



# DOCUMENTING UNITY IN ACTION

## SOLIDARITY FUND DOCUMENTARY

### Final Impact Report

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DESCRIPTION	AMOUNT ALLOCATED (INCL. VAT)	AMOUNT EXPENSED (INCL. VAT)	SAVINGS
Solidarity Fund Documentary	R15m	R14.4m	R487 673

#### 01

### SOLIDARITY FUND MANDATE

The Solidarity Fund brought together business, civil society, and government to augment and strengthen the South African government's COVID-19 response. It operated as a short-term rapid response mechanism to assist the country to address the key areas that would have the most significant impact on reducing the devastating effects of the pandemic on the health and wellbeing of the country's residents.

For more than two years the Fund and its partners worked tirelessly to help millions of people, including those on the front line of the fight against the pandemic, helping to strengthen the health system response and alleviate the social impact of the pandemic on the most vulnerable.

By the end of 2022 the threat of the pandemic had subsided, largely due to the vaccination rollout, and the need for the continued existence of the Fund reduced. The Fund's Board therefore decided to scale down the Fund, ready to act again in future if the need arises.

The Fund was a truly unique model, and together with South Africans from all walks of life, achieved an undeniably profound impact across South Africa. It was therefore essential that the story of the Fund and its unique, yet successful model be captured and shared.

A multi-pronged approach was deemed appropriate. A Knowledge Hub, to share how the Fund operated, was created on the Fund's website. A high level consolidated report (to be published May 2023), was developed, and highlights of the Fund were shared through a documentary.

## DOCUMENTING UNITY IN ACTION

The Solidarity Fund partnered with Joe Public, a leading South African brand and communications agency, and Groundglass, a local boutique production company, to create a documentary on the Fund and its work to appropriately memorialise and capture the story of how the country came together and acted in solidarity to rapidly respond to the pandemic.

The documentary captured the work of the Fund through the framework of its guiding principle - 'the most urgent to the most vulnerable' - while simultaneously contextualising the broader experiences of average South Africans.

It captured insights from a variety of people and scenarios - from the factories making ventilators, to academic scientists working in testing and research. From the rural farmers benefitting from the farming input vouchers to sustain their small businesses and provide food for their families, to the refurbishment of Charlotte Maxeke Hospital after it was devastated by fire. From urban pop-up radio stations creating daily programmes on the pandemic and how to protect each other, to rural traditional councillors using loud hailers to bring information on safe behaviour to isolated communities in rural areas not reached by mainstream media. These stories provided a unique portrait of the country and its inspiring efforts to work together in extremely challenging and unprecedented circumstances for the good of all.

Threaded through the story are the insights and experiences of the committed and generous individuals who dedicated their time and expertise to work for the Fund and design and manage the extraordinary multi-sectoral approach to the pandemic that was undertaken.



Some scenes from the Solidarity Fund documentary

## TARGET AUDIENCE AND REACH

The documentary was targeted to the general South African public, key stakeholders, donors and partners to showcase the part they all played in responding in unity to the COVID-19 pandemic and the achievements of the Fund. It is hoped that the documentary will further inspire other stakeholders in our country (such as young South Africans), through highlighting the spirit of the country and its people in coming together to respond to a crisis.

To reach the largest audience, the documentary was aired on the national broadcaster SABC and the digital channel DSTV. Television has one of the broadest reach of all media across the country (after radio). Significant cost savings and airtime were donated by the broadcasters towards the cost of airing the documentary.

Social and other media were used to promote the documentary and drive viewership, while an extended marketing plan amplified and extended awareness of it. This included teaser snippets shown on tv and social media, the VIP stakeholder event, social media activations, partner media promotions with News 24 and Daily Maverick, and ongoing engagement through media interviews.

### Media and stakeholder round table and media partnerships

A media and stakeholder roundtable was held to preview and review the documentary. It included key target audiences - media, project partners, donors and stakeholders, who provided their feedback and input to improve the final version of the documentary. Through strategic partnerships with print media, including *News24* and *Daily Maverick*, articles that unpacked the content and objectives of the documentary were published. These provided very targeted and specific messaging on the Fund, through the lens of the documentary, helping to promote the documentary and the work of the Fund.

### Daily Maverick article on the documentary and the Fund's impact



## Social media digital campaign

A social media digital and influencer amplification campaign, specifically targeting youth and influential online voices, was rolled out over 21 days between 21 November to 12 December 2022. The campaign aimed to drive awareness of the documentary and encourage viewership, using tv ads and Youtube, Meta (Facebook) and Twitter social media platforms.

The 20 and 30 second cut downs on social media were used to generate excitement and direct viewers to the three-minute content films on the Fund's YouTube channel to build intrigue and interest. From 26 November, once the documentary had aired on television, the social media cut downs were used to direct traffic to the full documentary, hosted on the Fund's YouTube channel. These teasers were also shared with key stakeholders, donors, partners and the general public to encourage sharing on their respective social media platforms.

A **56% video completion rate was achieved on YouTube**, an impressive rate achieved through a mix of creative messaging and targeting the right audience. The campaign **reached 3,8 million** cookies with YouTube leading this figure by achieving 1,405,070, and Meta achieving the second most individuals reached at 1,281,349.

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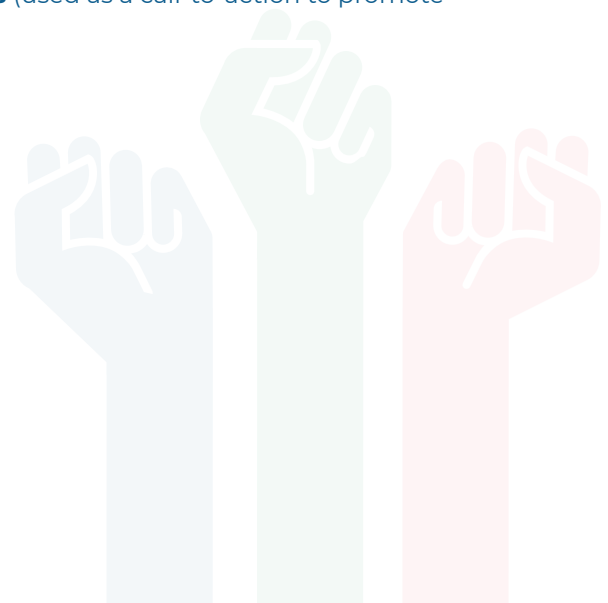
## PARTNERS

### Groundglass

The Fund contracted Groundglass, a local boutique production agency, to conceptualise and produce a documentary on its work, with a focus on the beneficiaries as the heart of the story. Production began in early 2020 with Groundglass providing much of their services pro bono. As the pandemic and the situation on the ground evolved and the Fund adapted and extended its work to meet the ever-changing situation, the Groundglass mandate was extended. The Fund provided an initial R4.5m and Yellowwoods R963 981 (excl. VAT) towards extending the documentary.

Groundglass produced the following content according to broadcast station specifications:

- The 48-minute documentary
- **4 x 3-minute content films** (to promote and build-up the documentary, including a teaser for TV)
- **1 x 30-second cut down of the 3-minute films** (used as a call- to- action to promote the documentary)
- **1 x 60-second cut down of the 3-minute films**
- **6 x 20-second cut down social media pieces** (used as a call-to-action to promote the documentary)



Production and editing was finalised in early November 2022 and all content was handed over to the various stations for broadcasting. The 48-minute documentary was aired on the 26 November 2022.

Below is the full list of stations that aired the documentary. The documentary also went live on the [Fund's YouTube channel](#).

CHANNEL	BROADCAST DATE	TIME
<b>M-Net</b>	26-Nov-22	09h00
<b>Mzansi Magic</b>	26-Nov-22	16h30
<b>Newzroom Afrika</b>	26-Nov-22	17h00
<b>SABC 2</b>	26-Nov-22	20h30
<b>Discovery Family</b>	27-Nov-22	17h45
<b>Investigation Discovery</b>	27-Nov-22	17h00
<b>National Geographic</b>	27-Nov-22	18h45
<b>SABC 3</b>	27-Nov-22	13h00
<b>SABC 3 (Repeat)</b>	27-Nov-22	22h00
<b>M-Net (Repeat)</b>	03-Dec-22	09h00
<b>Mzansi Magic (Repeat)</b>	03-Dec-22	10h00

### Joe Public

The Fund partnered with Joe Public, a leading South African brand and communications agency, to design and implement a marketing and communications plan to promote the documentary. This included an in-person launch event and television and social media marketing activations (each discussed below).

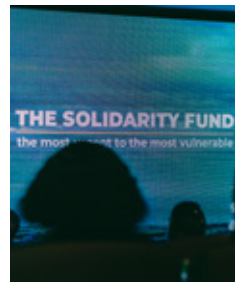
### Funders - AngloAmerican and Sibanye Stillwater

The documentary was substantially funded by donations from AngloAmerican and Sibanye Stillwater, each contributing R7.5m to cover the costs of production, marketing and distribution. This included support for the majority of the stakeholder viewing. These donations were ringfenced and used solely for the documentary. Both donors contributions were acknowledged throughout the documentary, in an interview segment, and in the documentary credits.

### Solidarity Fund stakeholder intimate viewing

An intimate launch of the documentary was held on 24 November 2022 with key stakeholders, donors, partners and the Fund's Board and management. The event was held at the Nelson Mandela Foundation in Johannesburg, together with a cocktail celebration where the Fund, in partnership with Sibanye Stillwater and AngloAmerican, thanked all partners, stakeholders, donors and staff who worked so hard, and dedicated so much to making the Fund the success it was. Of the 240 guests invited, 126 accepted, and 86 guests attended the event.





The documentary viewing was well attended and enjoyed by all.

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## CONCLUSION

The documentary and its successful digital and media promotion campaigns made sure that the story and profound impact of the Solidarity Fund was shared across South Africa and beyond. Showcasing this remarkable story of unity in action brings hope to all that when we come together we can overcome even the greatest challenges.

