instill a sense of discipline and pride within a school.

Around that time, we also introduced the **Christmas Fund**, where we treat the children to a Christmas party at either a selected venue, or at their own home. The children are given a full meal, along with their gifts from Santa (or as otherwise applicable, depending on the age group of the children).

Then, in 2012, having looked at the state of education in communities and schools, we introduced the Active Education Fund. Its initial purpose was to provide quality learning materials to children who

needed them the most. Included in most provisions are text-books and accompanying activity books, novels, education-centric magazines, and more.

We then decided to start something that would boost education in children's homes, and even communities. Most children's homes are not equipped with some sort of learning centre, where children have access to a broad array of knowledge. As such, we decided to draft plans to construct Active Media Centres (AMCs) for the ones in our local community that do not have them. Each centre would be equipped with the already-mentioned learning materials, plus at least three computers connected to the internet, and with pre-installed education-centric software and games.



# FOODFUND

According to UNICEF, malnutrition is the root cause of death in sixty-four percent of South African children under the age of five. "One in five children is stunted and many are deficient in the vitamins and minerals vital to good health and optimal development."

In addition, it has been shown that nearly 50% of the world's children are in some kind of poverty, be it a lack of food, a roof over their head, or a parent to bring them up and teach them important life lessons. Sixty per cent of children in South Africa have this problem too – a situation that needs to be seen to sooner, rather than later.

**One of the greatest feelings in the world is knowing that we, as individuals, can make a difference.**

*Jeff Bridges*

Our Food Fund was designed to embed those words into our philosophy of how we treat people, and how we can drive change – with the help from the public-at-large. We've identified the need for children's homes (our beneficiaries) that we support on a regular basis. In lieu of donations to them, we focus on food requirements they have throughout the course of the year.

We supply each children's home with enough food to keep them going for between two and three months - however, this depends on their requirements at the time we consignment is arranged.

Included in an average consignment is the following: maize/mielie meal, samp, rice, pasta, baked beans, tinned foods (such as pilchards and meat balls), various cereals (from Corn Flakes and Weet-Bix to ProNutro, dependant on the age group), soups, rooibos tea, coffee, sugar, cooking oil, long life milk, orange juice, Sunlight soaps and washing powders, toilet tissue, and more.



## How you can help us

In order to achieve this goal of providing foods and groceries to our beneficiaries, we simply ask that you make a financial contribution towards this Fund, and spread the word to your friends and family.

Of course, our organisation is registered as a Public Benefit Organisation with the revenue service so that you may claim your welcome input for a tax relief. We're also BEE/SED-compliant, which means your business can score points on its next score card.



As in many other former British colonies, all South African private and public schools have a uniform, and it is compulsory in all public schools and in the vast majority of private schools for children above pre-school level. Without one a child may not be able to attend school.

The concept of school uniform is believed to serve two purposes - to instill a sense of belonging and pride in the school. As it is, thousands of children across the country do not have the privilege of having one at their disposal.

Our Uniform Fund was put together to combat this problem, so that all the kids from the homes we support need not worry about it - they're there to learn, after all.

The beginning of each school season brings about a rush for children throughout the country to be furnished with uniforms, stationery, and other school equipment. Prior to this, we like to ensure our homes are prepared for it - whether we supply the uniforms ourselves, or extrude funding to the homes that require it.

Considering the astronomical costs of school uniforms these days, we don't set a limit on the amount of children we intend to clothe, but budget for the minimal amount - provided it meets our goal of ensuring every child has one. Despite government grants that may be received by the homes, they are hopelessly inadequate for supporting and sustaining such a requirement.

## How you can help us



As mentioned, the costs of school uniforms are high in today's economy. As such, we only ask sponsors who have the available funds to assist us with a contribution for a single uniform.

The costs vary from school to school (and per gender), and we factor in our often-provided bulk discount, which is a plus for all parties. If you'd like to know how much a uniform costs, please contact one of our fundraising representatives at the beginning of each uniform-season to learn more.

Whilst we generally raise funds several months before a uniform consignment, we do accept donations for them at any time. As such, we are always ready to provide uniforms to our beneficiaries when the time comes.

As mentioned, you'll benefit in terms of a tax reward for your kind contribution and in terms of SED if your business contributes to this Fund.



# EXCURSION FUND

AAAKEE's original, founding goal was to provide children from various orphanage homes with the sights, smells, and guided tours of some of the most remarkable places in South Africa. We believe that it is essential for these children to learn about the things that walk and talk outside of human society.

Over the years, we've taken over 800 children to various destinations in SA, mostly in Gauteng.

One of largest projects we've embarked on involved taking numerous children from three different homes to the ATKV Illovo Beach in Durban for a period of five days. All accommodation, food, and refreshments was paid for. In addition, the children were treated to daily outings to destinations such as the Sugar Terminal, Sharks Board, and Croc World, among others. To date, this is our biggest excursion-based achievement.

In addition, we have taken various children from the homes we support to the following popular destinations, over the last ten years:

- Constitutional Hill**
- Gold Reef City Theme Park**
- Lanseria Lion Park**
- Lory Park Animal & Owl Sanctuary**
- The Apartheid Museum**
- The Cradle of Humankind**
- The Johannesburg & Pretoria Zoos**
- The Nelson Mandela Family Museum**
- The Origin Centre in Braamfontein**
- The Steam Train**
- The Van Galen Cheese Farm**
- The Wonder Cave in Kromdraai**
- The Youth for Christ Centre**

## How you can help us



Due to the fact that AAAKEE is also committed to the already-discussed Funds and projects, we still want to be able to commit to doing at least two day-trips or excursions per year.

We normally get a quotation for entrance fees, food, gifts/souvenirs, and other requirements for each trip in advance so that we may calculate the cost per child.

Of course, we rely on the private sector to help us with the necessary funding in order to treat the children on these trips and excursions. We will be more than grateful for your kind assistance.

As mentioned, you'll benefit in terms of a tax rebate for your kind contribution, and in terms of BEE if your business contributes to this Fund.



**ACTIVE  
EDUCATION  
FUND**

## one in ten

According to the Michael and Susan Dell Foundation, this is how many South African children qualify for university; and only five percent of them graduate.

One of the biggest concerns in South Africa is the quality of children's education, or lack thereof. This problem is mostly seen within disadvantaged communities across the country. In addition, and as we have seen in 2012, even those who do have access to public education don't get their text books and other learning materials on time. It is because of these various never-ending problems that we have identified the need to introduce a Fund that will, at least, assist in preventing them.

Every child has the right to quality education, and we'd like to be in a position to get them there.

Our Active Education Fund currently focuses on providing access to learning materials that assist in knowledge-growth for these children. These include, but are not limited to, text-books, activity-books, novels (as you already know, reading is the greatest thing for a young mind), and other learning materials alike.

In the near future, we will be introducing other aspects to this Fund, such the construction e-learning facilities that integrate with already existing platforms that have proven to be successful in the past.

Additionally, we foresee the project's extensive growth over the next few years, with plans to incorporate the construction of learning facilities into the Fund's core purpose.

### How you can help us

We are looking at providing educational materials to those who need it most, and so we are not primarily selecting our enlisted beneficiaries as recipients. Rather, we are looking beyond their borders, and into communities where the education outcome is low, and requires sustenance in this regard.

We need to raise the necessary funds on an ongoing basis in order to do this. So we appeal to you to make a financial contribution toward this Fund. More information about how you can donate is discussed further on in this Profile.





# Christmas Fund

It is unfortunate that so many kids in the country don't have the simple opportunity of being able to celebrate Christmas, or even just an end-of-year party. It is one of our goals to give them this opportunity, making them feel part of a bigger whole.

Every year, it is tradition for us to hold a special Christmas party for the homes we support on a regular basis.

Depending on the various factors involved, we elect to either take the children to a restaurant for a Christmas Party, filled with a full Christmas meal and gifts from Santa (who is, of course, only applicable to the younger kids), or we take the party to their home.



*Christmas is not a time nor a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas.*

**- Calvin Coolidge**

In the latter case, we arrive at the children's home and begin by setting up an area (inside or outside) that is fit for the event. We put up a Christmas tree if one hasn't been put up already, and prepare all the tables and chairs for a festive feast. We hand out gifts, and the kids sing Christmas carols, making the day come to life.

## How you can help us

We appeal to you to assist us with the funds for gifts to be handed over to the children. Alternatively, we ask that you donate something you think a child would like to us directly. In addition, we also need to raise the funds to cover the meals for the children.



# who we help

We support seven enlisted child and youth care centres at a time, including homes, schools, and day-care centres. Additionally, we assist community centres and underprivileged families and children that surround these centres. Over the years, we have provided for thousands of children in need of support.



## **Ithembelihle Lsen School for Disabled Children**

Based in Primrose, the boarding school was established to cater for the needs of various children who are physically and mentally disabled.

Admitted children include those with athrogyrosis, cerebral palsy, muscular dystrophy, phocomelia, poliomyelitis, and spina difida, as well as amputees. These children are admitted to the school by doctors, social workers, teachers, and parents.

We have continued to support the school through our various Funds. In 2011, we donated blankets to the school. In 2010, we visited the school as part of a feeding scheme being run. The children enjoyed a filling meal, and we had the opportunity to learn more about the lives they live, and about their backgrounds.

We have also made several large food consignments to the school on a regular basis, ensuring they have everything they need. Lastly, we have taken the kids in groups on educational day trips to the Lory Park Animal and Owl Sanctuary in Midrand.

## **Lerato Child & Youth Care Centre**

Founded in May 2000 by Pine and Lenie Pienaar, the Lerato Child and Youth Care Centre was motivated by the need of care and shelter for abandoned and destitute babies and children, and finally registered by the Department of Social Development toward the end of 2007. The home seeks to provide a loving home children of all ages can grow up in a family environment, and leave a positive mark in their lives.

We have supported the home for many years now making several consignments to them, and fulfilling their food and grocery requirements.

## **Jumma Masjid & Educational Institute**

Based in Westbury, Johannesburg, Jumma Masjid & Educational Institute is a Muslim community centre that caters for various children of different ages.

AAAKEE has catered for the organisation since early inception, providing food, stationery, and more.

## **Reamogetswe Resource Centre**

Formerly known as NOAH Communities Muldersdrift Ark, the Reamogetswe Resource Centre is now a children's development centre in Muldersdrift, west of Johannesburg.

It presently takes care of over 100 children from disadvantaged backgrounds, having set its roots in making the lives of those infected with HIV/AIDS better to live.

AAAKEE has been supporting the organisation since 2013, providing food and groceries to the centre, as well as Christmas gifts in December 2013.

## **Polokong Children's Village**

Polokong Children's Village is a home that caters for approximately 50 previously disadvantaged children in Evaton, South of Johannesburg.

The village was founded in 1991 by concerned members of the Society of Saint Vincent de Paul, who were of the opinion that something should be done for the neglected children of Sebokeng.

Polokong also has a walk-in-centre that caters for approximately 500 children from around the community on a regular basis.

AAAKEE enlisted the beneficiary in early 2015, and thus far consigned school uniforms to the children in their care. We'd like to extend a special word of thanks to all the sponsors who made this contribution possible.

## **Laura Vicuna Educational Centre**

Enlisted as a beneficiary in 2017, and one of the three centres established and managed by Don Bosco Educational Projects, Laura Vicuna Educational Centre creates opportunities for the children from Finetown by providing them elementary education. Many of these children are highly marginalised to the extent that some do not have documentation required to get into school.

The centre has been enlisted to receive regular support from AAAKEE in terms of its various Funds.

## **Abraham Kriel Childcare: Langlaagte Campus**

One of the very few of its kind, the Abraham Kriel Childcare Langlaagte campus looks after 100 children with severe trauma, as well as those with low cognitive levels, in ten specialist houses by providing holistic care and a specialised education through the various programmes they run.

AAAKEE enlisted the campus in 2017 to receive regular support.

# Declining financial state, and our humble appeal to you

Since 2010, we have experienced a decline in funding from the private sector, fueled by various contributing factors relating to the state of the economy as well as legislation-change.

Due to the declining state of the nation's economy (in addition to that of other parts of the world), as well as new BEE regulations put into effect for businesses, our cause has not been able to live up to its full potential due to a continuous lack of funding, measured over time.

Specifically, consignments we make to our enlisted beneficiaries and the community have been limited and/or stagnated. Comparing our activities over the past three years, each consignment

has cost a little less - an unfortunate situation to be in. After all, our aim is to provide whatever is needed by our beneficiaries when they are needed. With smaller consignments, these beneficiaries find themselves in a position whereby they need to acquire additional support (be it funding or donations in-kind) from other sources.

As mentioned, one funding constraint comes in light of the new BEE codes and regulations that businesses are now following.

For the most part, SED scores have been cut by 20 points, and many businesses who were previously not exempt (with a turnover of between R5-million and R10-million) are now exempt, and, as such, do not need to adhere to the SED element. This has made fundraising much more difficult than it was previously.

More information about the new regulations can be found here:

**[olivershouse.co.za/fundraising-under-the-new-bee-codes](http://olivershouse.co.za/fundraising-under-the-new-bee-codes)**

## We need your help to make it right again

Considering the aforementioned, we appeal to you to make a financial contribution 'from the heart' in aid of the children that benefit from our projects. As mentioned in the project pages herein, our marketing representatives will discuss costs on a per-project basis with you. Alternatively, contributions of any size are very welcome and truly appreciated.

# How you can help



**Even with a small financial contribution,  
you'll be making a special difference.**

We do not receive any funding or aid whatsoever from the government, or any government-related organisation, relying solely on the support of private companies via their Corporate Social Investment and Socio-Economic Development divisions. Consequently, we are reliant on the generosity of the public at large in our primary goal: caring for the less-fortunate and those who are in need on a day-to-day basis.

## **Section 18A Tax Relief**

We are registered with the South African Revenue Services as a Public Benefit Organisation. As such, any financial or in-kind contributions made to us can be declared so that you may be rewarded by means of tax relief on your next return.

The SARS Basic Guide to Tax Deductible Donations states that a taxpayer making a bona fide donation in cash or of property in kind to an approved organisation is entitled

to a deduction from taxable income, if the donation is supported by the necessary receipt issued by the organisation or, in certain circumstances, by an employees' tax certificate reflecting the donations made by the employee.

AAAKEE issues the necessary PBO Certificate and invoice (which is used as a receipt upon verification of the donation on your end) via email so that you may claim your tax rewards.

Learn more:

**[aaa-kee.co.za/certification/pbo](http://aaa-kee.co.za/certification/pbo)**

*For businesses:*  
**Points on your next BEE scorecard  
for Socio-Economic Development**

AAAKEE is currently a Level 1 Contributor to Broad-Based Black Economic Empowerment with 135% procurement recognition and, as such, your donations qualify for valuable points on your company's next BEE Certificate.

More than 75% of our beneficiaries are classified as 'black' – that is, african, 'coloured', and asian – and [previously] disadvantaged.

The racial profile is not managed by ourselves – our beneficiaries provide to us, as often as possible, the amount of children in their care black South African citizens.

Under the new Codes for BEE, Public Benefit Organisations that have 75% or more black beneficiaries are now classified as Level 1 Contributors.

We encourage corporate entities to enter into a 'giving agreement' (such as a CSI/ SED agreement) with us. As we are a Level 1 Contributor, and provided the beneficiaries of your donations (1-2% of your Nett Profit After Tax, NPAT) are more than 75% black, you will be able to earn up to 135% on your spend. In order to meet beneficiary audit requirements, AAAKEE can provide confirmation from an Independent Competent Person regarding our beneficiary racial profile.

Learn more:

[aaa-kee.co.za/certification/bee](http://aaa-kee.co.za/certification/bee)



*Every child has their own aspirations, dreams, and the potential to do great things in this world.*

However, each of them desperately needs someone like you to make a contribution and, most importantly, a difference.

By making a financial contribution to AAAKEE, you're contributing to a potentially incredible life story of someone who could never have had one.

**Together, we'll drive change in a life that needs it the most.**

**We thank you for your generosity.**