

CHAMPIONS *FOR* CHANGE



*RAISING GOOD MEN.
REBUILDING OUR NATION.*

FAN

FATHER A NATION

SINCE 2010

THE FUTURE OF SOUTH AFRICA WILL NOT BE DETERMINED PRIMARILY BY ECONOMICS OR POLITICS, BUT BY THE KIND OF MEN WE RAISE TODAY.

THAT'S WHY WE'RE BUILDING THE MOST INFLUENTIAL POSITIVE MASCULINITY MOVEMENT IN AFRICA.

THE CRISIS

South Africa is in the grip of overlapping social crises, with devastating consequences:

FATHERLESSNESS:

64%

OF CHILDREN GROW UP WITHOUT A PRESENT, ENGAGED FATHER

VIOLENT CRIME:

24,000

MURDERS IN 2024/5
39 PER 100,000,
6X THE GLOBAL AVERAGE

GBV AND FEMICIDE:



These are not just statistics. They represent deep, systemic pain and trauma that are a genuine threat to our future. **Each of these crises demands urgent and effective action.**

The common denominator

The overwhelming majority of violent crime, corruption, gender-based violence (GBV), and abuse is perpetrated by men.

Not by emotionally healthy men, but men shaped by emotional wounds, distorted views of masculinity, and a lack of fathers and positive male role models. **True masculinity is a great gift to society.** Emotionally whole men with a healthy understanding of masculinity make good fathers, partners, and citizens. They protect, do their best to provide, and never abuse. If we want a safe, thriving, and united South Africa, we need to restore, equip, and inspire men to become excellent fathers, mentors, and role models. **This is not a “nice-to-have” initiative it is one of the most urgent nation-building imperatives of our time.**

By transforming men, we transform families, communities and ultimately, the nation.

THE SOLUTION

Father A Nation's proven Champions for Change programme restores and equips men to be the fathers, partners, mentors and role models their families and society need them to be.

Developed out of experience gained from **over a decade of working with men in communities**, it provides men with the knowledge, tools and support to live with positive, healthy healthy masculinity and break cycles of abuse, violence, and neglect.

*The programme involves **five phases:***

1

ESTABLISH COMMUNITY PARTNERS

Engage community leaders, gatekeepers, NGOs, Social Development, social workers, educators, CBOs, sports clubs, businesses, law enforcement, and local government.



2

MENTOR SELECTION AND TRAINING

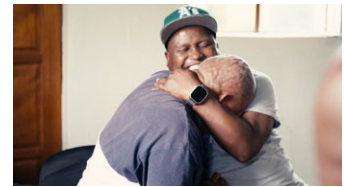
*Identify men already active in leadership, coaching, or mentorship and equip them to become **change agents**. Through a **high-impact training camp**, they learn to facilitate healing dialogues and training sessions.*



3

HEALING CONVERSATIONS

*Facilitated small-group, community-based dialogues give men a safe space to **process emotional wounds, unresolved trauma**, and discuss life challenges.*



4

TRAINING SESSIONS

*Men in the community are trained in three key areas: **positive masculinity, fatherhood** and **gender-based violence prevention**.*



5

BANDS OF BROTHERS

*These ongoing groups provide **support, brotherhood, accountability, and collective wisdom** in the pursuit of positive masculinity, excellent fatherhood and preventing GBV, to **sustain lasting change**.*



The programme is designed to be community-led and self-sustaining, with trained mentors and facilitators continuing the work independently.

*If we want to change the future of South Africa,
we must change the lives of the **men who are shaping it.***

THE GOAL



Reduced levels of
GBV and domestic abuse.



Increased involvement of
fathers in children's lives.



Formation of community-
led, male support groups.



Shifts in attitudes toward
gender equality, emotional
expression and violence.



A national movement
of positive, healthy
masculinity.



*This is not just possible, it is necessary. And it begins with men.
It begins with **Champions for Change**.*

PROOF OF CONCEPT

In 2025, Father A Nation trained **119 mentors** who took **9,295 men** through the Champions for Change programme in communities across Gauteng and the Western Cape.

DNA Economics, an independent research agency, conducted a **monitoring and evaluation** study of the programme. Below are findings from their *Champions for Change Programme 2025 Final Evaluation Report*:



Independent findings

- **PARTICIPANTS:** More supportive attitudes towards gender equality, emotional openness and speaking out against harmful behaviour.
- **MENTORS:** Stronger rejection of harmful norms, with evidence that mentors were translating positive attitudes into tangible behaviour change.
- **KNOWLEDGE AND CONFIDENCE:** Participants showed stronger understanding of GBV, consent, harmful gender norms and positive masculinity. Exposure to the programme appeared to increase men's confidence to **reflect, share personal struggles and engage in difficult conversations**.
- **EARLY BEHAVIOUR CHANGE:** Promising early indicators of behaviour change were observed. Participants reported progress towards **becoming better fathers, breaking harmful habits and improving relationships**.

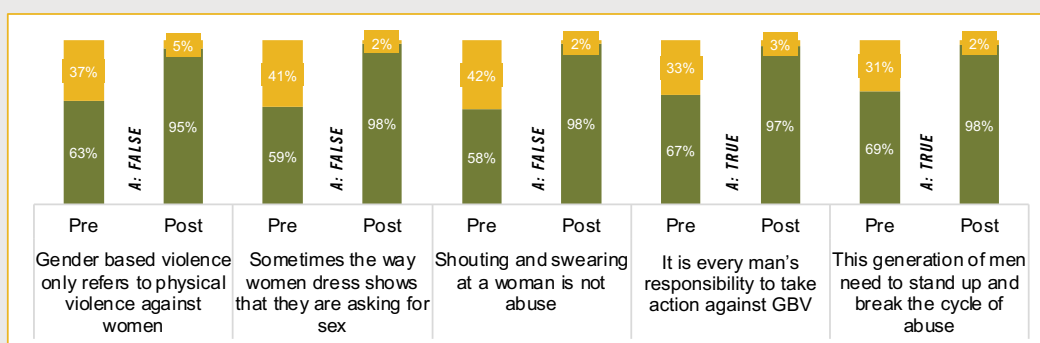
"PARTICIPANTS SHOWED A STRONGER UNDERSTANDING OF GBV, CONSENT, HARMFUL GENDER NORMS AND POSITIVE MASCULINITY."

– DNA Economics

"MENTORS WERE SPEAKING AND CRYING AT THE CAMP ABOUT GROWING UP WITHOUT A FATHER AND HOW THIS AFFECTED THEIR PARENTING. THESE SAME MENTORS NOW REPORT LOOKING AFTER THEIR CHILDREN BETTER."

– Mentor Focus group discussion

Percentage of participants who correctly identified whether each knowledge statement was true or false in the pre- and post-programme surveys.



Source: DNA Economics, Champions for Change Programme 2025 Final Evaluation Report, June 2026.

PARTNER WITH US



Champions for Change is impactful, scalable and designed for long-term community ownership.

With the right partners, it can expand across South Africa to create a nationwide movement of men who use their strength to **protect rather than harm, serve rather than dominate and build rather than destroy**. We invite you to partner with Father A Nation to take this programme to more communities. **Together, we can raise a generation of men** who become the fathers, husbands, mentors and leaders our country so desperately needs.

“THIS PROGRAMME IS REVOLUTIONARY.”

– Bontle Mabusela, Monitoring & Evaluation Specialist, SAB Sharp

FEW INVESTMENTS HAVE THE POTENTIAL TO CREATE SUCH PROFOUND, LASTING AND INTERGENERATIONAL IMPACT.

About FAN

Father A Nation SA NPC (FAN) is a **registered Non-Profit Company and Public Benefit Organisation** with 16 years of experience.



380K+
PEOPLE
IMPACTED



9
PROVINCES



120+
COMMUNITY
PARTNERS



180+
SCHOOLS,
COLLEGES &
UNIVERSITIES



30+
PARTNERS
& DONORS

We are dedicated to restoring, equipping and inspiring men to be good fathers, mentors and role models who stand against all forms of abuse. **Since 2010, FAN has developed and refined practical, evidence-informed approaches centred on excellent fatherhood, positive, healthy masculinity and the prevention of gender-based violence.** FAN works in communities, schools, universities, prisons, sports clubs, workplaces and government departments across South Africa.

Our work is built on a simple conviction: when men heal, families heal; when families heal, communities heal; and when communities heal, nations prosper. FAN's founder and CEO, Craig Wilkinson, is a best-selling author and the recipient of numerous awards for his work with men, including the 2019 GQ Humanitarian Man of the Year Award.

[Click here to view our 2025 Annual Report.](#)

CONTACT: craig@fatheranation.co.za

WEB: www.fatheranation.co.za

LOCATION: Urban and rural South Africa