

2024

LOVE HOWICK NPC

19 Morling Street, Howick, South Africa



# ANNUAL REPORT HELLO PROGRESS



# EXECUTIVE SUMMARY

In the 2023/4 annual report for Love Howick, we celebrate another year of remarkable achievements, unwavering dedication, and transformative community impact. The Love Howick Team has once again demonstrated unparalleled commitment to fostering the dreams of our community members, embodying the true spirit of selflessness and dedication.

Our journey this year has been significantly enriched by the generous contributions of our partners, who have tirelessly supported our shared vision of a thriving, prosperous community. Equally, our volunteers and supporters have been the backbone of the Love Cities movement—a national initiative that champions citizen-led, sustainable, and collaborative community transformation. Their zeal and belief in the power of unity and hope continue to inspire change across the nation.

Reflecting on the past seven years since Love Howick began its mission, it is clear that our core intention was never merely to rebuild communities. Instead, inspired by the resilience and spirit of South Africans, we embarked on a journey of turning adversity into opportunity. Through storytelling, the arts, and community engagement, we have bridged divides and united diverse groups under a common goal: to create a prosperous community for everyone.

Our approach to addressing the challenges we face has always been strategic, collaborative, and grounded in sustainable solutions. By reigniting the dreams within our people—dreams of a brighter future that begins today—we have catalyzed positive change that extends beyond temporary relief.

The collaborative projects undertaken this year have not only uplifted individuals but also safeguarded our environment and upheld ethical values. Love Howick has served as a conduit for directing resources into strategic initiatives that drive holistic community transformation.

The impact of our collective efforts is evident in the eradication of poverty, stimulation of local investment, economic development, and the cultivation of a community that stands as a beacon of excellence in South Africa. We are crafting a place where happiness, health, and pride in living and conducting business flourish.

This year, we have fortified and expanded our network of partnerships, encompassing thousands of stakeholders across various sectors, all dedicated to meaningful transformation work. Our achievements this year build on the foundation of hope, collaboration, and resilience, setting the stage for even greater strides in the years to come.



# MESSAGE FROM THE MANAGING DIRECTOR

As we reflect on this pivotal year at Love Howick, it's with a profound sense of gratitude and determination that I write this message. This year has been a remarkable journey of unprecedented growth and significant challenges, all of which have shaped us into a stronger, more resilient organization.

We've witnessed incredible expansion this year, welcoming 60 interns from the YES Wildtrust program and 100 Enviro Champs from the IDC program. This influx of passionate individuals has necessitated a move to larger premises, a clear testament to our growing impact. Our reach has further extended through the national launch of Love Cities, the upscaling of our curriculum, and the strategic merger of all our training courses and administrative departments. These milestones underscore our commitment to fostering sustainable community transformation.

However, our journey has not been without its hurdles. The current economic downturn has put pressure on our donation base, challenging our financial resilience. Moreover, the move of our administrative premises, prompted by safety concerns after numerous break-ins and alarming incidents, imposed unexpected costs. Operational challenges, such as vehicle breakdowns and insufficient IT and communication resources, have tested our adaptability and resourcefulness.

Amidst these highs and lows, the unwavering support from our donors, volunteers, and community members has been our cornerstone. Your belief in our mission fuels our passion and commitment to creating lasting change.

Looking ahead, we're excited to embark on a new chapter with a growth plan that promises not just to expand our reach but also to deepen our impact.



We're exploring new funding opportunities, introducing high-impact programs, and continuing to enhance the quality and scope of our course offerings. Our vision for the coming year is not just growth in numbers but in the depth of our impact, touching more lives and fostering stronger, more resilient communities.

Together, with your continued support, we stand on the brink of an even more impactful era for Love Howick. Let us move forward with the same courage, determination, and community spirit that has brought us this far.

Thank you for being part of this journey. Here's to a future where our collective efforts bring about even greater transformations in the lives of those we serve.

Warm regards,  
**Matt Hogarty**  
Managing Director  
Love Howick

# ABOUT US

Founded over seven years ago by visionary leader Matt Hogarty, Love Howick sprouted from a humble intention to organize a community cleanup. This initial spark of civic pride and responsibility quickly evolved into a multifaceted entity dedicated to holistic community development and transformation.

## BRIEF HISTORY AND MISSION STATEMENT

Today, Love Howick stands as a beacon of hope and progress, running numerous successful interventions aimed at developing and supporting the pillars of our society: the people, the environment, the local economy, and the community as a whole. The essence of our success lies in a simple truth: when Love Howick thrives, every member of our community reaps the benefits. **The Love Howick Promise** is our steadfast commitment to turning the tide on despair and stagnation. We are dedicated to effecting genuine, measurable change rather than settling for mere words. Through a blend of focused initiatives and dynamic community engagement, our mission is to elevate the community spirit, drive positive transformation, and instil a sense of pride and confidence in our residents, businesses, and investors.

## OUR MODEL

At the heart of our efforts is a comprehensive model for community development, anchored by the Three Pillars of Priorities: People, Economic Development, and Environment. This holistic approach aims to tackle the root causes of societal challenges, cultivate a culture of active citizenship, and foster a sense of unity across the community spectrum.

Our strategy transcends political barriers, focusing instead on practical, impactful programs that catalyze real progress and cultivate a culture of collaboration and mutual respect among community members.

## ORGANIZATIONAL STRUCTURE AND LEADERSHIP

Guidance and strategic oversight at Love Howick are provided by a **Board of Directors and a Dynamic Management Team**, ensuring that our operations and initiatives are executed with excellence and integrity. To maintain agility and responsiveness in our operations, our staffing strategy is deliberately lean, with the majority of our operational strength sourced through strategic partnerships with organizations such as YES and the IDC. This approach allows us to amplify our impact efficiently and effectively.

Moreover, our efforts are significantly bolstered by a strong volunteer base, whose dedication and hard work provide invaluable support across our range of activities. This synergy between our leadership, partnerships, and volunteer support forms the solid foundation upon which Love Howick is built, driving us towards our vision of a thriving, united, and prosperous community for all.

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Together, we've turned challenges into opportunities for good!

## Mission and Vision

To bring people Together for Transformation and build a platform for partnerships between key sectors of our local community to see our vision of a prosperous city emerge.

## Programs and Initiatives

**People Development:** Dream Centre, Street Store, Social Services. **Environment:** Recycling, Waste Management and Water Conservation, and Environmental Support. **Economic Development:** Economic & Enterprise Development, Empowerment Fund, Economic Support & Promotion, and Renoverge & Infrastructure Maintenance.



# OUR VALUES

**INTEGRITY:** Upholding strong moral principles and ethical standards.

**PURPOSE:** Seeking sustainable ways to impact and improve the quality of life for the community.

**POSITIVITY:** Commitment to positive speech, hope-fueled ideas, and promoting optimism.

**DIVERSITY:** Valuing each individual, embracing diversity, and fostering an environment of love, dignity, and respect.

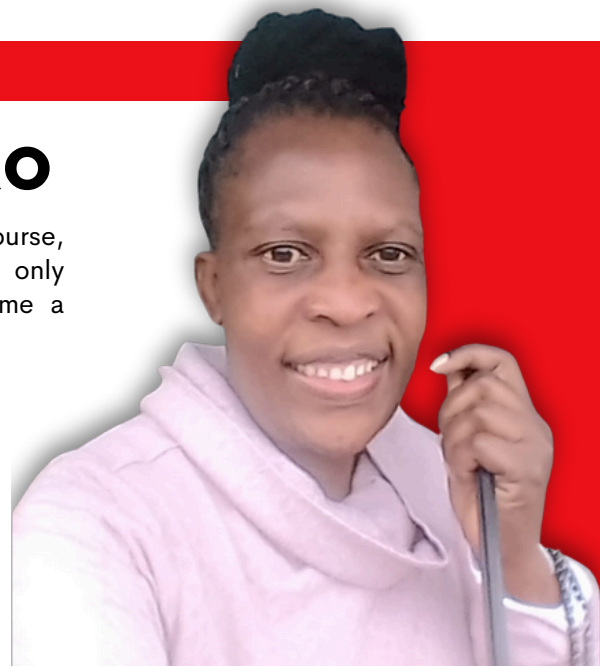
**HUMILITY:** Making serving the community the primary posture of influence.

**EXCELLENCE:** Demonstrating high standards of professionalism and ongoing learning.

## Meet Francina Malireko

Francina's life was transformed after joining our Work Ready course, recommended by a friend. Inspired by her experience, she not only encouraged her daughter to take the same course but also became a dedicated volunteer at our events.

Francina's journey of growth led her to secure a job as a carer in Balgowen through our Job Centre. Now, she's furthering her skills with a Home Based Care course, aiming to excel in her role. Francina's story highlights that age is no barrier to learning or career advancement. She urges more mothers to pursue education and job opportunities, emphasizing the power of literacy. Francina exemplifies the endless possibilities that come with determination and support.



## Serving with a Smile

Zinhle Ndlovu enrolled in Love Howick's Customer Service and Merchandising course in June last year. She passed the course with 84% and made a strong impression on the course trainer, Linda Ambler. "She was bright, her English was great and she was always cheerful, helpful and enthusiastic," recalls Linda. When St John's Pick n Pay needed new cashiers in January, Zinhle applied - and the rest is history! Zinhle is now a familiar and friendly face to regular customers at St John's.

Not only has her job at Pick n Pay St Johns helped Zinhle to put food on the table at home, but she has also been able to get her Driver's License and has bought land so she can build a house for herself.

Well done to Zinhle for having the courage to reach for your dreams and for serving your customers so cheerfully and graciously.  
**KHUPHUKA LAPHO GATSHENI!**





# DEPARTMENTAL HIGHLIGHTS



# SKILLS DEVELOPMENT

The Love Howick Dream Centre stands at the forefront of empowering individuals with the professional skills necessary to thrive in the workforce. The extensive curriculum is designed to foster job readiness and vocational excellence while being continuously monitored and evaluated to ensure relevance and excellence. The Dream Centre's offerings are structured into three critical phases: the Work Ready Programme, the Professional Skills Training Programmes, and the Job Centre.

## PHASE 1: WORK READY PROGRAMME

The foundation of the Centre's curriculum, the Work Ready Programme, equips job seekers with vital skills for workplace success. Emphasizing excellence, integrity, and a solid work ethic, the programme incorporates full-day classes over four weeks, featuring practical workshops, workplace experience, and volunteer days to round out the soft skills essential for employment.

## PHASE 2: SKILLS TRAINING PROGRAMMES

Building upon the foundation laid by the Work Ready Programme, the Skills Training Programmes offer a diverse array of vocational courses designed to meet the demand for skilled professionals in various industries. Courses offered include, but are not limited to:

**Office Administration, Computer Literacy, Retail 101, Poultry Farming, Sewing, Graphic Design, Home-Based Care, First Aid Level 1, Barista, Catering, Hospitality,** and more. Each course is designed to offer specialized knowledge and hands-on experience in their respective fields.

## PHASE 3: JOB CENTRE

The culmination of the training process, the Job Centre, is a pivotal bridge connecting graduates of the Centre's courses with local businesses in search of talented and trained employees. This ensures that students not only receive the training they need but also gain access to employment opportunities that can help them utilize their newly acquired skills. Through its comprehensive approach to professional development, the Love Howick Dream Centre not only enhances individual career prospects but also contributes to the broader economic development of the community by ensuring a skilled and ready workforce.

## PARTNERSHIPS

Many private and organisational partners support this program. Among them is the uMngeni Municipality, through the Youth Empowerment Bursary program. Similarly, our connection with local business leaders and professionals, who offer their expertise as mentors, trainers, and facilitators, ensures our programs are relevant and aligned with industry needs. Moreover, the generosity of individuals funding private bursaries and businesses offering spaces for in-service training embodies the community spirit, ensuring inclusive access to education. This overarching public-private partnership enriches the student learning experience and strengthens the economic fabric of our community.

## QUANTITATIVE IMPACT



**981 PEOPLE**  
Enrolled in Professional Skills Development courses



**574**  
Students listed in Job Centre



**270**  
Students awarded bursaries

# SOCIAL SERVICES

Over the past year, the Social Services Department at Love Howick experienced a significant phase of growth and development, leading to a flurry of activities aimed at supporting and uplifting our community. Between August 2023 and February 2024, our dedicated team launched several initiatives under the umbrella of community campaigns, disaster and crisis relief, and targeted support programs, all aligned with our mission to serve the community effectively.

## KEY COMMUNITY CAMPAIGNS

Programs such as Project Greenlight, which focuses on identifying and alleviating poverty, along with awareness drives for gender-based violence, the Santa School Box initiative, Winter Blanket Drive, and Mandela Day activations, have marked our efforts to address various social issues head-on. Our campaign activations expanded our reach into critical areas like mental health, sexual health, bullying prevention, teen pregnancy support, and a fathers' support initiative, mobilizing the community towards collective action.

## CRISIS AND DISASTER RESPONSE

In response to unforeseen challenges, including natural disasters and crises, our department provided emergency assistance through food provision, infrastructure support, and emergency rations, notably following a severe storm in Howick and surrounding areas. The School Feeding Scheme intervention further highlighted our role in crisis response and support.

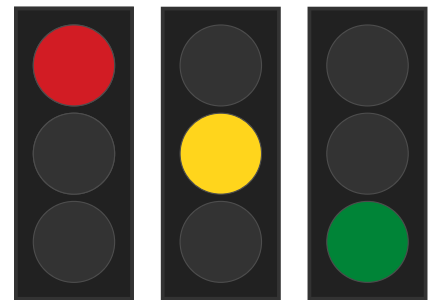
## MILESTONES

A milestone achievement this year was the launch of our Work Ready Counselling and Mentorship Sessions, in partnership with the University of KwaZulu-Natal Child and Family Centre, offering crucial support to 137 students, with some referred for advanced professional care. Project Greenlight made significant strides by surveying 82 households to gather data on poverty, fostering environmental sustainability discussions through the Greenlight KZN forum.

## LOOKING AHEAD

Our data unpacking sessions proved invaluable, providing insights into community needs and guiding our strategies for more impactful interventions. This period has been one of dynamic engagement and meaningful impact, setting a solid foundation for future endeavors. As we look ahead, the Social Services Department remains committed to building on these successes, continuing our efforts to uplift and support our community with dedication and resolve.

## QUANTITATIVE IMPACT



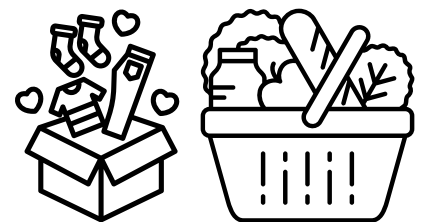
82

Households surveyed and entered into the Greenlight Program



2,701

Items of clothing collected and distributed to Street Store clients



710

Food parcels, food items, toiletries and blankets distributed from Street Store.



# PEOPLE DEVELOPMENT



## OUR 2023-24 IMPACT

**11424**

Volunteer hours donated to Love Howick Programs

**238**

Active Volunteers

**555**

Unemployed job seekers trained through our 13 Skills Training Courses

**216**

Bursaries provided to qualifying students to enable them to study

**85%**

Of All Students enrolled this year completed their Courses

**37%**

Graduates found jobs or started businesses as a result of training

**137**

Community members received counselling support

**469**

Dream Centre graduates listed at the Love Howick Job Centre

**8**

Schools were supported by the Education project

**4532**

learners impacted by the education project

**16**

Hours of principal leadership development

**610**

Households received assistance from Social Workers

**2701**

Items of donated clothing distributed to Street Store clients

**528**

Households received donations of food, toiletries and clothing

# ENTREPRENEURSHIP DEVELOPMENT

We are committed to nurturing a new generation of entrepreneurs who will be pivotal in driving economic growth and community development across South Africa. The economic development strategy of the Love Howick and Meta Entrepreneurship School is threefold:

**DISCOVER:** Our journey begins with uncovering the hidden entrepreneurial gems within our community. Utilizing a network of talent scouts, we identify individuals with the potential and passion to become successful entrepreneurs. This critical step ensures that latent talents do not go unnoticed and receive the opportunity to flourish.

**ENGAGE:** Once we identify these promising entrepreneurs, we engage them in a comprehensive development journey. This includes providing them with robust training programs and valuable internship opportunities. Our focus is not only on sharpening their business skills but also on mentoring them throughout their journey. This holistic approach ensures they are well-equipped with the knowledge, skills, and mindset needed to launch and sustain successful businesses.

**CREATE:** The final step is to create a vibrant platform for these emerging entrepreneurs. This platform serves as a stage for them to present their innovative ideas, connect with potential partners and investors, and interact with a supportive community eager to champion their dreams. By doing so, we ensure that these entrepreneurs are not just prepared but also empowered to deploy their ventures, bringing about meaningful and lasting transformation in their communities.

## ENTREPRENEURSHIP

We are thrilled to have completed yet another successful year of the Entrepreneurship course in partnership with the accredited business mySME business coaching institute. Our highly anticipated Entrepreneurship course is designed to empower aspiring business leaders to turn ideas into successful ventures. The year 2023 was a great year for all our aspiring Entrepreneurs we enrolled a total number of 17 students and we had the start of 6 successful businesses in and around the uMngeni municipality area.

The capital quest night on 15 November was an exciting opportunity for our shortlisted Entrepreneurs who had undergone a 3-month mentorship programme and a boot camp to refine their skills on the quest to pitch before a dedicated panel from all spheres of business. The prize of being a capital seed to kickstart and elevate their businesses proved a fantastic yet competitive affair.

Among these events, we have had other highlights throughout the year that have warmed our hearts as you see the results of all the hard work that has been put in and all the support we have had as an organisation from external stakeholders who are committed to the development and betterment of our youth to improve livelihoods for generations to come.

## QUANTITATIVE IMPACT



**25 BUSINESSES**

Registered to attend the  
Entrepreneurship  
Bootcamp

**35%**

Students started  
new businesses.  
65% had already  
launched

**24%**

Businesses increased  
their monthly turnover  
to more than R10k

# ECONOMIC DEVELOPMENT

## MIDLANDS MAGIC TOURISM SUPPORT CAMPAIGN

The Midlands Magic a video series was launched in November 2023 as **an economic development project directed at the tourism and hospitality sector**. Originating from a story mapping session involving residents from across the region, this series showcases the breathtaking allure of the Midlands, brought to life through the insights and narratives of those who know it best.

The production of this series is a testament to the power of collective effort. Locals contributed their intimate knowledge and experiences, shaping the series into a compelling narrative. Professional videographers, scriptwriters, and narrators then transformed these stories into a high-quality visual experience, encapsulating the essence of the Midlands.

The video series traverses a spectrum of themes, from adrenaline-fueled adventures for thrill-seekers to the tranquil embrace of nature for peace seekers. It invites romantic souls to intimate escapades and families to fun-filled journeys. The series delves into the rich cultural tapestry and history of the Midlands, and takes viewers on a gastronomic tour, showcasing local culinary excellence. This collection is designed to appeal to every type of traveller and budget, making the Midlands a place of welcome and wonder.

The vision for this series was embraced and supported by prominent Midlands organisations - **Amber Glades, Hilton College, Mills Fitchett, Midlands Fable, Pick Your Playground, Seeff Midlands, Toyota Halfway Howick, and Wedgewood Confectionary**. Their investment is a shining example of effective public-private partnership, promoting regional pride and tourism.

## QUANTITATIVE IMPACT

**157K**

Reach of 6-week  
**Google/YouTube**  
promotion

**62K**

People reached by  
promotion were  
**women**

**46.5K**

People reached by  
promotion were  
**men**

**156K**

Reach of 12-week  
**social media**  
promotion

**53.6K**

People reached  
listed as **age**  
**unknown**

**41.8K**

People reached by  
promotion were  
aged **35-44 years**

**25K**

People reached by  
promotion were  
aged **45-54 years**

**24K**

People reached by  
promotion were aged  
**25-34 years**



**64.8%**

percentage of viewers  
from **South Africa**

**11.5%**

percentage of viewers  
from **United Kingdom**

**7.6%**

percentage of viewers  
from **USA**



# ECONOMIC DEVELOPMENT



## OUR 2023-24 IMPACT

**+R700K**

Invested in local economic and enterprise development projects

**197**

Jobs created through Love Howicks projects

**60**

Entrepreneurs launched new business ventures as a result of training

**R414 475**

Invested in Love Howick Empowerment Fund to launch black owned businesses

**138**

Waste & Environmental workers deployed in area

**24%**

Entrepreneurs being mentored increased monthly turnover by more than R10k

**+157k**

People reached by digital campaigns to boost tourism

**57**

Students completed training in skills that lead to business startups

**231**

Hosted at regular business capacity building seminars

**R40 000**

Invested in business startups through purchases of equipment or stock

# RENOVERGE

## INFRASTRUCTURE, ENVIRO & WASTE MANAGEMENT REPORT

The Renoverge Project is a coordinated approach to restoring beauty to the CBD, Main Road and entrances and exits to Howick. This work helps position Howick as an attractive vehicle for investment and a community residents can take pride in.

We do this through interventions focussing on:

1. **Landscaping:** Maintaining town gardens, removing unwanted, nuisance and alien-invasive trees/shrubs
2. **Infrastructure:** Paving, clearing drains, repairing pavements, verges, kerbs and potholes, replacing missing stop signs
3. **Brush Cutting:** Cutting grass/foliage in public spaces
4. **Waste Management:** Implementation of reduce, reuse and recycle community campaigns. Collection and sorting of recycling from parks, businesses, the CBD and the Street Store. Sorting of recycling at the uMgeni Municipal Recycling Centre. Delivery of all recycling to reputable waste processors. Litter collection in CBD and public land

## IDC PROGRAM

The IDC enlisted DUCT to implement a Social Employment Fund project aimed at supporting the environment, creating job opportunities, and fostering a healthy and clean community. Love Howick joined the program as an implementation partner.

**EMPLOYMENT OF ENVIRO CHAMPS:** 100+ Enviro Champs were employed. They were organized into five groups, two groups work in waste management and three address other environmental tasks. One is deployed full-time in Mpophomeni.

**DUTIES:** Street cleaning, waste collection and sorting, grass cutting, alien-invasive plant removal, and garden maintenance.

**ACHIEVEMENTS:** 100 people have been employed and attended courses in brushcutting, herbicides, WorkReady, Level 1 First Aid and MiniSASS (water conservation).

**CHALLENGES:** Occasional dropouts but there is a system to replace Enviro Champs. A lack of equipment occasionally delays the day-to-day work outputs.

## COMMUNITY INVOLVEMENT

**Street Store Clients, Dream Centre students and the general public** assist with regular collection campaigns and sorting recyclable materials.

**Learners** from schools, such as Hilton College and Michael House, assist with general clean-up days and waste collection.

**Landscapers**, such as Carol Sacke and Gardenatomy, lend their expertise to our campaigns and school clean-up days, general landscaping projects, and training staff, interns and program participants.

**NGOs** such as WESSA and Duct provide training opportunities for staff and interns

**Businesses** join clean-ups and provide relevant technical skills training, such as machinery operation and safe alien-invasive plant removal and destruction

**Professionals** share their skills and expertise in an advisory capacity where needed, eg: the pothole project

## UPCOMING PROJECTS

Looking ahead we have an active year planned with greater community engagement through clean-up days, school partnerships and furthering the IDC program.

## QUANTITATIVE IMPACT



**127 PEOPLE**  
Employed (IDC & Renoverge )



**35,848**  
Kilograms of waste collected and recycled

**2,138,538.72**  
Square metres of land cut, cleaned and cleared



# PLACE & ENVIRONMENT



## OUR 2023-24 **IMPACT**

**+2.2 MILLION** square metres of public land cleaned, cleared and cut

**+130**

Square metres of curbing and potholes repaired & filled

**231 895**

kgs of garden refuse & litter removed

**1544**

Trees & plants planted in public gardens

**380 796**

Units of alien-invasive plants/trees permanently removed

**51 895**

kgs of waste collected, sorted and recycled

**231 294**

Metres of storm water drains cleared

**+4.2k**

Bags of litter collected from streets & public spaces

**+154k**

Square metres of public gardens planted and maintained

**3978.5**

Kg's of plastic collected and recycled



# FINANCIAL REPORT



# FINANCIAL OVERVIEW

SWith a busy productive 23/24 year behind us, we are proud of our progress in the following fields:

- Our Dreams Centres for Adult Education has seen phenomenal growth and the investment into the area of Education will bear fruit in the coming years for our Community.
- Our Social Services Outreach has included assisting with the School Feeding Crises and the effects of the devastating storm in January 2024.
- Renoverge and IDC teams have played an important role in the following areas:

§ Recycling Centre has been revamped and revived and is a viable revenue stream

§ Street and illegal dumpsite clean-ups are ongoing

§ Paving Project in the CBD has been initiated

§ Howick Falls Park Rejuvenation has come a long way, and tourism has benefitted for uMngeni

§ Assistance after the storm was prioritised and clean-ups were able to happen swiftly and efficiently.

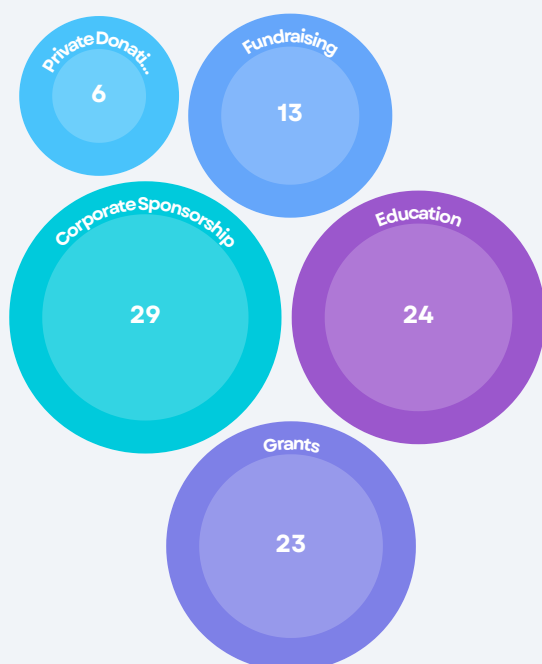
In general, as has been highlighted in the Overview and Director’s Reports, the 2024 Financial year has been a balancing act between Progress and Development and available Funds.

We are so thankful for all of our Funders and Partners who have made our progress and achievements possible!

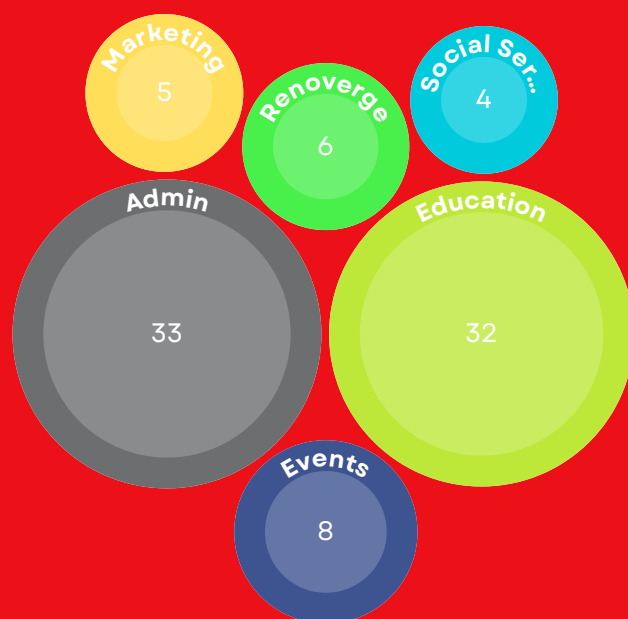
We look forward to another busy, productive year with continued financial support from our wonderful Community who we serve with humble pride each day!

**THANK YOU EVERYONE!**

## ANNUAL INCOME R3.3M



## ANNUAL EXPENDITURE R3.2M





# OUR PARTNERS

In aligning with Love Howick, organizations have become catalysts for positive change, contributing to our shared vision of thriving sustainable communities. Through these public-private partnerships, we have forged bonds transforms lives and strengthens their role in positive community impact and development.



## MEET SOME OF OUR IMPACT PARTNERS

These partnerships underscore our ability to collaborate effectively with diverse entities, showcasing our commitment to driving positive change and creating a lasting impact in our community.

- Fairfield Dairy
- Fairfield Farm
- uMngeni Municipality
- SOS Contractors
- Harvard House
- Greendale SuperSpar
- Merrivale SuperSpar
- Hilton Quarry SuperSpar
- Midlands Safety and Hygiene
- Basil Burke Family Trust
- HHG Falls Prescient
- Howick Community Church
- Midlands Community College
- Upper uMngeni Prestbury Church
- Oasis Church
- The Greater Ambers Estates

*The Midlands Ladies Circle In Formation recently donated 500 packs of pads to Love Howick, Love Notties and Angels' Care Centre. This wouldn't have been possible without Round Table of Durban No. 2*



# WORK WITH US



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