2021

amandla.mobi

People-powered campaigns

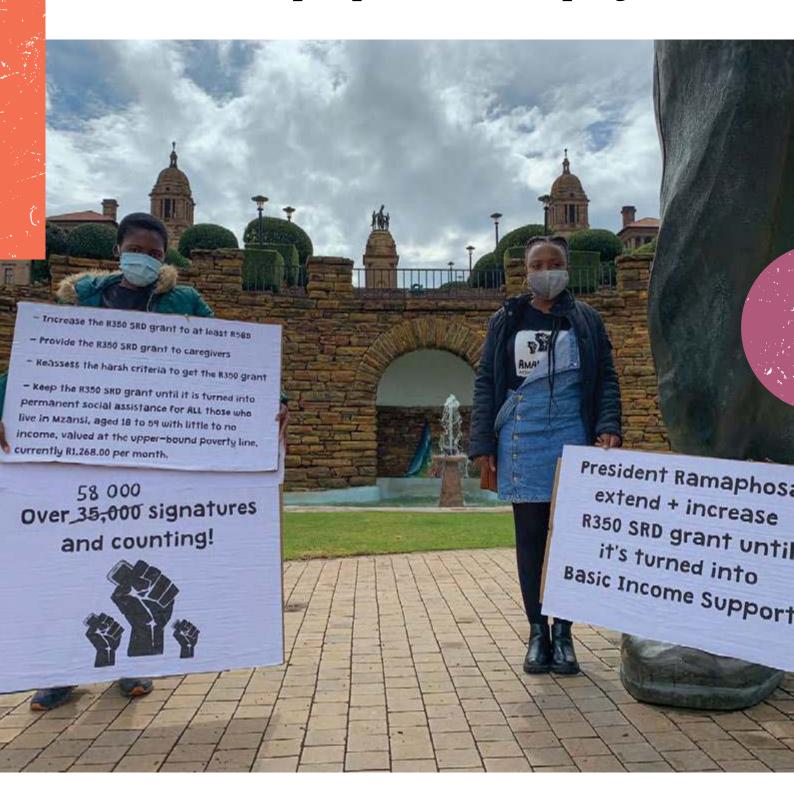




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Executive Director's Message



Koketso Moeti

COVID-19 accelerated several crises. Throughout 2021 we saw it was becoming more challenging to get the attention of decision-makers, who appeared to be overwhelmed in responding to COVID-19 and its consequences, alongside increasing institutional collapse. The amandla.mobi team and our members experimented with new tactics to ensure those most impacted by injustice could engage decision-makers. This year saw us use more surveys for crowdsourcing data and testimony from our members to create public pressure to get decision-makers to act. We also

found new and innovative ways to change the public narrative and centre our members' voices with powerful personal testimonies shared at public hearings and sent directly to decision-makers. This made campaign demands harder to ignore.

This year we made a major strategic investment to boost amandla.mobi's financial sustainability, organisational productivity and provide a home for our growing movement. We recognised that by owning our own space the organisation would save money in the long term on rent, as well as have greater freedom to invest in making the office space productive and safe for our team and members of the amandla.mobi community. Supported by an institutional donor, financial advisors and the Board of Directors we assessed the viability of the plan, and unrestricted funding provided the capital to make it happenThe real estate market favoured buyers, and we were able to purchase a six-bedroom house at an excellent price in a location close to major public transport routes.

In addition to the challenges of COVID-19, team members were negatively impacted by unscheduled electricity cuts and load shedding—which we knew would get worse. So we installed solar panels and an environmentally friendly and cost-efficient electricity backup. This made a big difference in enabling our team to remain focused on our mission and impact without being derailed by power cuts.

I would like to thank all our members and partners for all you have done this year to power our campaigns for justice. We dedicate this report to you.

Together for justice Koketso Moeti

"COVID-19, infrastructure and an increasing institutional collapse presented major challenges to us as a team, but we could not allow our work to falter. Our responsibility is to serve our community and pursue justice."

Chairperson's Message



Nomzamo Zondo

2021 was a tumultuous year in South Africa, especially for the marginalised majority. COVID-19 continued to claim lives, as food insecurity, police brutality, increasing gun violence and the termination of the R350 Social Relief of Distress (SRD) Grant at the end of April continued to put pressure on households. Over and above this, more than 325 lives were lost during the "July 2021 unrest" in Gauteng and KwaZulu-Natal.

Yet, in the face of these challenges, amandla.mobi's members, partners and staff came together at key moments to help move the needle on key issues. From helping to push for the reinstatement of the R350 (USD 21) SRD grant to supporting waste reclaimers in their efforts to stop the City of Johannesburg's plans to rob them of their livelihoods.

2021 saw inequalities worsen, which has made pushing decision-makers to make pro-poor decisions more critical than ever. Despite numerous crises, amandla.mobi identified strategic opportunities and pushed for justice while also countering decision-makers who tried to evade accountability for their failures by blaming COVID-19.

amandla.mobi's work in 2021 played a role in strengthening the civil society ecosystem from leveraging academic research and monitoring the implementation of expert recommendations to centring the voices of marginalised people and responding rapidly when time was of the essence.

On behalf of the board we are proud that amandla.mobi received the international CIVICUS Nelson Mandela-Graça Machel Innovation Award in the category of 'building and sustaining social justice movements'.

Together for justice Nomzamo Zondo

"amandla.mobi has faced many barriers to raising funds, especially in South Africa. But thankfully their work has been recognised internationally, and they have secured funding through prizes and awards."

About amandla.mobi

amandla.mobi is a community organisation committed to building a more just and people-powered Mzansi (South Africa).

amandla.mobi works to turn every cell phone into a democracy-building tool so that those most affected by poverty, violence and corruption – Black women from low socio-economic backgrounds – can access cutting-edge tools to organise their communities in numbers that incentivise accountability from those in power and deliver change to people's lives.

amandla.mobi launched in June 2014 as a non-profit company. In 2015 the South African Revenue Service (SARS) certified amandla. mobi as a registered Public Benefit Organisation with 18A (tax deductibility) status.

How we work



Amplifying the voices of the marginalised

We work to ensure those most impacted by a decision are able to make their voices heard and hold decision-makers to account. To build the collective power of the marginalised, we run mobile, multi-lingual, multi-issue campaigns that connect people across location, language and injustice.

People-powered campaigns



We work with our members, marginalised communities and values-aligned organisations to identify strategic opportunities and design targetted campaigns. Each campaign engages the decision-maker using people-powered tactics such as petitions, protests, public comments etc.



Movement building

When a person participates in a campaign, there is an option to become more involved by signing up to receive regular updates about new and existing campaigns. With each campaign, more like-minded people become active members of the amandla.mobi community and help us shape our campaigns and what issues we prioritise.



Inclusive Civic Tech

The digital era has made information and public participation more accessible to those who can afford internet access. We pioneered mobile tools to bridge the digital divide so that cost and access is not a barrier to civic action. But technology is just a tool that accelerates and scales real-world action.



Holding decision-makers to account

We work to close the feedback loop between decision-makers and the people they should serve. Each campaign engages a decision-maker to implement a demand that could help address an issue. Our campaign model monitors to see if a decision-maker commits to and implements a specific decision, budget, policy or law that could have a tangible impact in the lives of the marginalised. Where decision-makers fail to act, new tactics or approaches are used to hold political and corporate interests to account.

Our Board



Nomzamo Zondo Chairperson



Adele KirstenBoard Secretary



Tshepo MadlingoziBoard Member



Luke JordanBoard Member

Our Team



Koketso MoetiExecutive Director



Paul MasonPartnerships and Tech Manager



Nombulelo GwadelaFinance and Operations Manager



Tlou Seopa Campaigner



Palesa RamolefoJunior Campaigner



Siphesihle TetwayoOffice Administrator

Our Funders

















"I admire amandla.mobi for their refreshingly frank and clear communication about what has worked, and what hasn't. In my experience, they embrace technology without exaggerating its potential and never shy away from the complex dimensions of power, politics, and exclusion."

- David Sasaki, Hewlett Foundation

2021 in review - Decision-makers feel pressure like never before

amandla.mobi members put their faith in our work. This is a profound privilege and responsibility. Every day we received messages from our members via SMS, social media, and email to let us know about their challenges. We grew our team to be able to respond to member's questions and requests for action. This level of engagement meant we had our finger on the pulse of issues impacting low-income Black women. This helped us prioritise campaigns and actions and speak with greater authority to decision-makers.

Despite the challenging circumstances, messages from our members have fueled us to work harder than ever.

"Thank you for your hard work, thank you for bringing hope and change into our lives."

Mphoza Makopo

"Keep doing the good work. People like us who care about what you fighting for are happy when they see there's change."

– Yvonne Booi

In 2021 we found new and innovative ways to amplify our members' personal testimonies and ensure the demands were present when those in power made decisions. We worked closely with our members to source videos, voice notes and testimonies across different campaigns, provinces and languages. We collated these into powerful presentations that were made at public hearings in Parliament and elsewhere.

In our experience decision-makers like to believe they understand all the issues impacting their constituents, and they are often resistant, dismissive and even aggressive when informed of campaign demands. However, as we have grown, decision-makers have had to acknowledge the numerous voices raised through amandla.mobi-supported advocacy.



Some of the many other campaigns we ran and supported in 2021 include:

 Participating in global calls for the World Trade Organisation members, particularly Germany, to support pausing the patents on COVID-19 vaccines. Our campaign targeted the German Ambassador to South Africa. Ultimately Germany did not change its position but announced additional funding to help South Africa with COVID-19.

https://act.amandla.mobi/campaigns/germany-trips-waiver

 Healthcare workers launched a campaign on awethu.mobi which called on the Eastern Cape Government to scrap plans to end the contracts of 8,000 healthcare workers. Healthcare workers gathered signatures and protested. The Eastern Cape government scrapped its plans.

https://awethu.amandla.mobi/petitions/pledge-solidarity-with-eastern-cape-community-health-workers

• Working with a collective of artists who had not received funds they had been promised by the National Arts Council. In response the Council accelerated the payment of funds to artists. However, the behaviour of the Council and department lacked transparency and mistreated artists.

https://awethu.amandla.mobi/petitions/calling-for-the-national-arts-council-to-answer-for-mismanagement-of-the-pesp-funds

• Supporting a group of gender-based violence (GBV) activists in Kenya to launch a campaign on our awethu.mobi platform to call for the cancelling of convicted woman abuser Koffi Olomide's concert in Nairobi. The event was cancelled.

https://awethu.amandla.mobi/petitions/help-stop-convicted-woman-abuser-koffi-olomide-performance-in-kenya

Participating in a global campaign demanding regulators in different countries take action against Facebook after the company tried to force users to give up personal information by accepting the new WhatsApp privacy policy to keep sending and receiving messages. South Africa's information regulator stepped in and demanded users in South Africa had the same terms and conditions as users in the European Union. The regulator also threatened Facebook with legal action².

https://awethu.amandla.mobi/petitions/stop-facebook-forcing-us-to-give-up-our-personal-info-to-use-whatsapp

Working closely with Gun Free South Africa to facilitate public comments aimed at strengthening South Africa's gun law. This campaign was key because like the U.S., South Africa's gun lobby is extremely well organised and funded. Our partner Gun Free South Africa is constantly under attack by the gun lobby, whose members have threatened violence. The campaign ensured that the views of those who don't own guns were heard as part of the public comment process.

https://silencetheguns.org.za/

- Making a strong and evidence-based submission to the Competition Commission based on a detailed survey with our members. The survey gave us evidence and testimonies as proof that mobile networks were not fully complying with the settlements they signed with the Competition Commission.
- Supporting Ndifuna Ukwazi to launch a campaign on awethu.mobi calling on Minister of Human Settlements, Lindiwe Sisulu, to fulfil her promise of providing R600 million in relief for renters by publishing the policy document outlining how relief would be allocated; and to start paying out funds.

https://awethu.amandla.mobi/petitions/give-tax-relief-to-tenants

Supporting activists to launch a campaign on awethu.mobi calling on France's Justice Minister to re-open an investigation into the assassination of anti-apartheid activist Dulcie September who was assassinated in Paris in 1988. This campaign was launched in response to French President Macron attending an exhibition at the Nelson Mandela Foundation about Dulcie September where he said he would look into the request to re-open the investigation.

https://awethu.amandla.mobi/petitions/justice-for-dulcie-1

- Supporting Corruption Watch to launch a campaign on awethu.mobi calling on the North West Provincial Government to release the Mafereka Commission Report.
 - https://awethu.amandla.mobi/petitions/call-on-the-north-west-provincial-government-to-release-the-mafereka-commission-report
- Supporting Lawyers For Human Rights to launch a campaign on awethu.mobi calling on the Department of Home Affairs to prevent statelessness by ratifying UN conventions and changing their processes.
 - https://awethu.amandla.mobi/petitions/this-is-home-preventing-statelessness-in-south-africa

Together in 2021





To be designed and the set of the

Came together to send a series of messages to Finance
Minister Godongwana and President Ramaphosa to allow
the majority to tive in dignity.

AMANDLA F



























- "Thank you for your hard work, thank you for bringing hope and change into our lives."
 - Mphoza
 - "Thank you so much for your efforts, and it is clearly showing & it's meaningful! Amandla!"
 - Maphuti
 - "The amandla.mobi team are phenomenal! Thanking you unreservedly."
 - Lusanda
 - "amandla always fighting the people's battles. Thank you very much!"
 - Tiisetso
 - "Thank you amandla. You really give us hope always, keep it up, ningapheli amandla!"
 - Luloh
 - "It's always good to hear gogos speaking for themselves. We really appreciate that somebody goes out and listens to them and facilitate (sic) their interactions with parliament through these committees."
 - Honourable Simon Moletsane, Member of Parliament



CAMPAIGN 1

Bring back and fix the R350 (USD 21) grant

We worked closely with our members to build sustained public pressure on decision-makers to extend and fix issues with the Social Relief of Distress (SRD) R350 Grant. The campaign had highs and lows, with the grant terminated in April and reinstated at the end of July. Through petitions, crowdsourcing data, public submissions and other tactics, the campaign helped expand the grant to include more women, tackle administrative issues, and thwart plans that would have excluded millions of women. As of October 2021 over 8 million people could put food on the table thanks in part to the reinstated R350 grant.

Visit the campaign page here

Campaign created on:





Despite such high levels of unemployment and poverty in South Africa in the 2000s big business interest groups and right-wing arguments³ ⁴ delayed the government's plans to provide a social security safety net to those between the ages of 18 and 59. For decades progressive

civil society has called for a Basic Income Grant, (BIG) but it has been an uphill battle. But with the introduction of the R350 SRD grant in response to COVID-19 there was suddenly a once-in-a-lifetime opportunity to get this demand back on track by pushing for the R350 grant to be extended in the short term, and pushing for the grant to be turned into a BIG in the medium to long term.

Thanks to previous advocacy efforts⁵ the R350 SRD grant had been extended to end-March 2021. So the most immediate demand was for it to be extended and increased beyond March. The campaign built public support by working with our members to participate in the public consultation process for the 2021 budget and gathering and presenting personal testimonies from social grant recipients at parliament's public hearings on the budget⁶. We started to see broader support across political parties for extending the R350 grant and turning it into a BIG⁷.

"What I would like to tell Treasury is that as members of amandla.mobi, we are asking them to give caregivers the R350 grant and not cut them off. That is my voice."*

- Bathandwa
- * Slightly edited for brevity





In April we hand-delivered tens of thousands of names to representatives from the Presidency when we learnt that there were discussions within government about a possible grant extension. However, the grant was not extended, so we shifted our strategy to demand that the grant be brought back. On 25 July 2021 the President announced that the grant would be reinstated immediately. This was supported by key political parties⁸.

Another of our campaign demands was also partially agreed to. We had been demanding that the eligibility criteria for the R350 grant should include caregivers. The new criteria allowed unemployed caregivers to receive the R350 SRD grant, increasing the number of women receiving the grant, and bringing the total number of people receiving the grant to over 8 million⁹.

In response to our victory elements within the National Treasury held secretive closed-door meetings to propose a family grant as an alternative to the R350 grant. The proposed family grant was built on anti-women assumptions where the grant would only be paid to the head of the household, who are often men¹⁰. The grant also required applicants to provide an 'address' but the majority of grant recipients live in informality in shacks that do not have addresses recognised by government. National Treasury announced the family grant before the Mid-Term Budget Policy Statement (MTBPS), which is when possible budgetary decisions are often announced. We had to move quickly to respond. We communicated with our members who in turn helped apply public pressure through phone calls and messages to decision-makers. The Finance Minister made no mention of the family grant in the MTBPS, and the National Treasury has since claimed they were not proposing a family grant.

At the same time that we ran our rapid response action against the family grant we also gathered messages from our members so they could participate in parliament's public hearings on the MTBPS. We had noted a pattern emerging from our members who informed us by SMS and Facebook that they were experiencing a number of administrative issues when applying for the R350 grant. amandla.mobi launched a mobile survey in response and gathered data and testimony on the common administrative issues. We published the results¹¹ and wrote to the South African Social Services Agency (SASSA) to outline the issues and urgent interventions required. To our surprise within 24 hours we heard back from SASSA. It responded almost point for point to the issues raised by our members and committed to implementing some interventions. Many of our members had complained to SASSA individually, but this campaign tactic allowed us to aggregate data and put the issue in the public domain, resulting in SASSA's positive engagement.

The campaign involved:

- Delivering a 20-meter roll of paper with campaign signatures to staff of the Presidency.
- Presenting powerful personal testimonies from campaign supporters to government and parliament as part of public participation processes 12.
- Pushing for greater transparency by submitting a Public Access to Information Request (PAIA) application to compel government to share key documents.
- Coordinating with our members to flood decision-makers with SMS messages and calls to demonstrate ongoing public pressure.
- Consulting and coordinating with other organisations, as well as policy experts, to reinforce key demands.
- Launching rapid response actions when individuals in National Treasury opposed to our campaign released deeply flawed plans that would further exclude women from the grant.
- Identifying common administrative issues our members faced getting the grant and launching a survey to gather data and testimony to demonstrate to the government the need for interventions.

"I think we need to appreciate the extent and the work that amandla.mobi goes into doing work for us to be able to get to a point where we can discuss these particular issues impacting the poor."

- Honourable Dipuo Peters, Member of Parliament



CAMPAIGN 2

Tax the Rich

Despite South Africa's extreme wealth, there is no wealth tax, and recent tax increases have disproportionately impacted low-income communities. Our campaign called for a net wealth tax and scrapping tax breaks for the wealthy. The Finance Minister announced R3 billion for the South African Revenue Service (SARS) to set up a wealth unit to make sure the wealthy pay their fair share and to gather data to look at the feasibility of a net wealth tax.

Visit the campaign page here



Tax increases such as the 2018 increase of Value-Added Tax (VAT) on goods and services have disproportionately impacted low-income communities in South Africa. In response to our campaigns to increase social grants and stop cuts to social spending, organised business and some of our opponents in National Treasury had advocated for a VAT

increase and rejected our calls for the wealthy to pay more tax. We designed our Tax the Rich campaign to leverage research on introducing a net wealth tax in South Africa¹³, as well as pushing for the implementation of the 2018 Davis Tax Committee recommendations to gather data on wealth patterns in South Africa to inform the viability of a net wealth tax¹⁴.

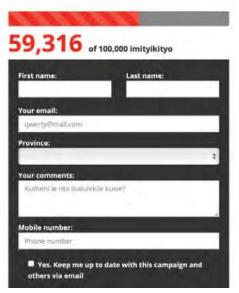
Our campaign argued that no millionaires would starve if they paid a bit more tax. We called on National Treasury to increase Personal Income Tax for those earning over R1 million annually, work towards implementing an annual net wealth tax, while also addressing tax evasion and illicit financial flows.

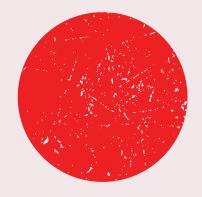
While we were bitterly disappointed with the 2021 Budget given that it cut social spending and failed to increase social grants enough, the Minister of Finance, Tito Mboweni, stated "Following the recommendations of the Davis Tax Committee, South African Revenue Service (SARS) will focus on consolidating wealth data for taxpayers through third-party information. This will assist in broadening the tax base, improving tax compliance and assessing the feasibility of a wealth tax" The 2021 Budget included an additional R3 billion for SARS Part of these funds were to establish a dedicated High Wealth Individuals Unit to improve the compliance of individuals with wealth and complex financial arrangements. This announcement signalled an important step towards the possibility of a net wealth tax being implemented – our main campaign ask.



Makurhafiswe izityebi ukwandisa izibonelelomali zoluntu, makuhlawulelwe ugonyo & makuyekwe ukuncitshiswa koqingqomali

Imeko imaxongo, kwaye asazi ukuba uza kubakho nini na umtyhi. Indlala, ukuphulukana nemisebenzi, ukuncitshiswa kwemali yesibonelelo kunye nokufa ndawo zonke. Izixamali





CAMPAIGN 3

Maternity Support Grant

The high cost of living has meant that many pregnant women and mothers are unable to afford nutritious food which has resulted in many children suffering from stunting. We launched a campaign to call for the Child Support Grant to be extended so that it begins when pregnancy is confirmed. The campaign built on the momentum behind our previous campaigns on the Child Support Grant and helped build public support for government and public institutions to continue finalising the proposed Maternity Benefit Grant.

Visit the campaign page here



Every child deserves the best possible start to life. However, a quarter of South Africa's children suffer from stunting caused by unaffordable nutritious food during pregnancy and early childhood¹⁸. Stunting is devastating as it impacts children's ability to learn well and reach critical developmental milestones for their brains and bodies¹⁹. But in countries

where governments provide financial support during pregnancy it has been shown to benefit a healthy pregnancy²⁰.

"amandla.mobi has shown that we as a country can rely on you, thank you."

-MaMfeka

South Africa's Child Support Grant has had a major impact in the lives of millions of children and their families, but pregnant women cannot access the Child Support Grant, even though pregnancy is an incredibly vulnerable time for most women²¹ with some women going without food²². Even once a child is born it can take months to gather and submit an application for a Child Support Grant, and months waiting for the application to be processed. This at a time where mother, caregiver and baby may need a grant the most, not only for nutritious food, but also for transport to health facilities.



We launched our campaign to introduce a Maternity Benefit Grant by extending the existing Child Support Grant to start when pregnancy is confirmed in order to tackle stunting. We launched the campaign at a time when sexist, anti-poor and right-wing rhetoric around social grants was considerable. We received some pushback against the campaign, but we persevered in our belief that a just society is one where the health of women and children is important. Our campaign content helped shift the public narrative and explain just how important such a grant would be.

Building on the success of our campaign to increase the Child Support Grant in 2020, we re-engaged members who were part of that campaign on the Maternity Support Grant campaign. This helped us build significant momentum by engaging the very constituency whose voices matter the most when it comes to this issue; women from low-income backgrounds.

In response to the pressure the campaign built the Department of Social Development responded to one of our tweets stating that the Maternity Benefit Grant was under discussion and was being finalised; and that once procedures had been followed the proposal would be made to cabinet and then parliament. This response was a step in the right direction. However, as is often the case, progress at the department had stalled. We continued to monitor and step-up pressure. Sustained public pressure helped ensure progress towards finalising the Maternity Benefit Grant continued.

"amandla.mobi is an important watchdog of democracy."

- Nathi Mukoma





CAMPAIGN 4

Stop the recycling fee that threatens reclaimers' income

Waste reclaimers work as informal recyclers earning an income while providing an environmental service to municipalities for free. But the City of Johannesburg tried to force through an R50 (USD3) recycling levy to pay a private company to do recycling that reclaimers provided for free, threatening the livelihood of thousands of reclaimers. The African Reclaimers Organisation launched a campaign on awethu.mobi and through media engagement, community mobilisation, collecting signatures and submitting objections, the campaign successfully stopped the City of Johannesburg's plans.

Visit the campaign page here

Campaign created on:





Across South Africa over 90,000 people make a living as informal recyclers working as waste reclaimers. Reclaimers sort through rubbish and pick out paper, glass, plastics and tins that they sell for recycling. Reclaimers in South Africa have saved cities and municipalities up to R748 million (USD 50 million) a year in landfill space and provide a vital

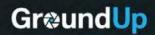
and free environmental service²³.

The work of reclaimers shows the power of the informal sector. But instead of working with reclaimers, the City of Johannesburg and private companies have consistently sidelined them and attempted to bring their work to an end by pushing to pay for private companies to do recycling, which reclaimers do for free.

In response to the City signing contracts with two private companies to recycle, reclaimers organised and formed the African Reclaimers Organisation (ARO) to represent their collective interests to decision-makers²⁴.



In 2021 the City of Johannesburg also planned to impose a R50 recycling levy on residents to fund a private company's recycling programme. This would completely sideline reclaimers and destroy their livelihoods. ARO loaded a campaign on awethu. mobi and we provided them with strategic advice around building public pressure to engage the City. The campaign quickly gathered momentum and had a theory of change that brought different classes together, while centering the struggle of waste reclaimers. The campaign successfully forced the City of Johannesburg to abandon its plans which helped with protecting the livelihoods of reclaimers²⁵.



LINKS 🕶

ABOUT

DONATE

Search art

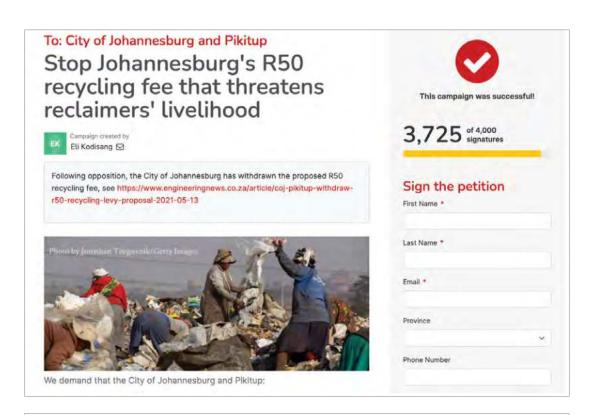
Johannesburg garbage removal: reclaimers relieved that Pikitup's R50 levy has been withdrawn

Although the decision has brought some relief, reclaimers still say they have not been made a part of the city's recycling programme

17 May 2021 | By Masego Mafata



Mokoka Mokoka is a reclaimer with the African Reclaimers Organisation. He says he wakes up at 4am to get to work before Pikitup trucks collect recyclable materials. Photo: Masego Mafata



'Please oppose new recycling fee' - ARO

JOBURG – The African Reclaimers Organisation (ARO) has asked the public to appeal the proposed R50 recycling fee that they say threaten reclaimers' lisublends.

that they say threaten reclaimers' livelihoods.

The City of Johannesburg plans to introduce the fee from 1 July if its proposed waste management tariff is approved.

ARO coordinator and organiser, Eli Kodisang said informal recyclers are responsible for 90 per cent of recycling in Joburg, yet they will not receive a cent from the tariff.

Instead, money will go towards Pikitup's separation at source (Si@E) programme.

"Government's national policy shows they want to integrate

"Government's national policy shows they want to integrate recyclers, support them and make them more effective, like it is done in other countries around the world," Kodisang said. "But the City of Johannesburg is going against the informal sector. It was in 2017 when the City employed private companies to compete with the reclaimers, that



mer, Louis Baloyi sorts through recyclable waste in Bordeaux. Photo: Supp



The campaign involved:

- ARO speaking at public events to mobilise support.
- Building alliances with communities and organisations.
- Securing news coverage to increase public awareness.
- Delivering petition signatures to the City of Johannesburg.
- Mobilising residents to submit objections to the City.
- Organising a public meeting to strengthen mobilisation.





CAMPAIGN 5

YOU Magazine must cancel their Nestlé event; put child nutrition first

We had four days to stop an event by Nestlé and YOU Magazine which would have undermined breastfeeding promotion by marketing Nestle products to mothers. We worked with the Healthy Living Alliance (HEALA) to launch a rapid response campaign which exposed how YOU Magazine was choosing profit, rather than the wellbeing of its readers. The Nestlé event was cancelled one day before it was due to happen.

Visit the campaign page here

Campaign created on:





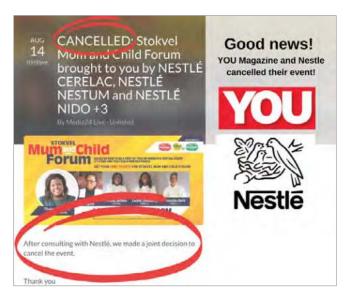
Nestlé has a history of aggressively marketing its baby formula in developing countries in a way that undermines breastfeeding by suggesting its formula is healthier than breastfeeding. South Africa's Department of Health introduced regulations to prevent reckless

marketing, but monitoring and enforcement of regulations is a challenge.

On 10 August 2021 we were alerted by a group of academics that in four days' time both YOU and Drum Magazines, two of the most popular magazines in the country, would be hosting a large event with Nestlé to market Nestlé's products to mothers – and that this would be in violation of government regulations. The event had already been heavily promoted to mothers, so we had to quickly launch a rapid response campaign to stop the event from happening.

When designing the campaign we realised the department would not be able to act quickly enough to stop the event, and public pressure targeting Nestlé may not be enough. But we realised that YOU and Drum Magazines were vulnerable to public pressure because the event jeopardised their reputation as news publications that mothers could trust. The campaign targeted these magazines and included messaging that exposed how reckless it was for these publications to organise an event that put profit before public health.

The campaign gathered momentum. Together with our partners at the Healthy Living Alliance (HEALA) we quickly built public pressure. Just oneday before the Nestlé event, YOU and Drum Magazine announced that the event had been cancelled²⁶. We could



not let Nestlé off the hook
however, and so we submitted
a formal complaint to the
Department of Health. In the
end the department chose not
to take legal action as the event
had not taken place. However,
we certainly sent a clear
message to the department that
we expected greater monitoring
of compliance with regulations.
And we taught Nestlé that
civil society has capacity to
hold them to account when
government does not.

Financials

View 2021 Financials

2020

2021

Revenue



R9,562,117



R13,710,324

Expenditure



R8,637,673



R11,731,899

What's left



R924,444



R1,978,425

Appendix: 2021 Financials

AMANDLA.MOBI NPC REGISTRATION NO. 2014/176307/08

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2021

		2021	2020	
	Note	R	R	
ASSETS		11 149 933	8 939 517	
Non current assets		1 377 237	1 503 343	
Property, furniture and equipment	3	1 377 237	1 503 343	
Current assets		9 772 696	7 436 174	
Accrued income Cash and cash equivalents	4 5	1 271 677 8 501 020	7 436 174	
Total assets		11 149 933	8 939 517	
RESERVES AND LIABILITIES		11 149 933	8 939 517	
Reserves		7 859 939	5 881 515	
Accumulated fund		7 859 939	5 881 515	
Current liabilities		3 289 994	3 058 002	
Accounts payable Deferred income Provision for leave pay	6 7 8	91 658 3 122 289 76 047	453 867 2 467 146 136 989	
Total reserves and liabilities		11 149 933	8 939 517	

AMANDLA.MOBI NPC REGISTRATION NO. 2014/176307/08

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 R	2020 R
INCOME		13 447 516	9 460 932
Grants and donations Sundry income	9	13 447 516	9 428 778 32 154
EXPENDITURE		(11 731 899)	(8 637 671)
Operating and project expenses		(11 731 899)	(8 637 671)
Operating surplus for the year	_	1 715 617	823 261
Net Interest income	10	262 808	101 183
SURPLUS FOR THE YEAR	_	1 978 425	924 444

AMANDLA.MOBI NPC REGISTRATION NO. 2014/176307/08

STATEMENT OF CHANGES IN RESERVES FOR THE YEAR ENDED 31 DECEMBER 2021

	Accumulated fund		Total	
	Note	R	R	
Balance at 31 December 2019		4 974 952	4 974 952	
Surplus for the year		924 444	924 444	
Balance at 31 December 2020	_	5 881 515	5 881 515	
Surplus for the year		1 978 425	1 978 425	
Balance at 31 December 2021	_	7 859 939	7 859 939	

AMANDLA.MOBI NPC REGISTRATION NO. 2014/176307/08

STATEMENT OF CASH FLOWS FOR THE THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 R	2020 R
Cash flows from operating activities			
Cash receipts from donors and funders Cash paid to programmes, suppliers and employees		12 830 982 (12 028 944)	8 743 822 (8 014 936)
Cash generated from/(utilised in) operations	12	802 038	728 886
Interest earned	10	262 808	101 185
Net cash inflow/(outflow) from operating activities		1 064 846	830 071
Cash flows generated from investing activities		ž	(1 412 728)
Acquisition of equipment, at cost	3		(1 412 728)
Net increase/(decrease) in cash and cash equivalents		1 064 846	(582 657)
Cash and cash equivalents at beginning of year		7 436 174	8 018 831
Cash and cash equivalents at end of year	5	8 501 020	7 436 174

REGISTRATION NO. 2014/176307/08 AMANDLA.MOBI NPC

NOTES TO THE ANNUAL FINANCIAL STATEMENTS THE YEAR ENDED 31 DECEMBER 2021 (Continued)

က

100 000 887 235 216 108 18 187 18 1	PROPERTY, FURNITURE AND EQUIPMENT	Land	Building Building	Computer equipment R	Office Equipment R	Total R
rary 2021 400 000 887 235 216 108 18 187 1 ember 2021 400 000 887 235 (126 107) (126 107) 18 187 1 ember 2021 400 000 887 235 (126 107) 18 187 1 ation 400 000 887 235 (126 107) 18 187 1 ation 400 000 887 235 (125 493) (14 440) 1 ember 2020 400 000 887 235 216 108 18 187 1 ation 400 000 887 235 (126 241) (14 440) 1 ation 400 000 887 235 216 108 18 187 1 (18 187) (18 187) 1 1 1	ember 2021	2	ź	ź	:	:
ation 400 000 887 235 421 665 18 187 1 ember 2021 400 000 887 235 90 001 18 187 1 ation 400 000 887 235 216 856 3 747 1 ation 400 000 887 235 216 856 3 747 1 ember 2020 400 000 887 235 125 493 (126 241) (3 747) 1 ation 400 000 887 235 216 108 18 187 1 ation 400 000 887 235 216 108 18 187 1 ation 400 000 887 235 216 108 18 187 1	ok value - 1 January 2021	400 000	887 235	216 108	3	1 503 343
ation 887 236 (126 107) 1 cember 2021 400 000 887 235 421 665 18 187 1 ation 400 000 887 235 421 665 18 187 1 ation 216 856 3 747 1 ation 400 000 887 235 126 493 144 440 ation 400 000 887 235 216 108 ation 400 000 887 235 18 187 1 ation 400 000 887 235 216 108 18 187 1	cost	400 000	887 235	421 665	18 187	1 727 087
tember 2021 400 000 887 235 90 001 18 187 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	cumulated depreciation	3.	*	(205 557)	(18 187)	(223 744)
ember 2021 400 000 887 235 90 001 1 ation 400 000 887 235 421 665 18 187 1 ation 200 001 18 187 1 1 ation 400 000 887 235 125 493 14440) 1 ation 400 000 887 235 126 108 18 187 1 ation 400 000 887 235 421 665 18 187 1 ation 400 000 887 235 18 187 1	ns during the year	,				
ember 2021 400 000 887 235 90 001 1 ation 400 000 887 235 421 665 18 187 1 ation 216 856 3 747 1 1 1 ation 400 000 887 235 125 493 14440) 1 cember 2020 400 000 887 235 216 108 18 187 1 ation 400 000 887 235 216 108 18 187 1 ation 400 000 887 235 216 108 18 187 1	viation for the year	,		(126 107)	1140	(126 107)
ation 400 000 887 235 421 665 18 187 (18 187) (1	ok value - 31 December 2021	400 000	887 235	90 001		1 377 236
attion 216 856 3 747 action - (18 187) (18 187) attion - (79 316) (14 440) - (79 316) (14 440) - (79 316) (14 440) - (126 241) (3 747) - (126 241) (3 747) - (18 187) (18 187)	cost	400 000	887 235	421 665	18 187	1 727 087
arry 2020 216 856 3 747 ation - (79 316) 18 187 400 000 887 235 (126 241) (3 747) ember 2020 400 000 887 235 216 108 ation 400 000 887 235 421 665 ation (18 187) (18 187)	sumulated depreciation			(331 664)	(18 187)	(349 851)
action 216 856 3 747 action - 18 187 400 000 887 235 125 493 126 241 (14 440) 127 477 (18 187) 128 187 18 187 128 187 18 187 129 6 172 124 440) 126 241) (18 187) 128 187 (18 187)		C .				
ation 400 000 887 235 216 856 3 747 1 8 187 1	ember 2020					
ation - 18187	ok value - 1 January 2020	*		216 856	3 747	220 603
ation - (79 316) (14 440) (14 440) (14 440) (14 440) (14 440) (14 440) (15 493 (12 6 241) (12 6 241) (12 6 241) (13 747) (13 747) (14 700 000 (14 187) (15 747) (15 7	cost	-		296 172	18 187	314 359
tember 2020 400 000 887 235 125 493 1 tember 2020 400 000 887 235 216 108 1 ation 400 000 887 235 421 665 18 187 (205 557) (18 187) 1	umulated depreciation			(79 316)	(14 440)	(93 756)
ember 2020 400 000 887 235 216 108 1 ation 400 000 887 235 421 665 18 187 1	ns during the year	400 000	887 235	125 493		1 412 728
400 000 887 235 216 108 400 000 887 235 421 665 18 187 1 (205 557) (18 187) 1	iation for the year	9		(126 241)	(3 747)	(129 988)
400 000 887 235 421 665 18 187 1 (18 187) (18 187)	ok value - 31 December 2020	400 000	887 235	216 108	**	1 503 343
(18 187)	ost	400 000	887 235	421 665	18 187	1 727 087
	umulated depreciation		•	(205 557)	(18 187)	(223 744)

The property is situated at Erf , 6 Argyle Road in Kensington Johannesburg, Gauteng Province, measuring 223(Two hundred and twenty three square metres under Deed of Transfer T.

NOTES TO THE ANNUAL FINANCIAL STATEMENTS THE YEAR ENDED 31 DECEMBER 2021 (Continued)

TH	E YEAR ENDED 31 DECEMBER 2021 (Continued)	2021 R	2020 R
4.	ACCRUED INCOME		
	Global Health Advocacy Incubator/Campaign for Tobacco Free Kids	1 271 677 1 271 677	
5.	CASH AND CASH EQUIVALENTS		
	Favourable balances	8 501 020	7 436 174
	Current accounts Call accounts Cash on hand	1 766 187 6 734 833	5 112 927 2 322 194 1 053
		8 501 020	7 436 174
6.	ACCOUNTS PAYABLE		
	Payroll liabilities Accruals	91 658	32 750 421 117
		91 658	453 867
7.	DEFERRED INCOME		
	Bread for the World (BfdW) Global Health Advocacy Incubator/Campaign	241 406	371 495
	for Tobacco Free Kids	564 775	311 955
	Omidyar Network Fund Inc	232 120	1 414 368
	Open Society Foundation SA	500 000	
	The Elevate Prize Foundation	795 040	
	Vital Strategies	788 948	
	William and Flora Hewlet Foundation		369 328
		3 122 289	2 467 146
8.	PROVISIONS		
	Leave pay provision		
	Balance at beginning of the year	136 989	12 996
	Additions during the year	181 163	123 993
	(Utilised) during the year	(242 105)	*
	Balance at end of year	76 047	136 989

NOTES TO THE ANNUAL FINANCIAL STATEMENTS THE YEAR ENDED 31 DECEMBER 2021 (Continued)

2021	2020
R	R

9. GRANTS AND DONATIONS

Grants

Sequipment Seq	Bread for the World	909 179	1 287 265
Received	Received	909 179	1 287 265
Deferred to 2020 254 23 25 15 26 26 15 00 26 15 00 27 17 00 27	Comic Relief	30 A 100	594 055
Global Health Advocacy Incubator/Campaign for Tobacco Free Kids 2 284 365 2 695 00 Received 1 265 508 3 006 96 Accrued income 1 271 677 Deferred in 2020 311 955 (311 95	Received	-	339 820
for Tobacco Free Kids 2 284 365 2 695 00 Received 1 265 508 3 006 96 Accrued income 1 271 677 Deferred in 2020 311 955 (311 95 Deferred in 2021 (564 775) 1 271 677 (311 95 (311 95 Deferred in 2021 (564 775) 1 2 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 - 2 5 5 5 7 6 30 <t< td=""><td>Deferred to 2020</td><td></td><td>254 235</td></t<>	Deferred to 2020		254 235
Received	Global Health Advocacy Incubator/Campaign		
Accrued income Deferred in 2020 311 955 (311 95 Deferred in 2021 (564 775) The Elevate Prize Foundation - Elevate Prize Received 2 955 030 Deferred in 2021 (795 040) Omidyar Network Fund Inc 4 146 028 2 515 76 Received 2 963 780 3 930 13 Deferred in 2020 1 414 368 Deferred in 2021 (232 120) Open Society Foundation SA 962 712 240 9 Deferred in 2020 240 90 Deferred in 2020 240 90 Deferred in 2020 Deferred in 2021 (500 000) Less: Refund to donor 372 288) Vital Strategies 352 020 Received 1 140 968 Deferred in 2021 (788 948) William and Flora Hewlet Foundation 2 170 941 1 458 9 Deferred in 2020 Deferred in 2021 369 328 BfdW project deferred income adjustment Deferred in 2020 371 495 Deferred in 2021 (241 406) Black Sash 150 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 11	for Tobacco Free Kids	2 284 365	2 695 008
Deferred in 2020 S11 955 C S64 775 Deferred in 2021 C S64 775 Deferred in 2020 C S64 780 C S64 780 Deferred in 2020 C S64 780 Deferred in 2020 C S64 780 Deferred in 2020 C S64 780 Deferred in 2021 C S64 780 Deferred in 2020 Deferred in 2020 Deferred in 2020 Deferred in 2021 C S64 780 S65 780	Received	1 265 508	3 006 963
Deferred in 2021	Accrued income	1 271 677	-
The Elevate Prize Foundation - Elevate Prize Received Deferred in 2021 Cmidyar Network Fund Inc Received Deferred in 2020 Deferred in 2020 Deferred in 2021 Copen Society Foundation SA Received Deferred in 2020 Deferred in 2020 Deferred in 2020 Deferred in 2020 Deferred in 2021 Copen Society Foundation SA Received Deferred in 2020 Deferred in 2021 Less: Refund to donor Copen Society Foundation SA Received Deferred in 2021 Less: Refund to donor Copen Society Foundation Deferred in 2021 Less: Refund to donor Copen Society Foundation Received Deferred in 2021 Less: Refund to donor Copen Society Foundation Received Deferred in 2021 Received Deferred in 2021 Topen Society Foundation Received Deferred in 2021 Received Deferred in 2021 Topen Society Foundation Received Deferred in 2021 Topen Society Foundation Received Deferred to 2020 Deferred in 2020 Received Topen Society So	Deferred in 2020	311 955	(311 955)
Felevate Prize 2 159 990 Received 2 955 030 Deferred in 2021 (795 040) (795	Deferred in 2021	(564 775)	
Received Deferred in 2021 2 955 030 (795 040) Omidyar Network Fund Inc Received 4 146 028 2 515 76 Received Received 2 963 780 Deferred in 2020 Deferred in 2021 1 414 368 (1 414 36 (1 414 46 (1 414 36 (1 414 46 (1 414 36 (1 414 46 (The Elevate Prize Foundation		
Deferred in 2021	- Elevate Prize	2 159 990	-
Omidyar Network Fund Inc 4 146 028 2 515 76 Received 2 963 780 3 930 13 Deferred in 2020 1 414 368 (1 414 36 Deferred in 2021 (232 120) 240 9 Open Society Foundation SA 962 712 240 9 Received 1 500 000 240 96 Deferred in 2020 (500 000) 240 96 Deferred in 2021 (500 000) 240 96 Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 458 9 Deferred to 2020 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 371 495 (371 44 Deferred in 2021 (241 406) 111 7 Black Sash 150 00 111 7 Compact 18 000 <td< td=""><td>Received</td><td>2 955 030</td><td></td></td<>	Received	2 955 030	
Omidyar Network Fund Inc 4 146 028 2 515 76 Received 2 963 780 3 930 13 Deferred in 2020 1 414 368 (1 414 36 Deferred in 2021 (232 120) 240 9 Open Society Foundation SA 962 712 240 9 Received 1 500 000 240 96 Deferred in 2020 (500 000) 240 96 Deferred in 2021 (500 000) 240 96 Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 458 9 Deferred to 2020 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 371 495 (371 44 Deferred in 2021 (241 406) 111 7 Black Sash 150 00 111 7 Compact 18 000 <td< td=""><td>Deferred in 2021</td><td>(795 040)</td><td></td></td<>	Deferred in 2021	(795 040)	
Deferred in 2020 1 414 368 (1 414 368) Deferred in 2021 (232 120) 240 96 Received 1 500 000 240 96 Deferred in 2020 (500 000) 240 96 Deferred in 2021 (500 000) 240 96 Less: Refund to donor (37 288) 352 020 Received 1 140 968 352 020 Received 1 140 968 369 328 Deferred in 2021 (788 948) 369 328 William and Flora Hewlet Foundation 2 170 941 1 458 98 Received 1 801 613 369 328 (369 32 Deferred to 2020 369 328 (369 32 (369 32 BfdW project deferred income adjustment 130 089 355 9 355 9 Deferred in 2020 371 495 (371 48 (371 48 Deferred in 2020 371 495 (371 48 (371 48 Deferred in 2021 (241 406) 111 7 Gun Free South Africa 18 000 111 7 Gun Free South Africa 18 000 111 7 Gun Fre	Omidyar Network Fund Inc		2 515 764
Deferred in 2021	Received	2 963 780	3 930 132
Open Society Foundation SA 962 712 240 90 Received 1 500 000 240 90 Deferred in 2021 (500 000) 240 90 Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 - Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 371 495 (371 49 Deferred in 2021 (241 406) - Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Deferred in 2020	1 414 368	(1 414 368)
Open Society Foundation SA 962 712 240 90 Received 1 500 000 240 90 Deferred in 2021 (500 000) 240 90 Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 - Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 371 495 (371 49 Deferred in 2021 (241 406) - Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Deferred in 2021	(232 120)	
Received 1 500 000 240 96 Deferred in 2020 (500 000) 240 96 Deferred in 2021 (500 000) 240 96 Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 - Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 4 Deferred in 2020 371 495 (371 49 Deferred in 2021 (241 406) - Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 - Civicus World Alliance 76 299 - Nelson Mandela Foundation 151 400 - Shuttleworth Foundation 70 736 - Sundry donations 15 759 <	Open Society Foundation SA		240 961
Deferred in 2021		1 500 000	-
Less: Refund to donor (37 288) - Vital Strategies 352 020 - Received 1 140 968 - Deferred in 2021 (788 948) - William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 - Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 371 495 (371 48 Deferred in 2021 (241 406) - Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Deferred in 2020	120	240 961
Vital Strategies 352 020 Received 1 140 968 Deferred in 2021 (788 948) William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 828 26 Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 (371 495 (371 495 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 7 Gun Free South Africa 18 000 111 7 Gun Free South Africa 18 000 151 400 Civicus World Alliance 76 299 17 400 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 15 759 19 1 Sundry donations 15 759 19 1	Deferred in 2021	(500 000)	199
Vital Strategies 352 020 Received 1 140 968 Deferred in 2021 (788 948) William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 828 26 Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 (371 495 (371 495 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 7 Gun Free South Africa 18 000 111 7 Gun Free South Africa 18 000 151 400 Civicus World Alliance 76 299 17 400 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 15 759 19 1 Sundry donations 15 759 19 1	Less: Refund to donor	(37 288)	-
Deferred in 2021	Vital Strategies		(8)
William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 828 26 Deferred to 2020 369 328 (369 32 Deferred in 2021 369 328 (369 32 Deferred to 2020 727 4 727 4 Deferred in 2020 371 495 (371 49 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 70 Gun Free South Africa 18 000 111 70 Civicus World Alliance 76 299 151 400 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 19 10 Sundry donations 15 759 19 10	Received	1 140 968	
William and Flora Hewlet Foundation 2 170 941 1 458 9 Received 1 801 613 1 828 26 Deferred to 2020 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 Deferred in 2020 371 495 (371 49 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 70 Gun Free South Africa 18 000 111 70 Civicus World Alliance 76 299 151 400 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 15 759 19 10	Deferred in 2021	(788 948)	
Deferred to 2020 1 828 26 Deferred in 2021 369 328 (369 32 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 727 4 Deferred in 2020 371 495 (371 495 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 70 Compact 18 000 111 70 Gun Free South Africa 18 000 15 76 299 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 19 10 Sundry donations 15 759 19 10	William and Flora Hewlet Foundation	2 170 941	1 458 935
Deferred in 2021 369 328 (369 33 BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 Deferred in 2020 371 495 (371 49 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 70 Compact 18 000 111 70 Gun Free South Africa 18 000 15 76 299 Nelson Mandela Foundation 151 400 15 759 Shuttleworth Foundations 15 759 19 10	Received	1 801 613	-
BfdW project deferred income adjustment 130 089 355 9 Deferred to 2020 727 4 Deferred in 2020 371 495 (371 48 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 111 70 Gun Free South Africa 18 000 111 70 Civicus World Alliance 76 299 150 00 Nelson Mandela Foundation 151 400 151 400 Shuttleworth Foundation 70 736 19 10 Sundry donations 15 759 19 10	Deferred to 2020	-	1 828 263
Deferred to 2020 727.4 Deferred in 2020 371.495 (371.48 Deferred in 2021 (241.406) 150.00 Black Sash 150.00 111.77 Gun Free South Africa 18.000 - Civicus World Alliance 76.299 - Nelson Mandela Foundation 151.400 - Shuttleworth Foundation 70.736 - Sundry donations 15.759 19.17	Deferred in 2021	369 328	(369 328)
Deferred in 2020 371 495 (371 495 Deferred in 2021 (241 406) 150 00 Black Sash 150 00 Compact 111 70 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 10	BfdW project deferred income adjustment	130 089	355 963
Deferred in 2021 (241 406) Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Deferred to 2020	-	727 458
Black Sash 150 00 Compact 111 7 Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Deferred in 2020	371 495	(371 495)
Compact 111 7° Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1°	Deferred in 2021	(241 406)	
Gun Free South Africa 18 000 Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Black Sash		150 000
Civicus World Alliance 76 299 Nelson Mandela Foundation 151 400 Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Compact	120	111 715
Nelson Mandela Foundation151 400Shuttleworth Foundation70 736Sundry donations15 759	Gun Free South Africa	18 000	181
Shuttleworth Foundation 70 736 Sundry donations 15 759 19 1	Civicus World Alliance	76 299	4.
Sundry donations 15 759 19 1	Nelson Mandela Foundation	151 400	18
· · · · · · · · · · · · · · · · · · ·	Shuttleworth Foundation	70 736	
13 447 516 9 428 7	Sundry donations	15 759	19 112
10 111 010		13 447 516	9 428 778

NOTES TO THE ANNUAL FINANCIAL STATEMENTS THE YEAR ENDED 31 DECEMBER 2021 (Continued)

THE TEAK ENDED OF DEGEMBER 2021 (Committed)	2021 R	2020 R
10. NET INTEREST		
Interest earned	262 808	101 185
Interest paid		(2)
	262 808	101 183
11. CASH GENERATED FROM/(UTILISED IN) OPERATION	NS	
Surplus for the year Adjustment:	1 978 425	924 444
Depreciation	126 107	129 988
Interest income	(262 808)	(101 185)
Increase in accrued income	(1 271 677)	-
Increase/(Decrease) in deferred income	655 143	(583 771)
(Decrease)/increase in provision for leave pay	(60 942)	123 993
Operating surplus before working capital change	1 164 248	493 469
Changes in working capital	(362 209)	235 417
(Increase) in accounts receivable	-	
(Decrease/Increase in accounts payable	(362 209)	235 417
Cash generated from/(utilised in) operations	802 038	728 886
12. TAXATION		
No provision has been made for taxation as the compexemption from income tax as a public benefit organisection 10(1)(cN) as read with section 30 of the Income	sation under	
13. DIRECTORS' EMOLUMENTS		
Executive director - K Moeti	606 820	588 004
Director - P Mason	431 810	418 421
Non executive directors	(4)	*
	1 038 631	1 006 425

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	2021 R	2020 R
INCOME		13 710 324	9 562 117
Grants and donations	9 [13 447 516	9 428 778
Interest received	10	262 808	101 185
Sundry income	L		32 154
EXPENDITURE		11 731 899	8 637 673
Personnel		2 858 972	3 651 844
Salaries and contributions	1	2 091 574	2 352 197
Campaign consulting fees	- 11	-	45 955
Consulting fees	- 11	275 434	670 299
Development (personnel)	- 11	500 110	347 418
Penalties and interest - SARS	- 11	3 592	30 595
Provision for leave pay	- 11	(60 942)	123 993
Recruitment	- 14	30 400	13 157
Staff development and welfare		18 803	68 230
Administration (Core operations)		1 185 656	1 221 690
Assets expensed directly		734	
Audit fees	- 11	89 344	96 308
Bank charges	- 11	24 268	30 147
Courier and postage		4 493	779
Depreciation		126 107	129 988
Equipment rentals		- 11 11	7 326
Events and stakeholders		- 1111	1 172
External accountant		114 720	225 482
Insurance		68 429	53 782
Interest	10		2
Legal fees		32 642	26 866
Office rentals		26 334	169 831
Office supplies and minor equipment		20 757	85 162
Repairs and maintenance		539 971	5 935
Telephone and internet		80 766	200 173
Travel and accommodation	L	57 090	188 737
Project activities		7 687 271	3 764 139
Advertising and promotions		7 227 660	2 149 891
Campaign costs - Comic Relief		-	94 072
Development (projects)		2	290 325
Media services	11	56 035	97 002
Online services		403 576	1 132 849
SURPLUS FOR THE YEAR		1 978 425	924 444

Media Coverage









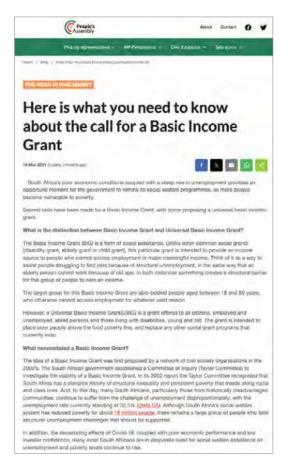


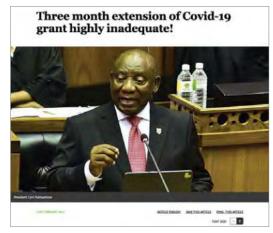






Amandla! calls for extension of SRD







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