

SOLIDARITY FUND STAKEHOLDERS BULLETIN

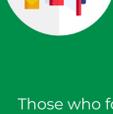
23 November 2020



MESSAGE FROM THE NEW CEO

It's been almost three weeks since I officially joined the Solidarity Fund family and, I must admit, it's been a busy time. I have met with the teams, spoken to the press, and spent time understanding the ins and outs of the important work that is being done. When I committed to joining as the **CEO**, I knew that this would be an important time in the Fund's lifecycle. Even though the peak of the **COVID-19** pandemic has passed, the virus is still with us, and the work continues to ensure that **South Africa** is equipped to meet the ongoing challenges that the pandemic and lockdown continue to present. I am confident that, working together with the experienced and passionate team here at the Fund, we will win and South Africa will come out of the pandemic stronger and more united than ever before.

Tandi Nzimande



GETTING SOCIAL – OUR CHANGING SOCIAL MEDIA STRATEGY

Those who follow us on social media may have noticed a new phrase that we are using on our posts – **asijiki**. **Asijiki** is a Zulu term meaning 'we are not turning back'. It's a statement of positivity, hope and determination.

Right from the start, social media has been an important vehicle for the Fund to get our message across. But, like all communication, it needs to stay relevant and topical. That's why our social media strategy has evolved with the shifting mindsets and stages of the pandemic. Almost eight months in, there is a need to position and define the role of the Fund as a beacon of hope and reinforce the behaviour change campaign in the response to the long-term effects of the pandemic. **Asijiki** does that, expressing the encouraging sentiment that, with all the adversity that we have faced this year, we have made positive strides in moving forward together. Through our solidarity, we have been resilient, and we will continue to progress further.

You can follow the Fund on



ALL WE WANT FOR CHRISTMAS IS... A SAFE SOUTH AFRICA

As we approach the festive season, it's more important than ever that **South Africans** continue to practise safe, responsible behaviours to slow the spread of the **COVID-19** pandemic. With that in mind, we are pleased to announce the appointment of **Joe Public** United as marketing and communications agency for the Fund's upcoming second behavioural change campaign.

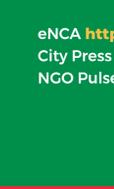
The integrated campaign, to be implemented by the agency on a cost-recovery basis, will roll out in a phased approach with an overall budget of **R100 million** over a six-month period. The first phase, which will run from **18 December** to the end of **January 2021**, has been allocated **R40 million**. The Solidarity Fund will work closely with **Joe Public** to define and implement subsequent phases that will be informed and agreed upon, following the achievement of set targets measured by strict monitoring and assessment.



SUPPORTING THE HEART OF OUR COUNTRY – OUR FARMERS

Subsistence, smallholder farmers have lost income during **COVID-19** restrictions, compromising their ability to fund their ongoing farming activities and/or their next farming cycle. To counter the negative impact of the restrictions, the Solidarity Fund approved a **R75 million** farming input voucher intervention. This initial amount was then increased to **R100 million** when the UK Government committed to co-funding **R25 million**.

The initiative will provide **47 800 farmers** (with a focus on women) with an input voucher worth **R2 000** each. This is designed to enable rural and peri-urban subsistence farmers to purchase key farming inputs. The initiative is still in its initial stages: data collectors are going through training, while some have already started collecting farmers' data using the Mezzanine Ware designed Farming App. After the Traditional Council has signed off on the farmers' data, the farmers will receive the vouchers which they will be able to redeem at the nearest approved input supplier.



GBV IS MAKING HEADLINES

We mentioned in our last newsletter that the Fund had put out two calls for applications for the second phase of our gender-based violence (**GBV**) intervention. Well, our PR team has been working feverishly behind the scenes to ensure that this new intervention gets the attention it deserves. On top of that, our own **Wendy Tlou**, Executive Head: **Humanitarian** and **Behavioural Change Pillars**, has been making herself available for countless interviews. Already the initiative has been featured on a number of community radio stations, as well as in online publications. The best news is, all the work has paid off.

At the close of applications, at **5pm** on **18 November**, more than **700** applications from community-based organisations had been received across our email, WhatsApp and Cognito forms channels.

Here are just a few examples of the coverage we have received:

eNCA <https://bit.ly/3ndGf7h>

City Press <https://bit.ly/35Pydf3>

NGO Pulse <https://bit.ly/3nTd7Td>



EASTERN CAPE HOSPITALS GET GEARED UP FOR SUCCESS



During the past week, essential equipment procured by the Solidarity Fund and donated to the large **Eastern Cape** hospitals began arriving and being installed. The timing could not have been better as many **Eastern Cape** hospitals are becoming overwhelmed with **COVID-19** cases. The focus has been on deliveries to **Livingstone Hospital** which is particularly hard hit at the moment. Staff at **Livingstone** in **Port Elizabeth** and **Frontier Hospital** in **Queenstown** have been sending the **Solidarity Fund** regular updates on their new equipment and how important it is to them. **Dr Lazo** from **Frontier Hospital** said,

*"Thanks **Solidarity Fund** for providing us with tools to properly care for the critically ill patients, especially during these difficult times."*

The Solidarity Fund has committed more than **R50 million** to essential equipment in the **Eastern Cape**. The bulk of this equipment is expected to be delivered over the next few weeks.



FOOD VOUCHER DISBURSAL WELL ON TRACK

As mentioned in our previous newsletter, the **Solidarity Fund** is aiming to disburse **135 000** food vouchers (to the value of **R700** each) within South Africa to people who have been impacted by the **COVID-19** lockdowns.

The full issue of **135 000** vouchers is anticipated to be completed by early **December**. Initial redemption rates are looking positive across most disbursement partners, averaging above what is usually seen in similar types of disbursements at this early stage. Thanks to the team for all their hard work.

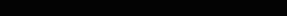


OUR SECOND VODCAST IS OUT

As part of our ongoing mission to remain transparent and communicate frequently with the public, we launched a vodcast series, the first of which went live last month. It featured our Deputy Chairman, **Adrian Enthoven**, talking to **Andile Khumalo** about the important work the Fund is doing. Well, the next in the series is out and features **Wendy Tlou**, Executive Head: **Humanitarian** and **Behavioural Change Pillars**. She talks about the Citizens in Solidarity campaign and why, as the pandemic evolves, it is more relevant than ever.

You can catch it here:
<https://bit.ly/3fbp1hi>

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The Solidarity Fund is committed to transparency around all of our activities. You can find detailed information and reporting around donations received, how we allocate resources as well as the impact created by visiting www.solidarityfund.co.za

