

## **WHAT IS** **SHOUT** FOR A SAFER SA

The SHOUT Foundation is a non profit, civil-society anti-crime initiative represented by top South African musicians, artists and celebrities. SHOUT is a movement that:

- raises funding which is ploughed back into the fight against crime
- promotes and boosts co-operation between communities and the police
- believes in assisting communities on grassroots level, in their efforts to fight and prevent crime
- provides a platform for the public to openly discuss, debate and question issues around crime in South Africa
- belongs to all the people of South Africa, irrespective of race, creed or culture who are committed to building a safer country
- galvanizes ordinary citizens to unite and actively become involved in their communities to prevent and fight crime in a responsible and informed manner, in co-operation with authorities
- focuses on crime fighting, crime prevention and rehabilitation of victims and perpetrators of crime
- supports and partners with the South African Police Service in its efforts to fight and prevent crime
- supports and partners with other movements and organizations which work towards a safer and peaceful South Africa

## **BACKGROUND TO** **SHOUT** FOR A SAFER SA

Following the murder of music legend Lucky Dube, musician Danny K and kwaito star Kabelo Mabalane felt that something needed to be done about the high levels of violent crime which South Africans endure daily.

They founded the SHOUT Foundation, which brought together 55 top local musicians and celebrities to re-record the hit 80's single "SHOUT", by Tears for Fears.

From the very beginning, the aim has been to empower South Africans to make a difference within their own area of influence - and to provide a platform to voice their concerns.

### **The SHOUT Foundation**

NPO Number: 078 – 575

Trust Number: IT4201/09

PO Box 7242, Newton Park, 6055

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The single, sung by Artists for a Safe South Africa, include Danny K, Kabelo, Tamara Dey, Rebecca Malope, Yvonne Chaka Chaka, Arno Carstens, The Parlotones' Kahn Morbee, and the Grammy-Award-winning Soweto Gospel Choir, to name a few. The celebrities include Baby Jake Matlala, Jeremy Mansfield and Elana Afrika, who can all be seen in the video on the SHOUT website, [www.shoutsa.com](http://www.shoutsa.com)

The full list of artists can be found on the website.

### **WHAT STANDS FOR**

SHOUT promotes responsible citizenship and personal integrity – and stands for individuals taking responsibility for their own actions by observing the laws of South Africa. SHOUT loves justice and peace – and is proudly South African.

SHOUT is a moral barometer for all who live in South Africa and is a mouthpiece for all to speak out against crime, corruption and injustice.

SHOUT allows and encourages all citizens to stand up together and unite against one common enemy – crime.

### **HOW WORKS**

The SHOUT Foundation is non-profit Section 21 organisation – and has been established as a Trust with a structured Board of trustees. To ensure that corporate governance is adhered to and funds are administered appropriately and lawfully, Fedgroup was appointed as the independent administrators to manage all the financial and administration matters of the trust.

This is in line with the Trust legal requirement of a Section 21 organisation.

Fedgroup's mandate also applies to the objectivity and administration processes of evaluating initiatives that require funding.

Funding is raised through donations to the Foundation, the sale of SHOUT CDs and T-shirts as well as SHOUT song downloads.

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**BOARD OF TRUSTEES**

In its “Deed of Trust” SHOUT is directed to select trustees, who are prominent musicians and other high profile individuals in South Africa, who are passionate about crime prevention and making a difference in society.

The trustees are mandated to utilize SHOUT’s assets to promote, enhance or provide:

- the protection of the safety of the general public by and law enforcement
- crime prevention
- the rehabilitation of individuals with criminal records
- providing any assistance to victims of crime
- any other activity or function.

The Board of Trustees: Gavin Koppel (Chairperson); Danny K; Kabelo Mabalane; Yusuf Abramjee; Elana Afrika; Leanne Manas and Faizal Motlekar.

Chief Operations Officer: Gillian de Gouveia

**PANEL OF ADVISORY EXPERTS**

SHOUT’s Board of Trustees recently assembled a strategic panel of advisors to assist the Foundation in several areas. This includes critical evaluation of projects SHOUT embarks upon; and advice regarding distribution of funds.

The experts include:

1. Piet Byleveld (retired top cop)
2. Professor Moses Montesh (Unisa Senior Lecturer in Policing and Crime Information Systems)
3. Henri Boshoff (police, terrorism and peacekeeping expert: Institute for Security Studies)
4. Barbara Holtmann (Research leader into crime and violence and development of community safety: CSIR) and
5. Geoff Green (Community safety and crime prevention initiatives)

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## **PARTNERS, SPONSORS AND DONORS**

Partners were required to help give SHOUT an identity, a voice and a way forward - and with the help of the team at top advertising agency, Net#work BBDO, the look and feel of the SHOUT brand was created and the campaign strategy was established.

SHOUT also partnered with Crime Line, the anonymous crime tip-off line. The close partnership with Crime Line has become integral in driving the SHOUT message home through the use of its various communication platforms and call to action.

SHOUT, in turn, encourages South African citizens to take an active stand against crime by making use of the anonymous SMS tip-off service, 32211.

Other partners, sponsors and/or donors who have played a pivotal role in SHOUT's successes to date, include: Primedia; Exactmobile; Brandsh; Pick n Pay; Nippy Print; Grayston Southern Sun and the South African Police Service. A comprehensive list of partners, sponsors and donors can be obtained on SHOUT's Facebook page, under the "supporters" tab.

## **IN 2010**

- (14 July) SHOUT makes a 50-thousand rand donation to an NGO, Matla-a-Bana, which works with child victims of crime, in conjunction with the SAPS. The money has been used to fund comfort packs, which are given to child rape and abuse victims as they are interviewed by police regarding the crime. The comfort packs contain items including a teddy bear, clean underwear, a face cloth and juice.
- (14 July) SHOUT donates 40 Garmin GPS devices (costing just over 44-thousand rand) to the SAPS in KZN and the Western Cape, to assist the police in their rapid response to calls for help from the community.
- (Mid August) A 24-thousand rand donation was made to a police widow, Liza de Bruin, widow of late Sergeant Daniel de Bruin, who was killed in a tragic helicopter crash on 23 July, en route to a crime scene. The family had been living in a wooden wendy house, without food - and Shout responded to the call for help after the policeman paid the ultimate price while serving South Africa.
- (late September) A 24-thousand rand donation was made to the Gogo Bambusiba Relief Trust Fund, to assist surviving family members, after the Gogo and her

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four grandkids were brutally massacred in their little home in a rural area, near Mtatha, in the Eastern Cape.

- (17 September) SHOUT assisted the police in their search for the two missing Dube cousins from Orange Farm, by distributing over 10-thousand “missing” pamphlets and posters in Soweto, Orange Farm and Hillbrow. The girls were subsequently found alive.
- (End October) SHOUT sponsored a golf hole during the Brackendowns police reservists golf day (for funding towards much needed equipment such as torches, gloves etc)
- (4 November) SHOUT sponsored some 200-thousand anti-crime educational pamphlets for the police’s festive season campaign “Operation Duty Calls”, which police members distributed during their operations.
- (29 November) SHOUT made a 150-thousand rand donation to Khulisa Crime Prevention Services; and
- (29 November) A 50-thousand rand donation to the Smiling One Foundation and
- (29 November) A 10-thousand rand donation to the Domestic Watch Initiative.

### **OTHER ACTIVATIONS**

- SHOUT presented the anti-crime campaign to the Design Endaba (February 2010) and received a standing ovation
- SHOUT received extensive community support (March 2010) when it participated in a candle-light vigil and demonstration against crime, at the foot of Table Mountain in Cape Town
- SHOUT’s partner, Crime Line, received three top international media awards (August 2010) at the annual Crime Stoppers International conference in Halifax, Canada. In the “Best Television Report/Feature” category, the award went to Crime Line for its association with SHOUT.
- SHOUT participated in the anti-crime summit hosted by Lead SA in Pretoria (13 September), to engage with the police, CPF’s, community members and other stakeholders.
- SHOUT’s talented and dynamic advertising agency, Net#work BBDO was awarded one of four bronze Loeries Ubuntu Awards for the SHOUT campaign

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(3 October). The award recognizes brands contributing to positive social and environmental change

- SHOUT manned a water point at the Soweto Marathon (November 2010) to keep the athletes hydrated, show support to the community and raise awareness around the anti-crime initiative
- SHOUT participated in an event with the Springbok Supporters Club upon their invitation, during the match between SA and England (November 2010) – part of the activation was to promote unity through sport, create awareness around the SHOUT campaign and support the SA team
- SHOUT is currently monitoring the child abuse/pornography case in the Pretoria North Magistrates' Court and have been in discussions with the police regarding the possibility of donating funding towards the rehabilitation of these little children. We currently await further instruction from the SAPS once the children have been assessed by the Teddy Bear Clinic

**THE WAY FORWARD FOR** 

SHOUT aims to be a sustainable and ongoing campaign against crime in South Africa – until such time that crime is no longer a significant factor in our society.

The dedicated SHOUT team – along with thousands of supporters countrywide – is gearing itself to up the momentum in 2011, with the second phase of the campaign kicking in. This will include the release of a new SHOUT song, ongoing fundraising initiatives for fighting crime and increased involvement in community anti-crime initiatives around the country.

SHOUT will also be embarking on a country-wide road show in 2011. The campaign will target youths in schools and promote admirable role models, while spreading the message of responsible citizenship, personal integrity and driving home the reality that crime never pays.

SHOUT will continue to foster its good working relationship with South African law enforcement authorities and non-governmental organizations which make a tangible difference in the fight against crime.

2011 will also be a year during which SHOUT will endeavor to form new partnerships with individuals, communities, corporates and organizations which are passionate about making South Africa a safer place for all who live in it.

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