



Arts, Education & Business for Nation rehabilitation programme

MZANSI LEADING AND UNDEFEATED NETWORK BUSINESS PROFILE 2023/28

Organisation Name: Mzansi Leading and undefeated Network NPO

Registration Number: 183-630 NPO

Project Name: #tag Sivikel’ Ama2000 project

Preface:

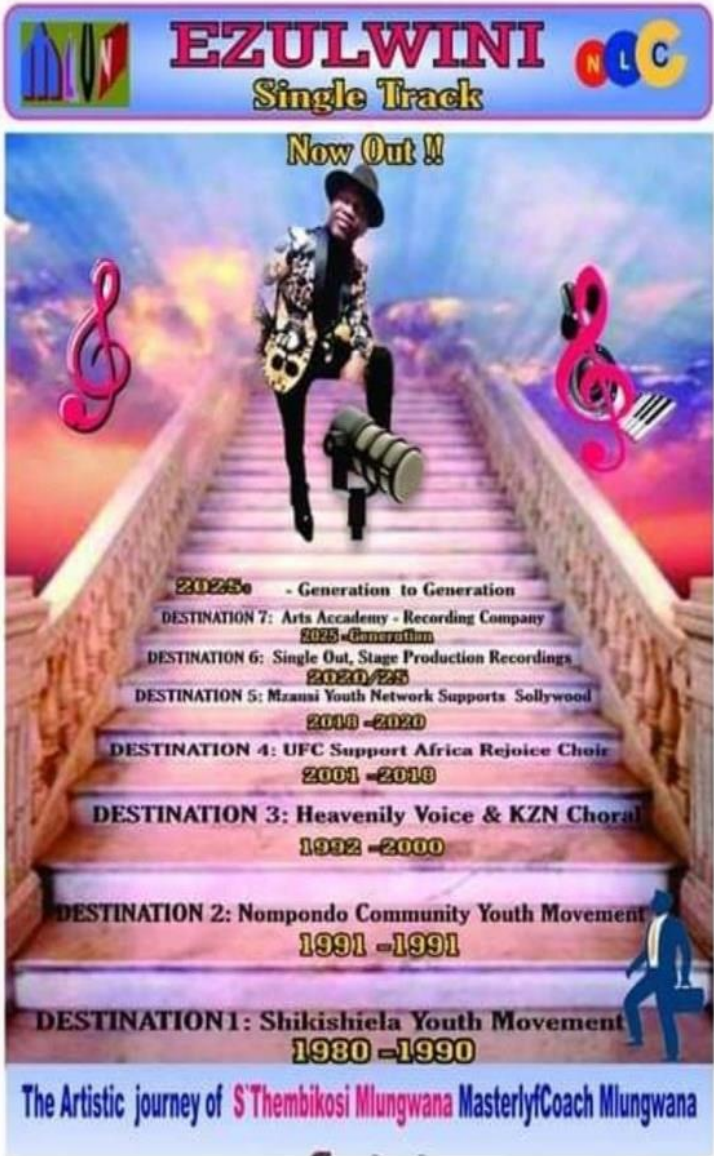
The message from the Founder

I Thembinkosi Sithembiso Mlungwana the founder and Chief Executive Director of Mzansi Leading & Undefeated Network would like to take this opportunity and thank every individual, sponsors, communities and God himself for supporting me as from 2017 when this organization was founded to this date. When this association was still in its initial stage we were still wobbling like a child that is still learning to walk, but through the support of sponsors like National Lottery we have now gained our strength to stand firm and over come every test of time. The organization has managed to open another branch in



Umgababa with new innovations as we have incorporated a new programme that is focusing on abandoned kids including the career guidance project that operate from foundation to tertiary phase.

It really humiliates me to see the impact of this NPO in touching people’s lives in a massive way such as to produce future leaders in various spectrum of life including arts, education, Health sectors to



mention just a few. When one looks at the poster at the right hand side the journey itself is more like my documentary, because it is where all my achievements are displayed where the organisation has discovered and produced a big number of well-known professionals, popular artists, entrepreneurs including survivals from different social-ills.

When this organisation was formed in 2017 it was as good as my second birth, because it is where the dream came



true. A special thank goes to my biological mother who supported me as a kid to pursue my dream calling as a community builder to the fullest, Retha Celliers the KZNPO former manager for giving me mentoring and become a strong leader that I am today, not to forget MCUP rehab centre assisting with food for our feeding scheme invented for abandoned kids, last but not least we thank Ackerman's for supporting us with clothing for our 80 abandoned kids that we are taking care of. My inspiration to run this programme as a community builder came about conducting trauma healing aligned with economic

recovery caused by post challenges that contributes massively to high rate of crime pertaining to social inequality, incurable diseases like HIV/AIDS, COVID 19 to mention just a few.

Referring to my horrible experience as a victim of child I have converted my scars into strengths in fighting against GBV and organized crime. To up my skills development in conducting social welfare program I had to leave teaching career to further studies in BA of human and Social Sciences at Unisa as my new pursued career.



abuse

my

1. Executive Summary

1.1 Background, Purpose, Need analysis, Mechanism

Mzansi Leading & Undeclared Network known as Mzansi Youth Arts Network is a Non-profit making organisation that was founded on the 18 January 2017. Mzansi Youth Arts Network is a youth development driven organisation that was originally designed to fight against challenges that are faced by communities within the Arts, Culture and Tourism sector. Lately our innovative programme constitutes that Arts, Education and business sectors are used as a gateway to address social-ills related to GBV, Teenage pregnancy, Substance abuse, bullying in schools and crime that is directed to kids specially. Our beneficiaries' database is predominantly abandoned kids since most of them are the victims of such social-ills.

The organisation's main objective is to identify raw talent in arts and enhance it for job creation purposes. On the other hand, poverty contributes a lot in perpetuating the high rate of crime therefore our programmes involve feeding scheme, issuing of clothes and school uniforms. Career guidance and entrepreneurship programmes are used to improve socio-economic status of our country and build future leaders through education.

2. Vision Statement

Our ultimate goal is to discover, enhance, demonstrate, promote and change lives by fighting social-ills through creative arts as a weapon merged with education and entrepreneurial sectors as our weapon.

To bring a remedy that will heal our land from the snares of crime using skills development and awareness campaigns aligned with edutainment as our tool.

To apply the systems that will Help the nation to go back to its basics by implementing fundamentals that are geared to restore cradle of humanity which its death has contributed drastically in the rapid growth of this crisis

3. Mission Statement:

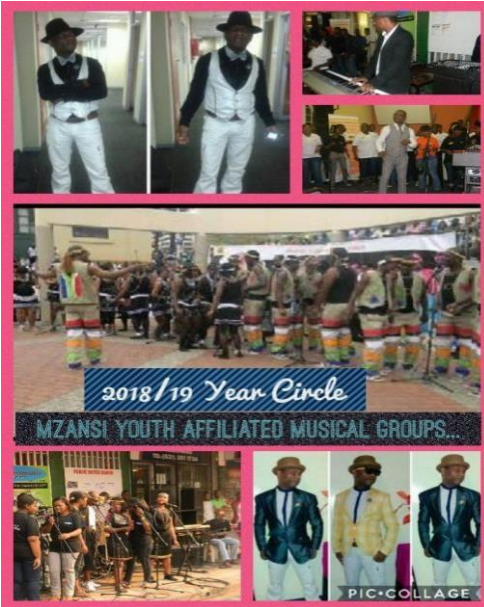
We engage with all relevant stakeholders to support our initiative and ensure sustainability of our programme.

To have a holistic approach in dealing with these afore-mentioned issues, but using the department of health as our rehab centre main referral sector in dealing with this predicament.

To prioritise crime prevention systems that will be employed at our primary stage as a foundation to accomplish our programme in conjunction with the department of justice, education, Social development at a secondary stage including other relevant stakeholders that falls within the corporate world for job creation purposes.



Arts, Education & Business for Nation Rehabilitation



4. Problem Statement

In our school of thoughts as an organization we feel that South African government's primary goal is to combat crime at a secondary level by putting more budget on Correctional services than crime preventing initiatives at a grass-root level. Our plan with this programme is not particularly to work against government but its to close the gaps where we see crime exceeding tremendously by ignoring the main causes of it such as social inequality as a result of old regime status quo negative effects. Subsequently, crime becomes a tool of embracing their bleeding wounds caused by unemployment, disregarded depression caused by riots of the post era, losing their loved ones on cold-blood murders during the previous civil wars that left many homes with kids headed families that becomes the victims of GBV, child abuse, rape, hunger and poverty.

Although the victims of all these above social-ills also went through a lot when they lost their beloved ones through HIV/AIDS and Covid 19 without getting proper counselling sessions for trauma, but another contributing factor to high rate of crime is the loss of morals, ethics, culture, creed, values and customs to modern generation. Being victims of unemployment, hunger and poverty is not an excuse that people need to behave like animals as we see happening in nowadays. This predicament sends us a message that people need to undergo an intensive rehabilitation programme that will help them change their mentality of taking advantage to use the resources the democratic government came up with to creating job opportunities whether there is job or no job.

These afore-mentioned social-ills are affecting kids massively where they become victims of crime, GBV, bullying in schools, teenage pregnancy as a result of rape, drug and alcohol abuse. Most of kids that are the victims of orphanage and hunger highly tempted to get involved in gangsterism, alcoholics and drug edicts trying to save their situation. Lately we experiencing a high number of street kids as a results of being abandoned by their parents that also had children at a very early because they wanted to put food on the table. One of the contributing factor of crime in nowadays is the poor parenting since young parents leave their kids with grandparents that practice permissive kind of parenting where kids have no limits they do as they wish.

All in all, the country need some kind of rehabilitation programme to get done with the past and be able to grab opportunities that come with democratic kind of government. On the other hand, those who are elected to represent the country some of them were not yet ready to lead while they were still bleeding the wounds of the old orders suppressive policies.

5. Solutions to the Problems Mention in Clause section 4 above:

Talking about the problem indefinitely will not save the day, but we need solutions to address them for the sake of saving our kids to be better leaders of tomorrow. The main pressing issue that need to be addressed first and instantly is the restoration of cradle of humanity to mankind which will help redirect codes of conduct to its original pathway to educate communities about cultural diversity management and heritage in conjunction with Arts, Culture, Tourism & Sports department sothat people will voluntarily participate in every system that are designed to fight against unethical practices from home to society level.

Our ultimate goal with this programme we intend to start by working hand in gloves with the department of Social Development in helping the victims of social-ills as of the above list to heal first through our rehabilitation programme together with mental-health clinics for stress management courses sessions. The second step is to conduct ongoing educational life-orientation sessions based on career guidance, leadership skills, business management for job creation purposes, talk

shows as well as crime awareness campaigns working together with the department of education aligned with correctional services centres aligned with saps. Thirdly we are going to implement a talent identification combined with skills development programme with an intention of conducting awareness campaigns in schools through drama, poetry, music, dance and sports in conjunction with Arts, Culture, tourism & Sports. Once we have managed to groom new leaders we will then invent a rehab centre for the victims of social-ills while on the other hand we are going to build a children home for abandoned kids.

6. Objectives:

- To provide life skills programme such as capacity building, leadership, diversity and stress management, to mention just a few
- To conduct walk-about in conjunction with crime prevention awareness campaigns
- To provide healing therapy programme for victims of substance abuse
- To conduct one-on-one counselling sessions to victims of crime, GBV, drug abuse and teenage pregnancy
- To conduct career guidance ➤ To educate communities about social crime and how to protect yourself from its effects as individual
- To visit schools, churches, hospitals/clinics, correctional services centres and community halls for safety and security awareness campaigns
- To work with the department of Justice from primary to secondary level assisting Correctional Services centres by instilling moral-regeneration programme to offenders and victims of social-ills.
- To invent a one stop rehabilitation centre
- To restore cradle of humanity to human kind as our priority by implementing programmes that will promote social-cohesion, peace and security to communities irrespective of race, creed, values, and fundamentals such as the provision of workshops based on diversity management, organising youth camps including picnics to promote brotherhood and sisterhood among young people, and facilitate parental guide sessions which will promote unity within family ties.
- To facilitate these social-ills relief programme by engaging with various relevant sectors as a priority such as Health, Arts & Culture, and Education



department to mention just a few so that we will minimise the number of law-breakers which are over-crowding Correctional service institutions as we speak.

7. Ancillary Objectives:

- To portray the awareness campaign message of crime prevention through arts edutainment programme
- To conduct live performing arts such as talkshows and or dialogue sessions
- To interact with the department of education for carrier guidance purposes.
- To protect talent search identification and with the aim of nurturing it.
- To conduct a rehabilitation healing therapy to victims and offenders in crime.
- To invent a children home for abandoned kids of which currently we take care of 80 kids
- To create job opportunities programme
- To invent a feeding scheme as poverty alleviation programme together with issuing of clothes & school uniforms to orphans
- To create a self-help programme such as craft work, agri-business, property business, etc.
- To conduct service-delivery promotional events to communities
- To invent an academic arts institution for youth empowerment



8. M.L.U.N Sustainable programme

8.1 Short-Term Goals:

8.1.1 The M.L.U.N. short-team goals structure is to provide weekly events on a quarterly basis that will amount to quarterly events of an association.

8.1.2 Weekly events normally include feeding scheme that takes place every Saturdays aligned with life-orientation programme for our beneficiaries

8.1.3 We also identify new talent and groom them through our skills development programmes aligned with rehearsals for different activities that falls within the artistic field.

8.1.4 We also visit schools for crime prevention campaigns through performing arts with the back-up of our partners such as professional actors, radio stations, donors and relevant departments

8.1.5 We conduct workshops for the youngsters based on career guidance and capacity building

8.1.6 Part of our programme is to run camps for intensive training workshops together with dialogues based on parental guide, career guidance, diversity management and crime prevention awareness campaigns



8.2 Medium-Term Goal:

8.2.1 The association host seasonal events on quarterly basis that build up from the ones that are conducted weekly

8.2.2 Part of the seasonal events is to issue clothes and uniforms that are donated by our sponsors towards abandoned kids

8.2.3 Those youngsters that have undergone skills development training session particularly in arts they automatically participate in the association recording project that help them to demonstrate their talent in arts arena.

8.2.4 M.L.U.N. also run service delivery Promotional events on a seasonal level as part of marketing strategy to expand our organization around new beneficiaries in our target places.

8.2.5 We also run exhibitions to promote products of our beneficiaries such as fine arts, craft work, painting, designs and drawings but not limited to do sales of the latter where necessary.

8.2.6 Besides promotions of artistic products we also participate in creating wealth through staff like fashion designs, retailing, manufacturing, to mention just a few

8.3 Long-Term Goal:

8.3.1 As part of our sustainable programme we intend to open a multi-purpose centre that will consist of a Tourism driven Shopping mall to attract local and distance customers using our environmental, historical background and viewpoints as a centre of attraction towards all business components that we are going to engage with in our business philosophy.

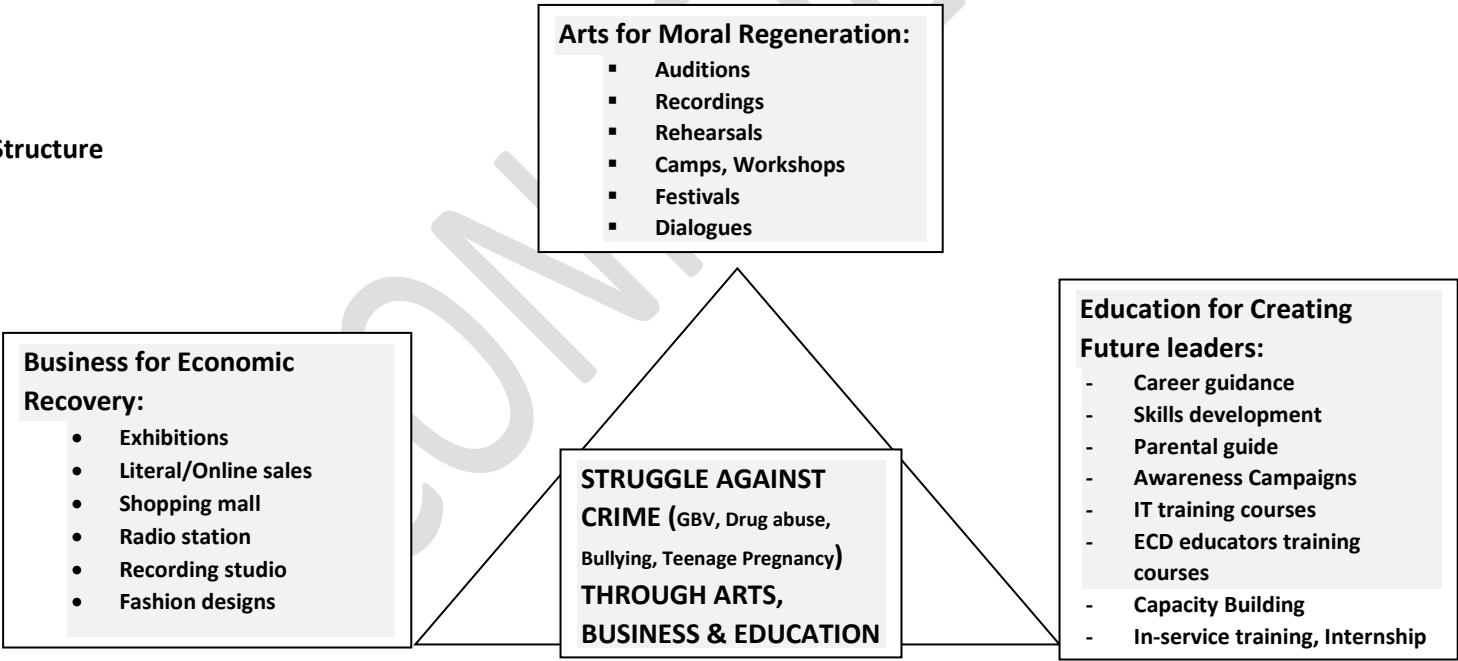
8.3.2 The multi-purpose centre will be aligned with the shopping complex formed of various retailers with the tourism centre that will comprise of BnB, Radio station, recording company, Children home, Arts School merged with IT & ECD educators training faculties.

8.3.3 We have done our research survey regarding this initiative and discovered that this centre will do well since the level of crime is not that high compared to other areas, furthermore the only biggest mall in South Coast is Galleria but Umgababa where we intend to erect this shopping centre is surrounded by so many community areas that are far from Durban central and Galleria such as Ilovu, Umbumbulu, Makhutha, Umkomaas, Adams Mission, Umgababa itself, Folweni, and surrounding areas.

8.3.4 Umgababa is also owning a beach that is popular for its historical background and its location that accommodates even neighboring townships and rural areas.

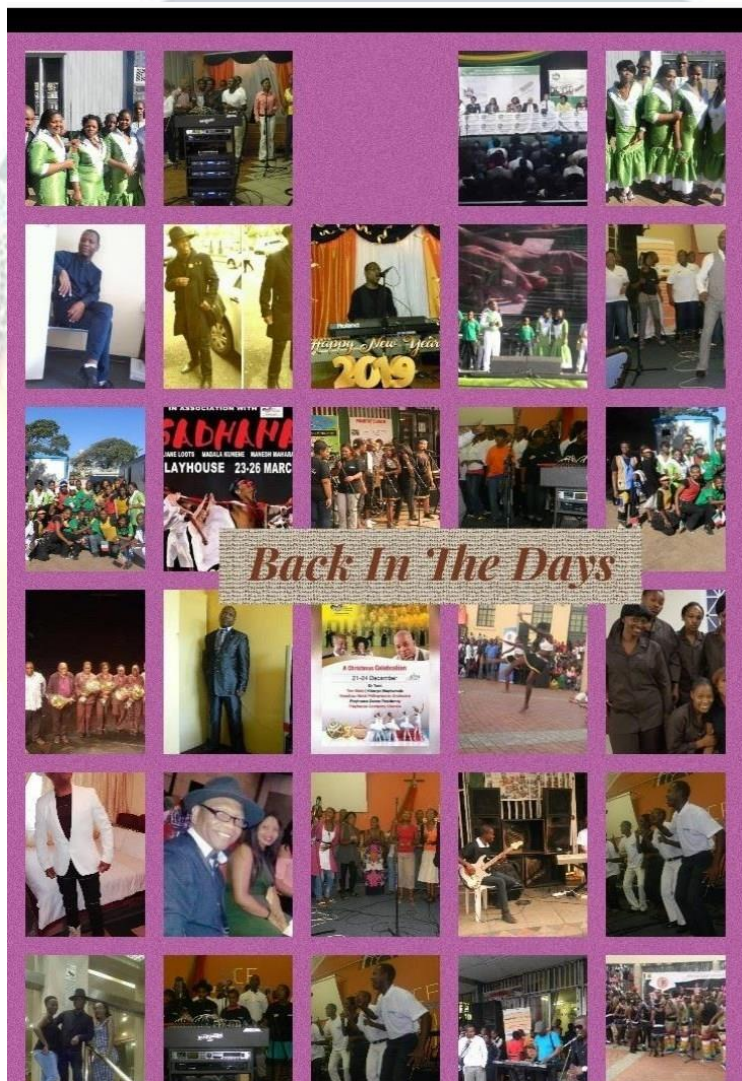
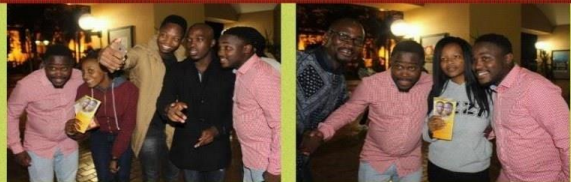
- 8.3.5 Our entertainment prgramme for tourists will include traditional music and dance like indlamu, amahubo as well as enjoying African cultures like ukulobola, ukuhlolwa kwezintombi to mention just a few.
- 8.3.6 For those who love historical background of our country will be taken to all tourism attraction centres or places that falls within Umnini tribal authority by our tour guides to view the beauty of Umgababa and surrounding area especially those that are in deep rural areas within Umnini Tribal Authority Trust map.
- 8.3.7 We intend to work with all relevant stakeholders such as Ithala Bank, Seda, Tourism Department, Arts, Culture and Tourism, DSD, Education, Correctional services, Ethekwini Municipality, Umnini Tribal Authority, local Police Stations, Private security companies, Rehab centres as well as various TV and Radio stations for promotional purposes.
- 8.3.8 The one stop rehab institutional centre will be the main mandate of the project since it will incorporate various departments as mentioned above to restore cradle of humanity, values, identity, creed, social-cohesion and patriotism
- 8.3.9 The centre will provide life orientation skills to all communities as victims of crime before they are affected negatively and rehabilitation programme to offenders and ex-offenders, which will help them to get back to community without being isolated by the society.
- 8.3.10 Currently we are operating in an incomplete building structure designed to be a skills development centre of 70/40 square metres wide which has been temporary donated by POGA church until we get our own site, but not limited to enter into an agreement of renting to buy if the need arises.

9. Business Structure





MZANSI YOUTH FOR UKUZINZA SHOW @ THE PLAYHOUSE COMPANY 25/05/19



Another Project Empowered By Mzansi Youth Network





BRIEFING MEETING

28 JANUARY 2023



Mzansi Leading & Undefeated Network (M.L.U.N.)



Graphic Design by Mfinya media & communication



This musical group of youngsters above known as Africa Rejoice Mass is a project of Mzansi Youth Network

