

CHAMPIONS FOR CHANGE

2022 ROLLOUT

Final Report

~~#NO EXCUSE~~ **FAN**



2018 PILOT

- September to December
- Gauteng and the Western Cape
- Focus on creating awareness, educating and calling men to action
- Based on NOEXCUSE FOR ABUSE booklet
- **Event-based interventions:**
 1. Tavern events
 2. College workshops
 3. Six-a-side soccer tournaments
 4. Community events
 5. Training workshops for potential Champions
- **Budget:** R1 million
- **Reach:** 7,565 people
- **Average cost:** R132 per person



2019 ROLL OUT

[VIEW 2019 ONLINE](#)

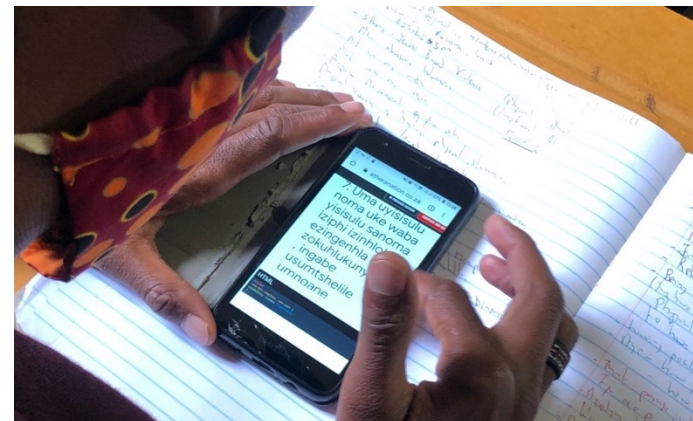
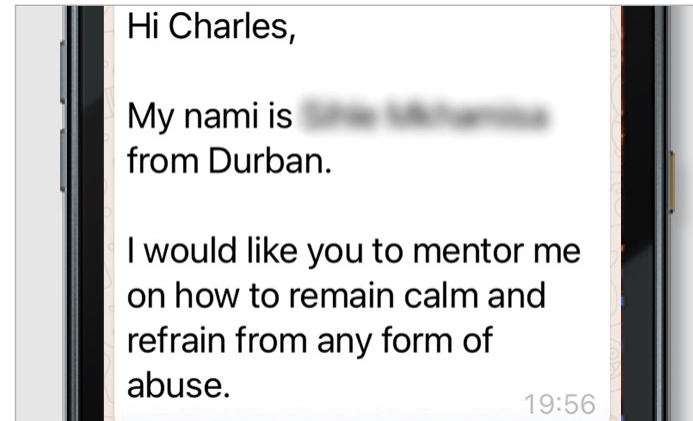
- Developed the 6 PACK material
- Added two interventions with deeper impact:
 1. Champion Conversations
 2. Champ Camps
- All 9 provinces
- Budget: R4,8 million
- Reach: 22,614 people
- Average cost: R212 per person
- Deeper impact



2020 ROLL OUT

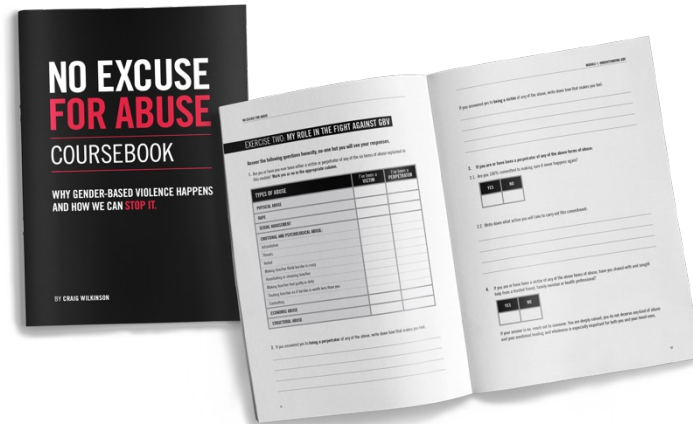
VIEW 2020 ONLINE

- Initial plan to continue with the 2019 model
- COVID stopped all events and forced a change in strategy
- Developed WhatsApp Bravest Thing campaign
- Developed NOEXCUSE and 6 PACK Online Courses
- Some small event-based activities
- Renew All Vow activations
- Women's month campaign
- **Budget:** R 3,1 million
- **Reach:** 21,808 people
- **Average cost:** R142 per person



2021 ROLL OUT

- Brought 10 mentors on board full time.
- Set up NOEXCUSE events and presented at events set up by relevant organisations.
- Started the Renew All vow, Champion Soldier programme.
- Added a manual option to the NOEXCUSE and 6 PACK courses.
- Continued with the **WhatsApp Bravest Thing** campaign
- Opened the Alex #NoExcuse centre
- **Budget:** R 3,1 million
- **Reach:** 89,490 people
- **Average cost:** R35 per person





2022 ROLL OUT

NUMBERS ACHIEVED BY 10 DECEMBER

CATEGORY	NUMBER
Event attendance	51,734
Men completing conversations	12,340
Renew All vows	28,547
Bravest Thing responses	1,692
Course sign-ups	2,745
Total	85,772*

*This excludes people reached through webinars, social media, radio and TV.

401 EVENTS

- Our focus in the first 9 months of this year was more on physical, on-the-ground events and less on the online courses.
- With the new KPI's set by ABInBev in October, the focus has shifted to getting people to complete the courses – either manually or online.

NUMBERS, COST AND **IMPACT**

YEAR	NUMBER	COST	COST P.P
2018	7,565	1,000,000	132
2019	22,614	4,900,000	212
2020	21,808	3,100,000	142
2021	89,490	3,100,000	35
2022 to Nov	85,367	2,841,000	33

- 2018 and 2019 we planned, set up and ran events. This is an expensive but far more controlled approach. We ran soccer tournaments and Champ Camps in each province.
- 2020 was mainly Bravest Thing
- 2021 and 2022 we utilised paid mentors and ambassadors to set up as well as “hijack” events.

OUR TEAM

MENTORS

GAUTENG



Thembe Tembisa



Charles Mphephu



Lebogang Seboni

LIMPOPO



Rathabeng Mamabolo



Khomotso Komape

KZN



Nkululeko Nyathi

AMBASSADORS



Zizipho Mtwesi

ADMINISTRATOR



Tatenda Sakuinje

CEO



Craig Wilkinson

CREATIVE



Marti Wilkinson

WESTERN CAPE



Victor Pike



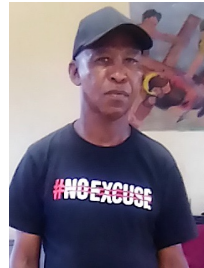
Eric Sipezi



Mzwandile Dube



Robert Nohamba



Jan Fisher

NORTHERN CAPE



Sydney Madibo

OUR TEAM

CHAMPION MENTORS

Our 11 active mentors formed the backbone of our community-based activities in 2022 and were tasked with the following specific performance areas:

- ✓ Setting up and running community events
- ✓ Providing a NOEXCUSE element to events set up by other organisations
- ✓ Recruiting, training and managing Champion Soldiers
- ✓ Responding to Bravest Thing numbers
- ✓ Taking men through the NOEXCUSE and 6 PACK courses (online and manually)
- ✓ Developing partnerships with organisations involved in the community
- ✓ Running conversations



COMMUNITY ENGAGEMENTS

DIFFERENT TYPES AND SIZES

- Set up by FAN specifically and exclusively to bring the NOEXCUSE message
- FAN partnering with other organisations to present the NOEXCUSE message at events set up by them
- Outreach campaigns at public places such as malls, taxi ranks or busy street corners
- Door-to-door visits to spread the NOEXCUSE message to households.
- Addressing gatherings of men at soup kitchens, soccer matches, hostels or informal social gatherings.
- Over 400 events
- Over 50,000 attendees

LOCATIONS

- Soup Kitchens
- Informal settlements
- Taverns
- Colleges – CET, TVET, Universities
- Hostels
- Malls
- Street corners
- Football matches and clubs
- Taxi ranks
- Libraries
- Municipal facilities





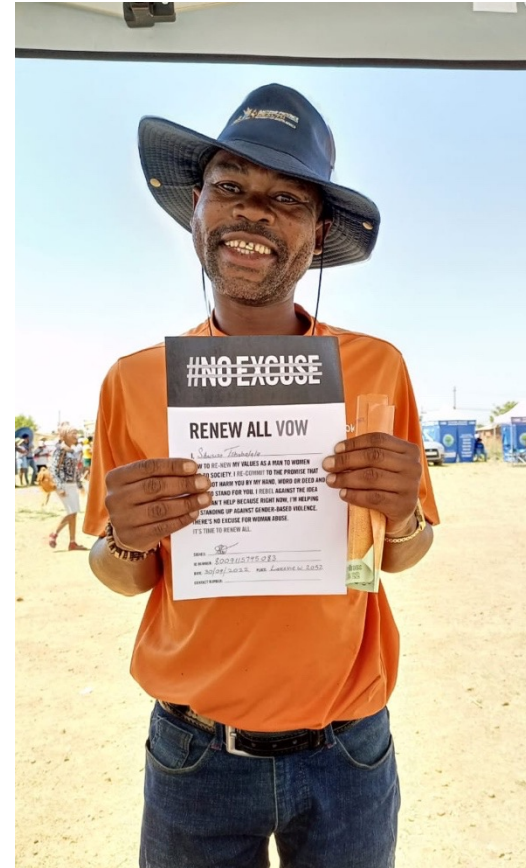
RENEW ALL VOWS

Developed in 2021 as a way of growing the numbers of men taking action against GBV in a tangible, measurable way.

■ CHAMPION SOLDIERS:

- ✓ Are over 18 years of age.
- ✓ Have taken the Renew All pledge.
- ✓ Have completed the NOEXCUSE FOR ABUSE and 6 PACK courses.
- ✓ Have no history of abuse.
- ✓ Have a good reputation in his or her community.
- ✓ Submit evidence in the form of a signed vow form and a picture of the man holding his signed vow form.
- ✓ Are paid R5 for each sign-up

■ TOTAL SIGN UPS TO DATE: 72,339



RENEW ALL **VOWS**

■ **KEY BENEFITS:**

1. Grows the number of men trained up and actively engaged in the NOEXCUSE movement.
2. Enables us to cover far more ground, far quicker.
3. Provides a small income to unemployed men in communities.
4. Results in a tangible action being taken - even if mostly symbolic.
5. Grows our data base of men for potential use in future campaigns and programmes.
6. Easy to implement in new communities
7. Relatively inexpensive way of getting men to take action.
R5 per man plus printing, rings and administrative costs.



WHATSAPP BRAVEST THING

The Bravest Thing Campaign has been ticking along at a steady pace. By the end of November the mentors had received a total of 1,692 numbers.

WIDE RANGE OF NEEDS

- feeling depressed or suicidal
- girlfriend/wife cheating on him
- anger issues
- being abused or abusive
- traumatic childhood experiences
- looking for a job (quite common)
- complicated family stories and dynamics.

Forwarded

Each time when Im alone I overthinking and come across suicide thoughts 13:36

Forwarded

But then I feel like I'm a curse to their life .myb I'm making their life go slowly 13:36

Forwarded

I jus don't know how to keep this voices out of my head 13:36

Forwarded

I contacted you guys because lately I find myself fighting and in a lot of fights The one that opened my eyes and encouraged me to seek for help is the fact that I started being violent to my girlfriend 12:30

What makes you angry? Am referring to triggers things that makes you angry 12:31

Forwarded

I got into fights for different reasons but I think what stands out the most is jealousy 12:31

Forwarded

The thing that mede me contact you guys and seek for help is that I don't understand this violent person I'm becoming And I don't know how it started 12:32

Forwarded

Alot I regret everything that I did to her and I don't want to hurt her ever in my life That's why I contacted you and seeking help 12:36

WHATSAPP BRAVEST THING

TYPES OF ACTIONS TAKEN:

- Refer the callers to other mentors with a better language match
- Call can be a one-off or an ongoing mentoring relationship develops.
- Often the mentor will send NO EXCUSE or 6 PACK material
- Sometimes they join them up to a Band of Brothers WhatsApp group.
- Referral to professional support – either lifeline or some other appropriate support

Thankfully the volume is low as it wouldn't be possible to properly handle a larger volume of men needing support.

I apologize for going off but the booklet was very insightful
I even shared it with a friend to read
12:37

Thank you so how do you feel right now?
12:37

➡ Forwarded
I feel better but I still believe there are things I need to change about myself and my approach towards problems and people
12:37

Thank you very much for paying attention when I started talking to you
12:37

➡ Forwarded
Thank you for being here
12:38

God bless you my brother
12:38

➡ Forwarded
I think this book is helpful alot I think I will keep refering to it in the future
12:38

Wonderful my brother please try to engage with other young men of your area
12:38

➡ Forwarded
I will definitely try
But I trust u will always be here to give me advice
12:38

Definitely I will be here always
12:38

#NOEXCUSE AND 6 PACK COURSES

FIGURES TO DATE:

	2020	2021	2022	TOTAL
NOEXCUSE English	3,180	1,464	489	4,644
NOEXCUSE Zulu	55	26	44	81
NOEXCUSE Afrikaans	-	2	7	2
NOEXCUSE Sotho	-	8	11	8
6 PACK	161	308	598	469
Manual		10,000	1,874	11,874
Total	3,396	1,808	3,023	19,057



#NOEXCUSE AND 6 PACK COURSES

WAYS THE COURSE IS DONE:

1. Online without our intervention – corporate, social media, media campaigns
2. Online facilitated in person by a mentor
3. Manually facilitated by a mentor



ALEXANDRA NOEXCUSE CENTER

Since its opening on 8 December 2021 the centre has developed an outstanding reputation in the community with many stories of lives being helped and changed.

- Walk-ins and centre activities: 1,489
- FAN programmes and events: 10,450
- Lifeline engagements: *Reported by Lifeline*



CHAMP CAMP

- A highlight of the year
- Partnership with SANAC and Takawane Riime
- Every one of the 52 districts of SA were represented by men invited by Takawani Riime
- 104 men plus our mentors
- Ongoing networking and interaction with all attendees



CHAMP CAMP

[CLICK HERE](#) TO VIEW A CLIP OF THE
CAMP ON YOUTUBE.



16 DAYS OF **ACTIVISM**

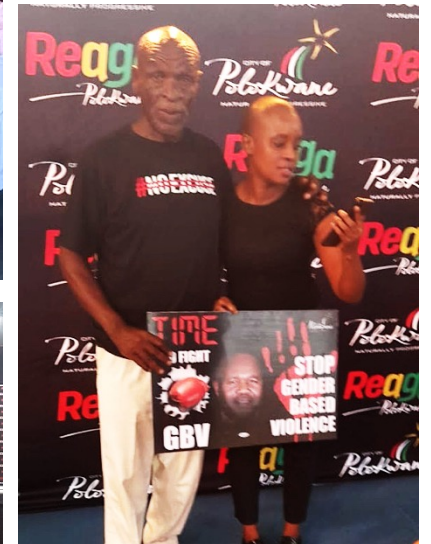
4 events were held specifically to highlight 16 Days of Activism:

- 6-pack training and soccer tournament in Soweto with 320 men
- Tavern 6 Pack training event in Cape Town for 120 men
- Training event in Polokwane for 100 men
- College training event in KZN for 150 students



16 DAYS OF **ACTIVISM**

In addition, our mentors were extremely busy with invitations to a variety of 16 Days events.



PARTNERSHIPS

- Partnership base is consistently growing with more and more people and organisations reaching out to us as the movement gains traction.
- This is key to our reach and impact.
- **Some key ones:**
 - GBVF Fund
 - Get Down Productions
 - Biggi Popcorn in Hopetown
 - Universities and TVET Colleges
 - Police – local stations and CPF
 - Dept of Health
 - Corporations – Intercement, Sun International
 - Municipalities
 - NGO's – SANAC, Rays of Hope, Azali, 3 5 2 People's Foundation, Not in our Space
 - Aware.org
 - DSD



MEDIA, WEBINARS AND TALKS

TV interviews / talks:

- ENCA
- SABC News (x 2)
- Newzroom Afrika
- Expressions (x 3) - SABC 1
- Doodgewone Jo
- Mancave
- Ebuhlanti – One Roof TV (with Takuwani Rimme)
- Soweto Gold

Online Articles:

- News24
- GQ Online
- Daily Sun
- Alex News
- Polokwane Review

Radio:

- 702FM
- SAfm radio
- Rise FM
- Ikwekwezi FM
- Capricorn FM
- Radio 2000 (SA Men of the Year Awards)
- Radio 786 (100.4FM)
- Bush Radio (89.5FM - Langa)
- Blouberg FM
- Mohodi FM
- Alex FM
- Thobela FM
- Mahikeng FM
- Zibonele FM

Newspaper Articles:

- Daily Sun
- Polokwane Observer

Notable Talks & Events:

- Western Cape Men's Parliament
- Capricorn District Men's Parliament
- Bekhi Cele GNV Imbizo Madoda
- WITS Men's event
- UNISA 16 Days event
- SAB Polokwane Depot
- SAA 16 Days Event
- PEP 200 Men Imbizo, Phillip Village
- Sun International staff GBV Talks
- Intercement staff workshops
- SANRAL staff 16 Days event
- Old Mutual college GBV workshops
- International Mens Day Commemoration – Limpopo Dept Social Development
- National Development Agency Interviews
- Limpopo Provincial Treasury Dialogues
- Limpopo Office of Premier 16 Days Event
- Ashanti GBV Talk
- Eskom staff

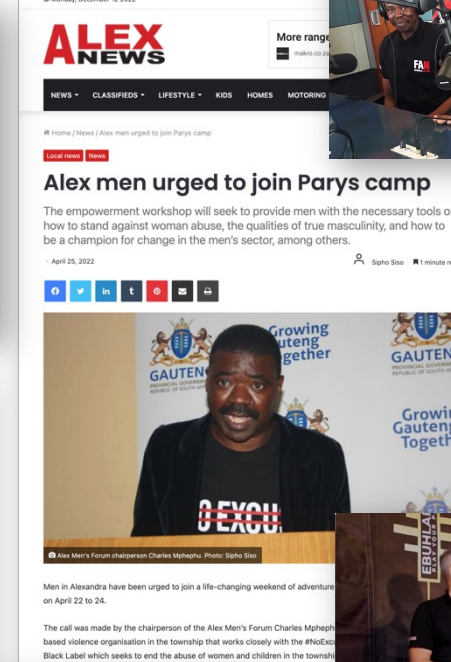
Webinars:

- FAN Stakeholder GBV Webinar
- UNISA GBV Workshop – 16 Days
- Value-Ed, Men and Women of Value - 16 Days
- GQ Mens Mental Health Webinar
- PSASA GBV Talk
- SANAC Mens Sector National Stakeholder Forum Engagement
- FNB staff
- RMB staff

Podcasts:

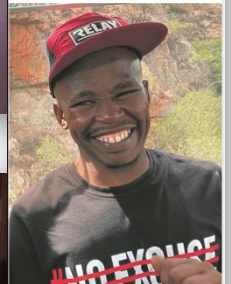
- 1000 Voices
- Danish Embassy 16 Days
- Ubuntu Connect-ED
- Reach. Teach. Talk
- Shining Light in the Darkness

SOME MEDIA SNAPSHOTS



Lebo breaks abuse cycle!

SUN
By Kgomo



Lebogang Seboni said through his work with an NGO, he seeks to heal himself and others from gender-based violence.

LEBOGANG Seboni (33) is on a quest to redefine his toxic upbringing, which led him to become an



MAN OF THE MATCH – VICTOR PIKE

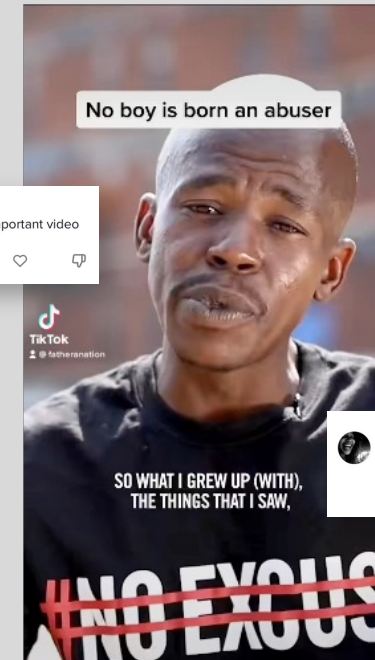
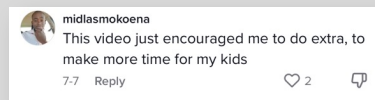


SOCIAL MEDIA

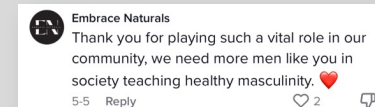
- Presence on Facebook, Instagram, Twitter and this year we started a **TikTok account** and a **private Facebook Group**.
- The Tiktok account grew to **6,586 followers** after **only 11 posts**.
- TikTok has massive potential for quick growth and to reach 100's of thousands of people in South Africa.
- Comments have been emotional and moving, with some saying they are **inspired to be better men and fathers** and others surprised by seeing such depth on a platform like TikTok.
- **18,587 followers** across all platforms and slowly growing by regularly posting engaging, moving content. For FB and IG, reels have proven to have further reach to new audiences.
- Emotional videos get most views and engagements.



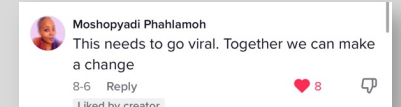
192k views / 14,7k likes
600 comments



20.6k views / 1.2k likes
53 comments



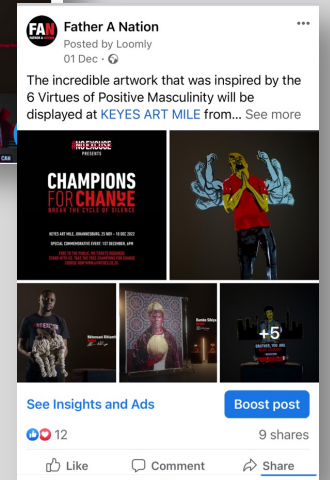
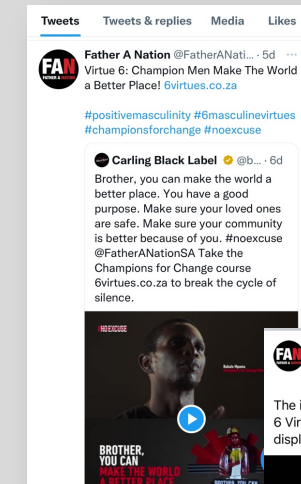
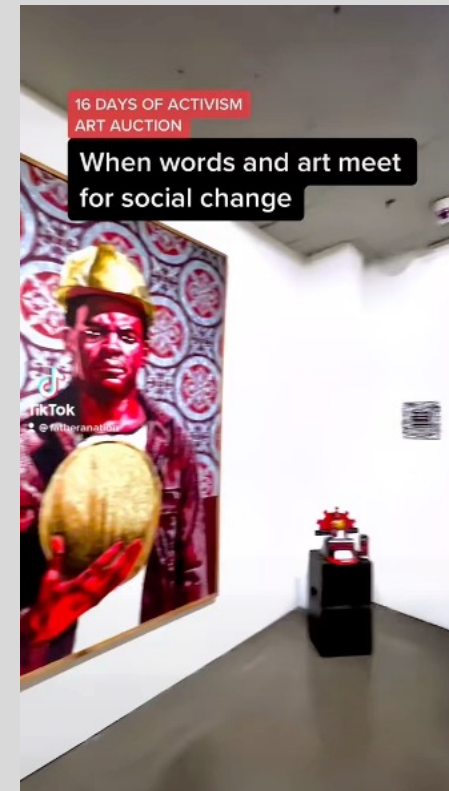
19.2k views / 817 likes
32 comments



SOCIAL MEDIA

16 DAYS OF ACTIVISM

- This year we focused on pushing the existing 16 Days 6 Virtues art and makarapa campaigns across our channels.
- This included reposting Carling channel content as well as creating some of our own.



RESOURCES AND MATERIAL

Here are the resource elements currently at our disposal:

NO EXCUSE FOR ABUSE

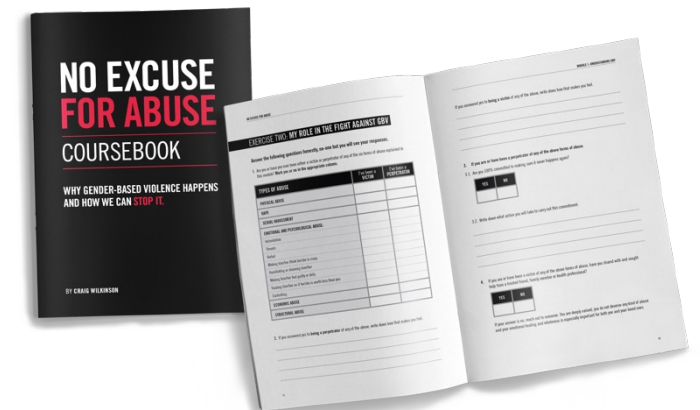
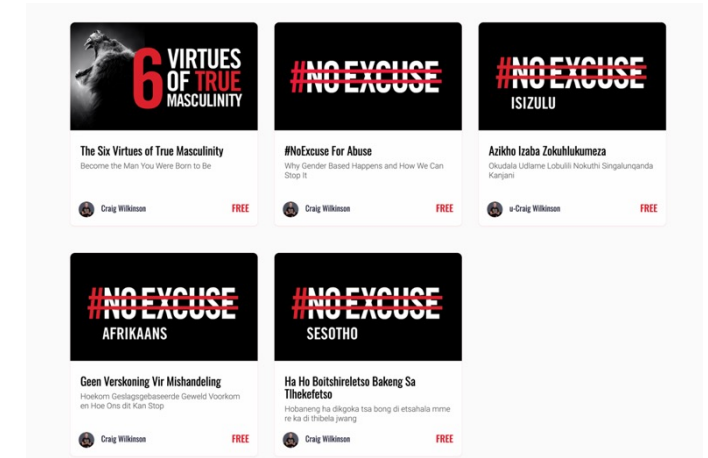
1. Free online courses in English, Afrikaans, Zulu and Sotho
2. A5 Booklets – print and digital version in English, Zulu, Xhosa, Afrikaans, Oshivambo
3. Printed A4 workbook in English and Zulu for physical workshops
4. Printed A4 Facilitator's guide for course workshops

6 PACK OF CHAMPION VIRTUES

1. Free online course in English
2. A5 Booklet – print and digital version in English
3. Printed A4 workbook for manual courses

RESPONSIBLE DRINKING

Printed A4 module adapted from the BCA binge drinking work



TESTIMONIES



“But the abuse continued and I realised that I will end up dead.”

“HE IS REALLY A CHANGED MAN - I CAN EVEN LEAVE HIM WITH OUR KIDS.”

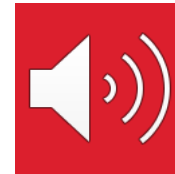
I have been in an abusive relationship for 10 years. I was insulted and beaten up. I was quiet about it. No one knew about it, not even my mother. The only person who knew about the situation was my firstborn son. One day he came to me and gave me a cellphone number and he said these people will help us. And I said I don't want to talk to strangers about my situation. **The reason I kept quiet was because I thought it was degrading and seemed I would be belittling myself by telling anyone.** So I continued being quiet about what was happening. Till in 2021 I decided to text that number I got from my son. At the time I didn't know who I was talking to, so I said hi, but after he responded I remained silent for some time and didn't respond. Then on another day I decided to check my messages then I saw a text from Kgomotso. He told me he can help me and he would like to talk to me. But I thought to myself that this guy is "crazy" (sukela keng ka English 😂) I don't want to talk to anyone about this. Only me and my son will know about this. **But the abuse continued and I realised that I will end up dead.** I need to ask for help. At first I lied to him that I was a man because I felt he would judge me or ridicule me. So in February this year I spoke to him and told him about the kind of life I was living. Then he asked if that was the kind of life I want to continue living. So I told him I do want to stay with my partner but only if he gets help. Because even if I leave him he would do the same things he did to me to his partner. **He said if I can gather the courage to talk to him I should try and tell him to ask for help.** For a second I thought this guy wants me to go to the same person I said abuses me and confront him. Won't he kill me? So I eventually spoke to him. I told him I don't like the way we are living together. Please take time and evaluate how you treat me and tell me if it was me treating this way how would you feel. He took 2/3 weeks to respond. But when he did he told me he can see where he was wrong and said he wants to change. He asked me to help him. Then I told him there is a guy who can help you. They are from an organization called FAN. I gave him Kgomotso's numbers and told him to call when he is ready. So he called or texted them. But he came to me and said he was having mixed emotions about how he was treating me and that he wants to change. He asked for my support and now he is a changed man. **I would love to thank Kgomotso for helping me gather the courage to talk to my partner and helping us. Because now we live in peace. We do have minor arguments but it never gets physical.** So I would like to thank Kgomotso.

VN 2: He is really a changed man I can even leave him with our kids. I have a good man and I have Kgomotso to thank for it.

TESTIMONIES



**“THIS IS A PROGRAMME THAT REALLY
CAN CHANGE LIVES.”**



**“I’VE CHANGED BECAUSE NOW I WILL
NEVER LAY A HAND ON HER.”**



**“I HAD A PROBLEM THAT I WAS
BEATING MY WIFE.”**

Me my brother I had problems, I had a problem that I was beating my wife. Mr Kgomotso then came into my life, he spoke to me and even sent me some booklets reading material on GBV. Now I am very fine and don’t have problems, I’m happy and I would encourage that a lot of people see people like Kgomotso. To help them with their problems.

**HE PLANNED TO BURN DOWN THE HOUSE WITH
HIS FAMILY INSIDE.**

During the door-to-door awareness campaign at Sestswetla informal settlement, Charles met a man named Isaac aged 62. He confided that he is being abused by his wife for the last 3 years, the wife beats him in front of the kids. He opened a case with the police, but they suggested he move out and give his wife some space. Rays of Hope intervened and got the wife temporary shelter but she refused to move. Isaac planned to burn down the house with his family inside because no one understood his pain and the police were not helping him. #NoExcuse intervened and got Isaac some help from Social workers and Alex FM. Mentorship is in progress.

TESTIMONIES

[CLICK HERE](#) TO VIEW SOME SHORT TESTIMONIALS



STRATEGY 2023

KEY STRATEGIES AND INTERVENTIONS :

- Course sign-ups and completions
- Community based events
- Champ Camp for influencers
- Bravest Thing
- Alex #NOEXCUSE Centre
- Special projects



STRATEGY 2023

COURSE SIGN-UP STRATEGY

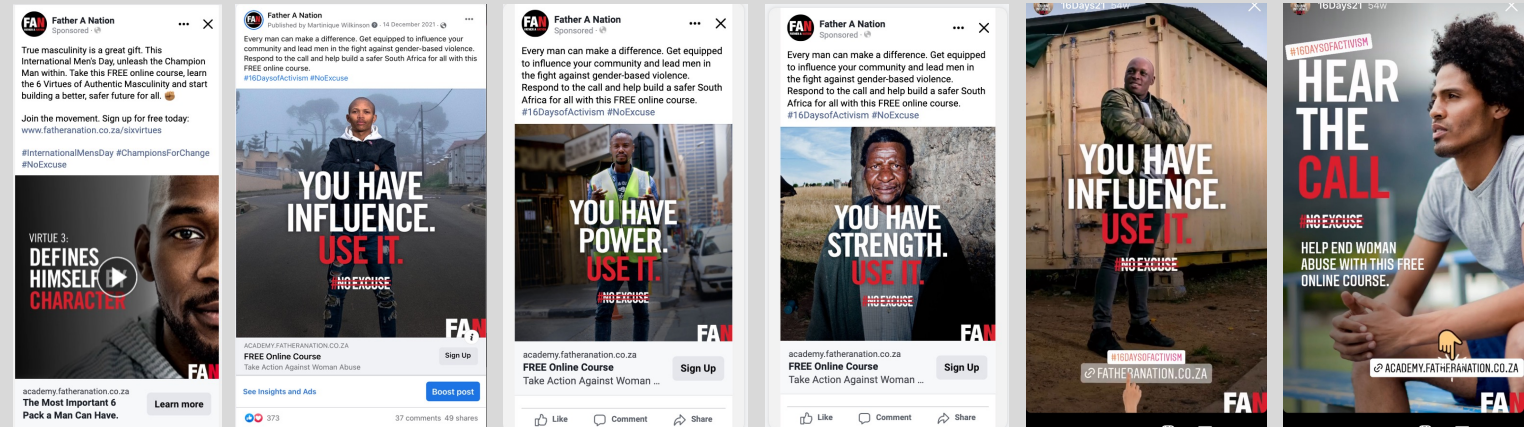
TARGETED AUDIENCE	STRATEGY
General public	- Media campaigns calling for online course sign-ups - NOEXCUSE website traffic
Organisations: Companies, Educational Institutions, Parastatals, Government Depts, etc	- Manual course facilitation - Dedicated URL's - Train-the-trainer
Communities (on-the-ground)	- Facilitated online course - Facilitated manual course
Special projects (e.g. aware.org, Garankuwa)	Funded projects with specific target audiences

STRATEGY 2023

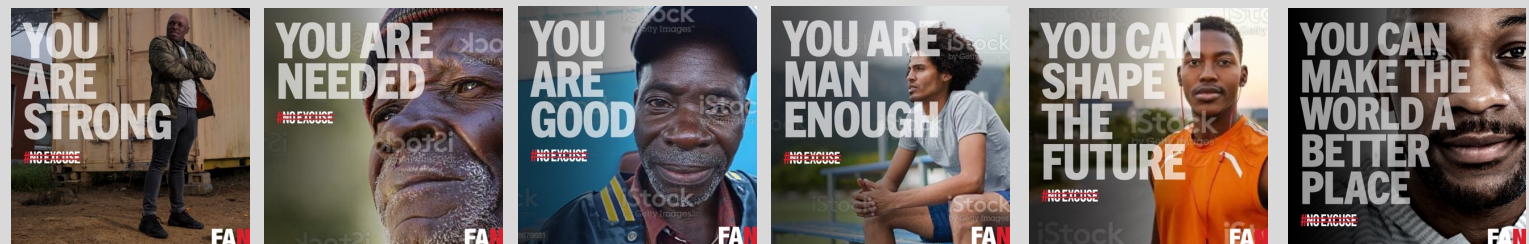
SOCIAL MEDIA COURSE SIGN UPS

- During International Mens Day and 16 Days of Activism 2021 we spent a small amount on boosting posts driving 6 virtues (Mens Day) and #NoExcuse (16 Days) course sign ups.
- The posts encouraged men to step up and use whatever influences and power they had to make a difference.
- This resulted in a cost of under R15 per sign up.
- In 2023 we will look at posting and boosting more in the same vein to lead men to the 6 Virtues course.
- The key is follow through to course completion - we would need to look at a follow up email campaign to encourage this.
- We want to encourage men to share their certificates on social media, encouraging others.

16 DAYS 2021 COURSE SIGN UP POSTS / STORIES



MOCK UPS OF 6 VIRTUE POSTS FOR 2023 SIGN UPS



THANK YOU

FAN