



Project Unity

**Working together to address
the Covid-19 pandemic in
the Nelson Mandela Bay
Municipality**

**100% of funds go towards
children and families in need**

2020
PHASE I

Executive Summary

Three of Port Elizabeth's leading nonprofit organisations have partnered on a project to ensure we optimise our response to the Covid-19 pandemic in the Nelson Mandela Bay of Port Elizabeth.

United Through Sport, Masifunde and Masinyusane are working together to pool resources, leverage each other's networks and share expertise in crafting an effective and efficient response to the Covid-19 crisis.

Combined, our organisations have over 40 years of experience working in community development in the metropole. We have deep ties to our communities, thousands of beneficiaries and experience in delivering high impact projects.

Our approach will be family and child focused, with an emphasis on providing targeted assistance to (a) the poorest of the poor and (b) children and families in crisis. We are initially pooling resources to help our beneficiaries and children identified by our schools, but have the capacity to distribute support and resources through an enormous network of partners (see next section).

We are currently seeking sponsorship for the children and families that are being identified by the network of partners described below. We have the capacity to reach thousands of children and families and are preemptively mobilising resources before the chaos of 'peak virus'.

Project Unity is currently distributing food parcels every day, at multiple schools, and supporting the families of over 800 children.

The Benefits of a Partnership

While there is a lot of overlap in our worlds, each organisation brings unique resources, networks, partnerships and community relationships. To give a few brief examples:

United Through Sport works with over 80 primary schools in the metropole and has deep ties in the Northern Areas. They also have a fleet of vehicles to help mobilise resources.

Masifunde has a 15 year relationship with Walmer township, a world-class centre from which to operate and long working relationships with dozens of other nonprofits in the city.

Masinyusane has a decade long relationship with every township high school, deep ties to a handful of primary schools, an extensive township church network and an army of youth workers in the field.



Main Distribution Channel

Primary Schools & High Schools in the Community

Combined, our organisations have relationships with nearly every school in the Port Elizabeth townships and Northern Areas. These are the main hubs from which we are currently operating.

We are asking principals to request teachers to nominate 3-5 children from their classes that they know live in poverty and would be suffering during this time. The principals then create a list, schedule a distribution date and invite a member of the family to the school to collect the parcel.

In partnership with the police and ward counselors, we distribute the food parcels to the guardians of those children at the school on the agreed time and date. The principals manage the gate of the school, parents enter one at a time, everyone wears protective gear and hands are sanitized throughout the event.

Isaac Booi Primary School
Food Parcels From Masifunde M60

| Class | Parent | Learner | No. Family |
|-------|---------------|-------------|------------|
| RA | Ms. Ntini | Lizabiso | 4 |
| RA | Ms. Ngwenya | Abizaloni | 3 |
| RB | Ms. Ngwenya | Aphiso | 4 |
| RC | Ms. Maseko | Sibakalwe | 5 |
| 1A | Ms. Dilmeni | Aphiso | 6 |
| 1B | Ms. Matobela | Innathi | 10 |
| 1C | Ms. Jaku | Enzakume | 11 |
| 1D | Ms. Ndlovu | Khuzimbi | 7 |
| 2A | Ms. Mungane | Emhlo | 11 |
| 2B | Ms. Sogwan | Innathi | 8 |
| 2C | Ms. Tshepo | Oyngoboo | 10 |
| 3A | Ms. Maphela | Anele | 12 |
| 3B | Ms. Maseko | Lizo | 5 |
| 3C | Ms. Ngwenya | Ambetha | 5 |
| 3D | Ms. Khoshaba | Lilume | 3 |
| 4A | Ms. Mase | Aphiso | 6 |
| 4B | Ms. V. Caba | Lizathi | 5 |
| 4C | Ms. Skampor | Smankele | 6 |
| 5A | Ms. Booi | Inathinkasi | 4 |
| 5B | Ms. Luncauthu | Zelani | 6 |
| 5C | Ms. Faxi | Mimlali | 9 |
| 6A | Ms. Ndzondo | Nuyisa | 3 |
| 6B | Ms. Balem | Milani | 6 |
| 6C | Ms. Mankega | Aphetele | 5 |

Sample school distribution list

We are currently doing these distributions every day, rotating through the schools. As we raise funds and resources, we will be able to both (a) increase the number of schools participating (b) increase the number of families per school assisted and (c) increase the regularity of the food parcel distributions.

Secondary Distribution Channels

We recognize the importance of working with a large network partners during the pandemic, both to support others and to identify children and families in crisis. In that spirit, we have activated the following networks.

1. Our Databases: Our organisations have databases, case files and information on thousands of our beneficiaries. Our staff, social workers and field workers are already aware of hundreds of families in need of assistance.

2. Churches: We have deep ties to a large network of churches in the townships. These churches have been in their communities for decades and have outreach programmes to their neediest families. They can play a role in both identifying families in crisis and serving as hubs from which to operate (if needed).

3. Nonprofits & Community Based Organisations: We have relationships with over a dozen other nonprofit and community based organisations. Each organisation has intimate knowledge of their own beneficiaries, enabling us to direct resources through them to help those most in need.

4. The Municipality & Government Agencies: Each of our organisations has relationships with various government agencies and local ward counselors, including the Municipality, the Department of Education and the Department of Social Development.

Our Strategy at a Glance

In terms of overall strategy, we are taking the following approach:

1. Activating a primary network of schools to distribute food to children & families in need as well as a second network of churches & nonprofits.
2. Prioritising targeted assistance to children or families in crisis. At this stage, that entails food parcels to families we know are suffering. In later stages, it means helping children whose parents/caregivers are sick.
3. Procure and distribute masks, sanitizers and protective gear.
4. Producing a local television show to keep children learning and developing at home.
5. Protecting and taking care of our own staff.
6. Distributing books, games and learning materials for children to utilize at home.
7. [possible] Making preparations to run/support larger scale feeding schemes, especially if schools are reopened for the purposes of feeding children.



Costs

The cost of the intervention depends entirely on its shape and scope, which as stated above, is difficult to predict given the uncertainties of the pandemic and our government's response to it. Nevertheless, we expect targeted food parcels to be the bulk of any Phase I funding and provide some guidance below.

If one is interested in the costs of large scale feeding schemes (post-lockdown), production of our television show, distributing learning materials to children & families or any other intervention please follow up with us.

Food Parcels

The approximate cost of a food parcel is R250, which should feed a family of four for a week.

Example: 100 families (~ 500 people) receiving a food parcel twice a month

$$100 \text{ families} * 2 \text{ parcels} * R250 \text{ per month} \\ = R50,000 \text{ per month}$$

From there, the math stays constant:

$$500 \text{ families} / 2,500 \text{ people} = R250,000 \text{ per month}$$



1,000 families / 5,000 people = R500,000 per month
5,000 families / 25,000 people = R2,500,000 per month

The pandemic is expected to last for 12 - 18 months, so it's worth noting that we should be prepared to support children & families for the long haul.

In that light, a 6-month commitment to support 500 families would cost R1,5 million.

Operating & Logistical Costs

Our organisations will jointly cover all logistics and operational costs. It is part of our commitment to do everything we can in the face of an unprecedented pandemic to ensure all resources reach our children and families. **100% of all donations will go towards the children and families.**

Summary

The Covid-19 is a once in 50 year pandemic and requires a commensurate response. Project Unite brings together three of Port Elizabeth's most experienced nonprofit organisations and seeks to leverage their networks to maximise support to those most in need during the crisis. Our organisations are in a position to assist tens of thousands of beneficiaries utilising our vast network of schools, churches and nonprofit partners.

While it is not possible to predict the path of the virus, nor our government's response to it, we are confident that we will be more prepared, and better equipped, to help by working together.

Sample Food Parcel

| | |
|--------------------|-----------------|
| 2.5kg Flour | Yeast |
| 2.5kg Maize | Beef Stock |
| 0.5kg Samp & Beans | Oil |
| 2 kg Rice | Tomato & Onions |
| Peanut Butter | 2min Noodles |
| Salt & Pepper | Milk |
| Baked Beans | Tea |
| Pilchards | |

Bank Details

| | |
|-----------------|---------------------|
| Bank: | First National Bank |
| Account Number: | 62699696335 |
| Branch Code: | 250655 |
| Reference: | Your Name |

Contact Us

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