

2013/2014

Annual Report



Rape Crisis
Cape Town Trust

Rape Crisis Cape Town Trust

Members of the Board of Trustees

Unathi Njokweni-Magida, Chair

Primrose Mwrebi, Deputy Chair

Aeysha Adams, Treasurer

Kelley Moul, Secretary

Lebogang Monyatsi, Trustee

Lulama Sibiya, Trustee

Rape Crisis Cape Town Staff Members

Kathleen Dey, Director

Charlene Whittern, Finance Manager

Nazma Hendricks, Operations Manager

Karen Cogill, Receptionist, Observatory

Zodwa Thomas, Receptionist, Khayelitsha

Shahida Rahman, Organisational Assistant

Mandisa Mbotshelwa, Cleaner / Driver

Kholeka Boo, Training Coordinator, Khayelitsha

Joyce Doni, Counselling Coordinator, Khayelitsha

Rifqah Abrahams, Training Coordinator, Athlone

Estelle Carolissen, Court Support Coordinator

Shiralee MacDonald, Counselling Coordinator, Observatory

Sarah Strydom, Communications Coordinator

Barbara Williams, Counselling Coordinator, Athlone

The post of Research and Advocacy Coordinator is vacant.

Contents

Message from the Chairperson	2
Message from the Director	4
Rape Crisis Strategy 2011-2014	8
The Road to Justice	10
The Road to Recovery	19
Stop the Bus Campaign	27
Models of Prevention	30
Research and Advocacy	34
Media and Communications Strategy	36
Advancement Strategy	40
Volunteers and Interns	41
Networking and Partnerships	43
Current Donors	45
Meetings for the Year	47
Annual Financial Statements for 2013/14	48
Rape Crisis Cape Town Trust Contact Details	51

Message from the Chairperson

Unathi Njokweni-Magida

This year marked the first anniversary of the rape, mutilation and murder of Anene Booysen, a crime that shocked the nation and sparked a sense of public outrage that did not abate as the year played out. Other rape cases and the problem of sexual violence and violence against women in South Africa gained more and more prominence as people began to look for and even demand solutions. What this meant for Rape Crisis was that we took stock of our position as an organisation offering essential services to rape survivors to see what we were doing, how we could give voice to the public outrage and how we could give others opportunities to make a difference too.

The news hit the headlines six months after the Rape Crisis Board of Trustees announced that we had to retrench all but one staff member. I have the pleasure of reporting that in the period under review we were able to reappoint our staff and fill all but one vacancy even though staff are still only working a four day week and taking a salary cut that is enabling the organisation to survive. We have worked hard to turn things around for the organisation and we did this by learning about business principles and about the concept of positioning in particular.

It is clear that, in order to survive, NGOs around the world are going to have to market themselves, to make their position in the market place clear and to stand by and maintain the position they develop. The single most important factor allowing Rape Crisis to survive as an organisation in this difficult economic climate has been the generosity of individuals. We learned that we could offer people a choice to support a good cause and we learned that they are than willing to do so as the incredible list of people that gave to Rape Crisis on page 45 indicates. It is thanks to public outrage and the fact that people respect our position that we have made our way back from the brink.

Rape Crisis has a vision of a South Africa in which rape survivors suffer no secondary trauma and are supported throughout all of their interactions with the criminal justice system. Our mission is to provide a bridge between survivor and the system so that services to rape survivors improve, rape survivors experience reduced secondary trauma within the system, more rape survivors report rape, the conviction rate of rapists improves and rape incidents decrease.

There can be no doubt that the Rape Crisis model of intervention works and we hope that the advancement strategy we worked so hard to develop will ensure our ongoing sustainability. Under the leadership of the Director with the help of the management

team, the staff and the volunteers, this extraordinary organisation has fought its way forward against a tough set of challenges. It deserves your support. We hope that you will give on a continuous and ongoing basis because you see the change that your contribution makes to ensuring that rape survivors heal, that they achieve justice and that we all stand together with them to bring about change.



Unathi Njokweni-Magida
Chairperson

'I'm more confident about myself. I'm independent I trust myself more. Now I'm in charge of my life.'

Survivor

Message from the Director

Kathleen Dey

'The solution that Rape Crisis offers is to reduce the trauma experienced by rape survivors, encourage the reporting of rape incidents and facilitate the active engagement of communities in challenging high rape rates, flaws in the criminal justice system and poorly drafted laws.'

According to official statistics kept by the South African Police Service (SAPS), rape is still extremely prevalent in the Western Cape and in South Africa. However, these statistics fail to take into consideration the fact that rape is also one of the most under-reported crimes; it goes unreported mainly because communities have no faith in a system that lacks the capacity to address their needs and allows rapists to go unpunished. The resulting culture of impunity can only drive the number of rape incidents upwards, which means that women's right to live free from violence is compromised.

Causal factors that drive our high rape rates are many, varied and complex. South Africa's history of inequality means that there are large gaps between rich and poor, between men and women, between the well-educated and poorly educated, and between those who hold power and the powerless. This contributes to the breakdown of the social fabric. By social fabric we mean the bonds between people in a community, which determine how well that community can function and hold together. Unequal access to services, to justice, to education, to jobs and to status increases the breakdown of these important bonds. In South Africa, damaging attitudes towards women and myths and stereotypes about rape reflect the inequality between men and women. Women are still regarded as subservient to men and are consistently objectified. This is shown in myths such as that women who wear revealing clothes or who get drunk in public are asking to be raped, or that women mean "yes" when we say "no". These myths also feed into a pervasive disrespect for the rule of law, where women are believed to be lying about rape, especially if they took a long time to report or did not immediately show an enormous amount of outrage and distress. Conviction rates for rape are low, which encourages a general sense of impunity for rapists.

The fact that many poor social conditions are not adequately addressed by the state leads communities to suffer and to believe that nothing will change. This ongoing sense of helplessness and powerlessness feeds violence – and sexual violence in particular – leaving women feeling unsafe in their communities, their schools, their work places and

their homes. Substance abuse, another side effect of helplessness, is also a very strong driver of rape with a high correlation between alcohol and drugs and rape incidents.

The consequences of rape are as complex as the causal factors. Rape leads to high levels of psychological trauma and when this goes untreated the social fabric is further eroded and undermined. The trauma of rape can have physical, psychological and behavioural effects on the rape survivor, including injury, pregnancy, HIV or other sexually transmitted infections, shock, depression, nightmares, thoughts of suicide, isolation from other people and feelings of anger, extreme anxiety and shame. Sometimes survivors turn to substance abuse as a way to suppress these feelings, and many of these symptoms can impair a survivor's ability to maintain healthy relationships and function well in a community or a work environment. Families of rape survivors are also deeply affected and even traumatised. Parents feel the pain of the rape survivor as if it were their own. The children of rape survivors often suffer because the survivor's ability to parent her children effectively can be severely impaired. Many families do not know how to support rape survivors in their midst and feel helpless about what to do or where to go for help.

Perpetuating factors include the inability of the state to adequately address the needs of rape survivors and the ongoing dearth of services for rape survivors, particularly in rural areas. Reasons for this include a lack of proper budgeting and resource allocation, a lack of accountability for poor performance by departments and by officials, a lack of access to information for service users and for service providers, a lack of collaboration between departments, and a lack of co-ordination between service providers. The uneven quality of services provided in different parts of the country is also of great concern.

The solution that Rape Crisis offers to this overwhelming problem is to promote an end to violence against women, specifically rape, and to assist women to achieve their right to live free from violence by reducing the trauma experienced by rape survivors, encouraging the reporting of rape incidents and facilitating the active engagement of communities in challenging high rape rates, flaws in the criminal justice system, and poorly drafted or poorly implemented laws. The organisation has a long history of doing this work; it is the oldest women's organisation dealing with adult rape in the country. The experience that we have accumulated since being founded in the mid-1970s spans an incredible period in South Africa's history. Women who were active in Rape Crisis back then are still involved in strengthening the organisation today, while others have taken the activism they learned here into other spheres of leadership and have moved to countries all around the world.

Yet none of this prevented us from facing a financial crisis that almost stopped us in our tracks in the middle of 2012. It has taken us a long time to recover and to build a turnaround strategy that we hope will see us well into the future, for as long as our essential services are needed. We funded the development of this advancement strategy with the assistance of the Anglo American Chairman's Fund, the British High Commission and Oxfam Canada. We employed a team of consultants lead by Laurence Beder, senior lecturer in management and marketing at the University of the Witwatersrand Business School, and began to change the way we viewed ourselves and the way we worked using business principles to guide us.

From being an organisation that focused all of its planning efforts on its programmes and some organisational development activities, we mapped out a thorough plan for each of these key areas of operations: governance, programmes, finances, fundraising, communications, and human resources. In early November 2013, we refined this strategy with a key paradigm shift during a three-day strategic planning workshop. We took the decision to emphasise those elements of our work that address the causal factors which drive high rape rates in South Africa and to focus on all the ways in which we bring about change.

The change that one woman makes when she comes out of a counselling session and says to herself: 'It was not my fault. I did not deserve this.' She changes when she begins to see that she can heal.

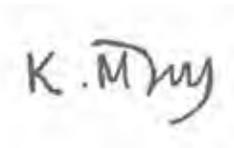
The change that one woman makes when she comes out of a counselling session and says to herself: "It was not my fault. I did not deserve this." She changes when she begins to see that she can heal. Or the change that a group of peer educators make when they stand in front of the assembled teachers and learners of their school and say: "Don't be ashamed to report rape. You were not to blame even if you were wearing a short skirt on that day. A skirt is not an invitation to commit a crime." They see that they can change the hearts and minds of others. Or the change that a government makes when it drafts a law that says it will empower the victims of crime with information, with counselling, with a proper tracking system for cases in the justice system, and with

joint planning between government departments to ensure well-coordinated, cost effective services. It sees that it can provide a deterrent. Rape Crisis launches this new programme plan in March 2014.

This report shows quite clearly that we met almost all of our targets for this year in spite of the challenges we faced financially. This really is testimony to the extraordinary women of Rape Crisis, who have been prepared to change themselves, within themselves and in the way they work. This report outlines our objectives, the progress we made towards these objectives and offers insights from staff as well as commentary from our beneficiaries on the quality of the work we did over the period.

One group of women that stands out for me is our Board of Trustees. They applied their minds under the most difficult of circumstances and came out of every meeting smiling – laughing even – and they supported the managers, staff and volunteers with all their hearts, even when they had to make tough decisions. My thanks to all of you. Of course, no message from the Director would be complete without a special vote of thanks to our donors, the loyal ones who kept us afloat and continued or increased their grants, the new ones who were prepared to take a chance on us, the overwhelming support of individuals who more than doubled their total contribution over the period, the people who arranged fundraising events on our behalf and all of the professional consultants who gave time to us on a pro bono basis.

I particularly wish to draw your attention to the list on page XX of the people who helped us craft our advancement strategy – without your support we could never have come up with such solid and long lasting solutions to the problem of sustainability.

A handwritten signature in black ink that reads "K. M Dey". The signature is written in a cursive, slightly slanted style.

Kathleen Dey
Director

Rape Crisis Strategy 2011-2014

'Before I came to Rape Crisis I believed the myth that I was to blame but because of Rape Crisis awareness I know that rape can happen anywhere, anytime, to anyone. It was not my fault.'

Rape survivor

The Rape Crisis Cape Town Trust has a vision of a South Africa in which rape survivors suffer no secondary trauma, and are supported throughout all of their interactions with the criminal justice system.

It is our mission to act as a bridge between the rape survivor and the justice system, as well as between the rape survivor and the community. In service of this mission, we seek specific changes, namely:

- *improved support for rape survivors within communities;*
- *improved services to rape survivors within the criminal justice system;*
- *less secondary trauma for rape survivors within the criminal justice system;*
- *higher conviction rates of rapists;*
- *increased reporting of rape incidents by rape survivors; and,*
- *reduced incidents of rape.*

We planned to achieve these changes by meeting certain goals over a three-year

period ending in February 2014. These included:

- *improved services to rape survivors both prior to entering and within the criminal justice system in order to minimise secondary victimisation and increase the effectiveness of trials, so that conviction rates are increased to above the current 4,1% baseline;*
- *improved services to rape survivors in communities, preventing extended psychological trauma and further physical harm, so that when a woman is raped she does not suffer consequences that:*
 - prevent her from parenting her children effectively,
 - prevent her from working to generate income, and
 - lead to her becoming vulnerable to further harm,*because these are the things that break down family structures and ultimately the social fabric of our communities;*
- *a replicable model for rape prevention*

through interventions with youth that change social norms in terms of attitude and behaviour, so that the number of rape incidents is reduced and there is increased reporting of rape; and,

- *developing research capacity within Rape Crisis so that our advocacy work, being evidence-based, has a greater effect and we demonstrate the impact of our work.*

We aimed to implement each of these goals through coordinated action between our counselling, training and advocacy programmes thus combining deterrent, preventive and restorative interventions into a comprehensive strategic approach.

Our management team also plotted a course to lay the foundations for a more business-like and sustainable Rape Crisis through the development and implementation of an advancement strategy for the organisation. The management team of Kathleen Dey, Director, Nazma Hendricks, Operations Manager and Charlene Whittern, Finance Manager met monthly to ensure the organisation stayed on track with this programme strategy as well as to solve problems relating to the organisation's finances, fundraising and human resources. These meetings included spending part of the meeting with the Barbara Williams, the Staff Representative,

to discuss any staff concerns. Management meetings took place in the week before the monthly staff meeting. Programme staff all met monthly with the Director and Operations Manager to engage in ongoing strategic thinking regarding the programmes in the joint strategy meeting.

The Road to Justice

'I am more dependent on me now. I trust myself to do what I want or need to do. I'm not scared anymore.'

Survivor

Under the goal of improved services to rape survivors within the criminal justice system, Rape Crisis offers a range of essential services to women, including:

- *a 24-hour helpline offering advice and support to survivors;*
- *counselling and containment at Thuthuzela Care Centres at two regional hospitals;*
- *court support to rape survivors at five regional courts in Cape Town;*
- *pre-trial consultation to rape survivors preparing to go to trial;*
- *training to members of the criminal justice system on how to support a rape survivor; and,*
- *a set of booklets as a guide to survivors on how to play the role expected of them within the criminal justice system in order to secure a conviction.*

The problem that these combined services seek to address is the fact that survivors face many barriers when they report the crime of rape to officials. The stigma associated with rape is still very strong and many officials within the system subscribe to myths and stereotypes about rape and so survivors fear that

their story will not be believed and that they will not be treated with respect.

One of the biggest difficulties survivors face is not getting enough information from officials about the procedures to follow and the progress of their case as it moves from the police station, to the forensic unit and to the court. In addition to this, rape survivors mostly enter the system while they are in a state of shock. The result can be that the very system that is supposed to help the survivor becomes a source of further trauma. This affects the ability of that system to fully prepare the primary witness in the case against the rapist to play the role required of her.

Our goal is to offer services that minimise secondary trauma to the rape survivor. We believe that this will increase the effectiveness of various legal processes, including the trial, and in turn increase the number of rapists that are convicted of their crimes.

To this end, our helpline takes a steady stream of calls day and night. The calls cover a range of enquiries about entering and negotiating the criminal

justice system, such as where and when to report rape, what the medical and forensic procedures are, what progress should be made in an investigation and how to find out what progress is, in fact, being made in a particular case.

To ensure high-quality counselling and containment at the health facilities we work in, we collaborate with the Provincial Government of the Western Cape (PGWC) Department of Health, Department of Social Development (DSD), National Prosecuting Authority (NPA) and South African Police Service (SAPS) at designated Thuthuzela Care Centres. Our trained lay counsellors are on duty 24 hours a day to greet the survivors and families who come to the health facility immediately after rape. These survivors are still in shock and know very little about what to expect in the hours that follow. The counsellor walks them through that process, explaining everything to them, offering comfort, making sure family members know what is going on and ensuring that the survivor can link up with helpful services in the days and weeks to follow. These counsellors are of enormous help to the nurses, doctors, detectives and police constables who deal with the survivors at this time, as they are freed up to focus on the technical aspects of their highly specialised work, knowing that the survivor is being offered practical and emotional support at every turn.

At the courts where we offer court support, survivors arrive not understanding the way our court system works and not knowing what is expected of them during the trial or who the role players in the court are. They are also often traumatised by having to remember and so relive some the experiences they had during the rape. Our court supporters show them around the courtroom, talk them through complex processes and make sure they not only have the knowledge of the role they are expected to play but also the emotional resources to do so. We partner with the provincial DSD, the NPA and the SAPS to offer this service. Again, these trained court supporters are of great assistance to police and court personnel, as the court supporters enable officials to focus on the legal aspects of the process, knowing that the rape survivor is getting a high level of support and is not being exposed to secondary trauma that could negatively affect her or his vital testimony.

Under our criminal justice system personnel training programme, Rape Crisis delivers training to Victim Empowerment Programme (VEP) volunteers and nursing and medical students at local universities. The objective is to enable civil society organisations, government partners and community groups to make victims of violent crimes aware of their right to

access services. The outcomes of a series of training workshops are that volunteers for the SAPS and medical and nursing students are equipped with skills and knowledge to enhance their interventions with victims of violence and rape, and reduce the secondary victimisation of victims.

Rape survivors and criminal justice system personnel are not always able to access the services we offer at Rape Crisis, as we are based in urban and peri-urban areas, where the highest volumes of rape occur. For this reason, we have developed a set of information booklets that can be used as tools by survivors and professionals alike, to inform and equip themselves to approach the ordeal of reporting rape to the authorities and go through the processes involved in completing a trial. These booklets are a valuable resource for people who cannot access direct services. They are available in hard copy and electronically via our website.

Wynberg Prosecutor



The Road to Justice Results

We have three main objectives under The Road to Justice goal:

- Respond to 4 000 survivors, professionals dealing with rape cases, family members and other affected people calling our helpline each year
- 2 500 rape survivors accessing two Thuthuzela Care Centres experience reduced secondary trauma each year
- 1 300 rape survivors at five courts are supported in taking their cases to completion each year

In July 2013, Keystone Accountability, a South African company that helps organisations develop new ways of planning, measuring and reporting on their results, undertook a survey of Rape Crisis counsellors, peer educators, court supporters and clients to develop a shared understanding of programme strengths and weaknesses and agree on improvements. This process was funded by Oxfam Canada as a pilot study to look at whether consumer satisfaction surveys could work in the development sector. As a result the organisation had a clear set of outcomes to report on against our objectives in addition to the figures for each objective.

TWENTY FOUR HOUR HELPLINE RESULTS

Office	Phone Calls 2013/14	Phone Calls 2012/13
Athlone	1 179	1 395
Khayelitsha	794	1 093
Observatory	1 525	1 478
TOTAL	3 498	3 966

The target: Respond to 4 000 survivors, professionals dealing with rape cases, family members and other affected people calling our helpline each year

A crisis line and telephone counselling is available during office hours and after hours for survivors, family members and other affected people, to support them in the process of reporting their cases to the criminal justice system.

Fewer calls were received by the Athlone and Khayelitsha lines this year than in the previous year and the Observatory line reported a slight increase in the number of calls. This was because we consolidated our three after hours counselling services into one

as a way of cutting costs and based this single line at the Observatory office. Telephonic referrals from the courts also form part of these figures. This also explains why the target for this year was not reached. Also, community members and police officers referring rape survivors often prefer to come directly to visit the office for information and a lack of income makes it difficult for some people to make calls.

There has been a steady decline in the number of people calling the crisis lines since 2011. This could be because following financial difficulties and media reports in the previous year, many people thought we had closed. There also appears to be an increasing number of people contacting us via email. Smart phones have become more widely used, which means that more people are able to access information on our mobi site and website and people may also be getting information they need on our Mxit portal. Counsellors are increasingly using cellular phone chat applications to communicate with the counselling service, which may contribute to the lower number of calls received. We plan to capitalise on these changing trends in our future programme by developing mobile applications that allow counselling and notifications using mobile phones as a part of the package of services we hope to offer.

THUTHUZELA CARE CENTRE RESULTS						
	Female	Male	Age 0 – 6	Age 7 -14	Age >14	Total
GF Jooste Hospital						
2012/2013	903	83	225	245	496	986
2013/2014	949	93	202	285	555	1 042
Karl Bremer Hospital						
2012/2013	1 566	196	439	506	817	1 762
2013/2014	1 526	178	444	443	817	1 704
TOTAL 2012/2013	2 469	279	664	751	1 313	2 748
TOTAL 2013/2014	2 475	271	646	728	1 372	2 746

The target: 2 500 rape survivors accessing two Thuthuzela Care Centres experience reduced secondary trauma each year.

We missed our target for the year by a very small margin but this flow of incoming cases is not something that lies within our control as these are mainly cases brought to the forensic units for examination by the police. Survivors were seen by counsellors and were referred by the Victim Assistance Officer (VAO) to our ongoing counselling services. The referrals from the Thuthuzela Care Centres were successful in that most of them accessed our ongoing counselling service.

The grant that we received from the National AIDS Coalition of South Africa (NACOSA) meant that we also began to record the number of rape survivors at Thuthuzela Care Centres that are tested for HIV and also those that comply with Post Exposure Prophylaxis (PEP) medication as a way of preventing HIV transmission after rape. We need to look at ways to improve rape survivors' adherence to the gruelling PEP regimen, which often causes side effects that are difficult to tolerate when survivors are already suffering serious psychological and emotional distress. We are looking at creative ways of using mobile technology to support survivors on PEP by sending them SMS notifications and offering them instant chat options for asking questions and requesting support.

Shirlee McDonald and Barbara Williams, our Thuthuzela coordinators attend monthly implementation meetings with all stakeholders rendering a service in the Thuthuzela Care Centres to ensure ongoing cooperation and problem solving between NGOs and state service providers. They also convene monthly internal meetings, called the focus group meeting, to discuss and evaluate the service counsellors provide at the TCCs. Each month counsellors have a debriefing session with social worker Shafieka Moos.

COURT SUPPORT RESULTS

Year	Wynberg	Parow	Khayelitsha	Cape Town	Total
2012/13	212	471	164	189	1 036
2013/14	476	558	119	121	1 274

'Some clients return to court after their trial to thank Rape Crisis court supporters for their service rendered.'
Estelle Carolissen, court support co-ordinator

The target: 1 300 rape survivors feel supported and empowered in the process of taking their cases to trial and feel confident that they have told their own version of events in court each year.

There was a significant increase in the level of court support, with 238 more people supported than in the previous year, although the target was missed by 26. There was also an increase in pre-trial consultation, with 22 people empowered in the three Rape Crisis offices, up from 15 in the 2012/2013 year.

Case postponements, mitigation processes and withdrawal of cases, particularly at the Cape Town and Khayelitsha courts, were reasons for not meeting the target. Court supporters have no control over these decisions but senior prosecutors at the two courts have agreed to call regular meetings with sexual offence prosecutors to deal with this issue.

In February 2013, financial constraints threatened the continuation of court support services at the four regional courts. Only one supporter could be allocated to the Cape Town and Khayelitsha courts, making it difficult to accommodate clients in their own languages. Despite this, clients felt supported by the Rape Crisis court support service and generally felt ready to testify and take their trials to completion.

Another challenge was the lack of office space for Rape Crisis to consult with clients, but at the Cape Town Court there are plans for 2014 that all service providers will move to the first floor and have their own office space.

Nationally, a milestone was the announcement by the Minister of Justice that 57 new sexual offence courts would be established, eight of them in the Western Cape. Estelle Carolissen, our court support coordinator attends monthly court Project Oversight Committee meetings with all stakeholders rendering a service in the court and the Gender Justice Forum meeting, a platform for interaction between other NGOs and stakeholders. She also convenes a monthly internal meeting, called the court support focus group meeting, to discuss and evaluate the service supporters provide at the courts. Each month, court supporters have a debriefing group session with clinical psychologist Anna Strebel.

‘The court supporters have a passion for the court support service that they render at the four regional courts and strive to uphold the policies and name of Rape Crisis Cape Town Trust.’

Estelle Carolissen, court support co-ordinator

In the Keystone Survey our client satisfaction for court support was very high, with rape survivors responding to the survey as follows:

- 75 percent felt that Rape Crisis court supporters have the right knowledge, skills and experience to help them in the best way
- 75 percent felt that they could trust Rape Crisis court supporters to treat them sensitively and take care not to do anything that might harm them
- 67 percent felt that the Rape Crisis court supporter provided them with enough information to prepare themselves well for the trial
- 75 percent felt that the Rape Crisis court supporter helped them to understand the roles and functions of the different people in the courtroom
- 75 percent felt that the court supporter helped them to understand the role of a witness giving evidence in a rape trial
- 75 percent felt more confident that they could give their own version of events when they were called as a witness because of the support they received

They also said that they would recommend the Rape Crisis court support service to others.

SAPS VICTIM EMPOWERMENT PROGRAMME TRAINING				
Month	Group	Participants	Hours	Sessions
April	VEP training (Cape Town Central)	21	9	3
May	VEP training (Cape Town Central)	18	9	3
	UCT medical students	43	2	1
	Thuthuzela Care Centre Worcester	25	3	1



SAPS VICTIM EMPOWERMENT PROGRAMME TRAINING

June	UCT medical students	43	2	1
July	VEP training (Lansdowne SAPS)	15	12	2
August	VEP training (Lansdowne SAPS)	15	7	1
	UCT medical students	30	2	1
	UWC Nursing School	112	4	1
Nov	Rape Crisis members	10	7	1
Total		332	57	15

The target: 90 service providers within the criminal justice system comply with the Service Charter for Victims of Crime each year.

We exceeded our target by a long way. Participants gained the necessary information and skills to be able to support victims of crime coming to police stations. They clarified their roles and came to understand and respect the boundaries and limitations of that role. They learned how to take care of themselves to mitigate some of the stress of listening to stories of violent crime and to deal with some of the challenges of relating to people from all walks of life and of working in teams consisting of both police and civilians.

The Road to Recovery

Under the goal of improved services to rape survivors in communities, preventing extended psychological trauma and further harm so that when a woman is raped she does not suffer consequences that break down the family structure and damage the social fabric of society, Rape Crisis offers essential services to women, namely:

- *counselling services to rape survivors and their families telephonically, in individual face-to-face sessions, and in support groups;*
- *training to community based organisations (CBOs), faith based organisations (FBOs) and non governmental organisations (NGOs) in how to offer support to rape survivors;*
- *training to community groups on the social norms that promote violence against women and raising awareness about the social norms that prevent it;*
- *an annual awareness raising Stop the Bus Campaign to rural communities of the Western Cape about their rights to access services and how to support rape survivors; and,*
- *support to rape survivors wanting to speak publicly about their experiences in order to encourage other survivors to speak out, to challenge rapists and to garner public support for rape survivors.*

Our counselling services offer face-to-face, telephone and support group sessions to

all three of the main community groups of the Western Cape – speaking English, Xhosa and Afrikaans – at our offices in Observatory, Khayelitsha and Athlone. Trained lay counsellors offer confidential counselling that helps survivors to understand and cope with the trauma they have suffered and to respond to the emotional, medical and legal consequences they find themselves facing, in order to begin the long road to recovery. Younger survivors attend a weekly support group at our Khayelitsha office and have organised themselves to go on outings and do handwork together while they talk about their experiences and share their coping mechanisms. These services facilitate the recovery of the rape survivor.

Other service providers in the NGO sector may find they need training in how to support rape survivors, as their services overlap with those of Rape Crisis. They may offer a service to families, or support groups or skills development programmes for women, and they may find rape survivors among their clients and may not always know how to assist them. While they usually refer these women to our counselling services, our training helps them to be able to respond sensitively to a survivor who discloses rape for the first time and who may still need their ongoing support. Rape Crisis offers courses that are customised to suit the needs of each different organisation. The courses aim to teach them an

understanding of rape in South Africa, the impact of rape on the survivor and those close to her, and how to support the survivor. In this way, Rape Crisis hopes to enhance the ability of other service providers to facilitate the recovery of those affected by rape.

Having identified both the social norms that promote rape and those that prevent them, Rape Crisis runs awareness raising workshops to highlight and illustrate these norms and encourage community members to take action in their communities that either highlight a negative social norm or encourage a positive one. In this way, we hope to reduce the stigma of rape, so that community members will support the reporting of rape as well as the recovery of survivors.

The Rape Crisis Stop the Bus Campaign crew has the goal of empowering and

equipping women and men in rural communities with knowledge and information about their rights to access services for rape in their communities. This year the bus crew embarked on a social media campaign to create even more awareness around the issue of rape in different communities as well as a road trip to Bredasdorp, Swellendam and Barrydale - areas from which we received the most requests for advice, training and support over the year.

Our Speak Out project offers opportunities to rape survivors to speak to the press, to researchers and to speak on platforms for raising awareness about rape and about Rape Crisis and offers support to them in doing so. We also debrief journalists who are often caught unawares by the horror of the stories that survivors have to tell and we have developed a set of written guidelines to survivors, journalists and organisations embarking on speak out activities.

The Road to Recovery Results

'My counselling at Rape Crisis was very good. I felt safe and comfortable – they did not judge me.'

Rape survivor

COUNSELLING				
Service area	New clients 2013/14	New clients 2012/13	Number of sessions 2013/14	Number of sessions 2012/13
Athlone	110	136	386	350
Khayelitsha	184	196	512	619
Observatory	143	125	534	491
Total	437	457	1 432	1 460

The target: 450 rape survivors experience fewer symptoms of Rape Trauma Syndrome (RTS) by February 2014 and report signs of post-traumatic growth;

We missed our target by 13 cases. Many clients that were booked for an initial first session did not arrive. We also saw an increase in risk behaviour among adolescent rape survivors prior to the rape. This trend triggered the need for the counsellors to engage the survivors in facilitating healthier behaviours and choices. In fact we noticed an overall increase in the number of teenagers accessing our services and we were pleased to see that their parents and caregivers also came for counselling, which enabled them to better support survivors.

Counsellors counselled more often on a Saturday, because survivors did not want to take off from work. The Khayelitsha support group began training in how to do fabric painting at the Ruth Prowse Art School.

Joyce Doni, Barbara Williams and Shiralee McDonald, our counselling coordinators, make continuous efforts to build collaborative relationships with a wide range of organisations in order to build a strong and supportive referral network for our clients including services to foreign nationals, refugees and asylum seekers. They also convene monthly internal meetings, called the counselling focus group meetings, to discuss and evaluate the service counsellors provide at the three offices. Counsellors are supervised

by more experienced counsellors who are trained to take on the role of supervisors. Counsellors are offered briefing and debriefing before and after their counselling sessions with rape survivors by the office team, consisting of an experienced volunteer, one of the counselling coordinators and often an intern psychologist or social worker.

There was telling feedback from rape survivors in the Keystone Survey on our counselling services. The majority of survivors who were surveyed by Keystone, 71 percent, found that Rape Crisis volunteers and staff had the right knowledge, skills and experience to help them in the best way. Also 75 percent trusted Rape Crisis, and would recommend the counselling service to others. A significant number felt the impact of the counselling they received on their day to day lives. When we looked at how rape survivors had experienced post traumatic growth as a result of counselling they received we found the following:

- 64 percent felt much more in control of their lives
- 93 percent felt that they liked themselves more
- 90 percent felt that they had more confidence in their opinions
- 80 percent felt a much greater sense of purpose in life
- 64 percent felt that they had stronger and closer relationships with others
- 79 percent felt more open to new experiences that challenge them

These survivors also experienced a significant reduction in the number of distressing symptoms of trauma after the rape.

TRAINING COMMUNITY ORGANISATIONS

Athlone District

Month	Group	Participants	Hours	Sessions
May	Western Cape Youth Rehabilitation Centre	13	2	1
June	Rand Merchant Bank	19	1	1
	Pinelands Training Centre	7	2	1
August	Western Cape Government	11	1	1
	Western Cape Government	16	1.5	1
	IPSA College	120	0.5	1
	IPSA College	10	4.5	1
	Saartjie Baartman Women's Shelter	13	1	1
	Artscape	151	14	2
	UCT Career Fair	52	4.5	1
September	South African College of Applied Psychology	15	1	1
	TB and HIV Association	125	6	1
	Saartjie Baartman Women's Shelter	11	1	1
January	Muslim Judicial Council	17	2.5	1
Total		168	42.5	15

Khayelitsha district

Month	Group	Participants	Hours	Sessions
May	DSD	85	1	1
August	Equal Education	20	3	1
	Iziko Lolwazi	11	3	1
Total		116	7	3
Overall Total		284	49.5	18

TRAINING COMMUNITY MEMBERS

Athlone District

Month	Group	Participants	Hours	Sessions
August	Women's Interest Group	20	3	1
	Women's Circle	48	5	1
	Volkserk	100	4	1
September	Athlone Community Dialogue	31	4.5	1
	Church of Nazarene	48	5	1
October	NG Kerk Elsie's River	14	2	1
	Muslim Judicial Council	10	2	1
December	Community dialogue Hanover Park	36	4	1
	Community dialogue Manenberg	14	4	1
	Community dialogue Bridgetown	7	4	1
	Community dialogue Mitchells Plain	5	4	1
	Community dialogue closing ceremony	43	3	1
	City of Cape Town Parks	19	1	1

Khayelitsha district

Month	Group	Participants	Hours	Sessions
April	Zanokhanya Women's Group	12	3	1
	Makhaza community	15	3	1
May	Zanokhanya Women's Group	15	3	1
June	Community dialogue	22	3	1
	Manyano Women's Group	100	1	1

TRAINING COMMUNITY MEMBERS				
July	Makhaza community dialogue	59	4	1
	GAPA	100	3	1
August	Zanokhanya Women's Group	15	3	1
September	Peer educators community dialogue	38	4	1
	Zanokhanya Women's Group	14	3	1
October	Zanokhanya Women's Group	17	3	1
January	Glen Ellen Farm, Hout Bay	12	3	1
Total		419	36	12
Overall Total		726	81.5	25

The target: 300 members of community organisations and institutions know how to support rape survivors and 1 500 women and men are aware of the negative social norms that promote rape.

Under our goal of Communities Changing Lives, the objectives are that survivors are supported in their communities, the stigma of rape is reduced and more rapes are reported, and that youth are safe from sexual bullying and rape. To achieve this, training focuses on civil society organisations and social mobilisation.

We did not reach these targets, missing them by a narrow margin. In Athlone, the target was exceeded, possibly because we built stronger networks with other organisations in the areas that we served. Again, some groups thought we had closed down, and we had to get the word out that we were still serving the community.

City of Cape Town Parks invited us to speak about rape awareness and how to support rape survivors to commemorate the 16 Days of Activism to End Violence Against Women. We also delivered a talk to the Muslim Judicial Council about the high rates of rape, as well as challenges and trends such as incest and the fact that most rapes are being committed by someone known to the survivor. A talk at the Wynberg Rotary Club had an added marketing component, as it was a great opportunity for an affinity group to be established and a fundraising opportunity for Rape Crisis.

Community Dialogues were held in Athlone and Khayelitsha in order to speak about existing gaps in the criminal justice system, the drivers of rape and high rates of rape in the different communities. Rape survivors felt supported in their communities, although many did not feel safe at home as most perpetrators were known to them. “Why do perpetrators get out of jail so quickly?” was a frequent question. In addition, many community members, families and survivors reported that because the perpetrator was a family member, bread winner, close friend or a well-respected individual, they avoided or thought twice about reporting the rape. Many did not want to cause unrest and trouble in the family, marriages and good relationships. This silenced the survivors.

‘My team has done very well in the last quarter and their dedication to fulfilling all tasks requested of them has proven that our department succeeded in completing everything.’

Rifqah Abrahams, training and development co-ordinator

‘Many participants who attend our talks and workshops show real gratitude and appreciate the information that we give them, whether they are a survivor or not. Many have mentioned that it is always good to have information that we give, as rape can happen to anyone.’

Rifqah Abrahams, training and development co-ordinator

In Khayelitsha, the civil society organisations training target was missed – 260 participants were reached – because we no longer did workshops for Etafeni as funding for this was a challenge.

Kholeka Booi and Rifqah Abrahams, our training and development coordinators, make strong efforts to make community organisations aware that we offer training and development services. They have built collaborative relationships with a number of different institutions, NGOs and CBOs as well as within the criminal justice system. They also convene monthly internal meetings, called the training focus group meetings, to discuss and evaluate the service trainers provide to other organisations and to members of the community.

Stop the Bus Campaign

STOP THE BUS CAMPAIGN				
Bredasdorp				
Date	Activity	Participants	Group	Partners
25/11/2013	Talk	85	Community members	SAPS
26/11/2013	Door to door home visits	88	Community members	Victim support room worker
26/11/2013	Radio interviews			eTV, Voice of the Cape, Radio Valley, Power fm
25/11/2013	Stakeholder toolkits	5	Criminal justice system officials	Criminal justice system officials
26/11/2013	Workshop	8	Community members	SAPS
25/11/2013	Pamphleteering	120	Drivers at road-blocks	Correctional Services, Traffic Department, SAPS
Total 2013/14	NG Kerk Elsie's River	306	6	
Swellendam				
Date	Activity	Participants	Group	Partners
27/11/2013	Home visits	145	Community	SAPS
27/11/2014	Stakeholder toolkits	5	Criminal justice system officials	SAPS, District Hospital, Magistrates Court, Community Health Care Centre, Victim support room worker
Total 2013/14		150	2	

Stop the Bus

STOP THE BUS CAMPAIGN

Barrydale

Date	Activity	Participants	Group	Partners
1/12/2013	Talks	40	Church group	Religious stakeholders
29/11/2013, 30/11/2013 and 1/12/2013	Door to door home visits	449	Community members	Ward Councillor
2/12/2013	Workshops	52	Criminal justice system officials	Barrydale Ward Council
29/11/2013	Stakeholder toolkits	5	Criminal justice system officials	
Total 2013/14		546		3
Overall Total 2013/14		1002		11

The target: 400 women and men in rural networks and communities know their rights to access services within the criminal justice system each year.

We exceeded our target, reaching 1 002 people representing 11 different groups in the three rural towns that we visited. All three towns experienced rape as a severe and serious problem and while criminal justice system officials were eager to collaborate with Rape Crisis we discovered that members of the community itself are not very supportive of rape survivors. Local groupings within communities try to keep rape secret while others are determined to speak openly about it and this creates conflict within communities. Myths and stereotypes about rape abound and are believed to be true, which makes it very challenging for communities to deal with the problem of rape in these towns. Alcohol and drug abuse was also clearly a big problem.

Speak Out

The Speak Out project was very quiet this year with only two survivors speaking out, one in a documentary film on rape in South Africa by a foreign television station and one to a group of company executives considering offering financial support to Rape Crisis.

'Survivors who access Rape Crisis's Speak Out project understand the importance of counselling and are able to tell their stories.'

Joyce Doni Mxego, Speak Out project coordinator

Stop the Bus



Models of Prevention

The goal is to develop a replicable model for rape prevention through interventions with youth that change social norms both in terms of attitude and behaviour, so that the number of rape incidents is reduced and there is increased reporting of rape. In meeting this goal, Rape Crisis conducts the following interventions:

- *a Peer Education Programme involving parents, teachers and learners;*
- *workshops on rape in South Africa at youth centres and with CBOs working with youth; and,*
- *an annual three-day The Birds and The Bees Youth Camp for peer educators from different schools, to develop a model for prevention work with youth.*

The Rape Crisis Peer Education Programme starts with a needs assessment conducted in collaboration with school social workers from the PGWC's Department of Education to identify schools that are at a high risk for sexual bullying and where there are a high number of rape survivors among the learners.

The school social workers assist Rape Crisis staff to approach the relevant school principals to discuss the programme and to gain permission and support for it, as it involves intensive participation from the school. Then a series of awareness raising workshops are offered to parents, teachers and learners. From there, a group

of 20 to 25 learners from grades 10 and 11 are recruited to take part in a 13-week training course. At the end of the course, they are able to act as a resource to rape survivors in the school and facilitate their referral for counselling to Rape Crisis. On commemorative days, these peer educators organise poster campaigns, essay competitions and the like to highlight sexual bullying in school.

Trained community educators reach out to youth in communities through a series of workshops on rape at youth centres. Youth both in and out of school come to these centres to get medical, family planning and career advice. While they wait in the waiting room, Rape Crisis group facilitators do presentations, hand out booklets and run question-and-answer sessions.

At the end of each school year, in the December holidays, Rape Crisis runs a three-day youth camp called The Birds and The Bees, with peer educators from the schools we have worked with during the year. The camp gives peer educators an opportunity to explore the issues they have worked with during the year in a more intensive and in-depth way. This allows Rape Crisis to evaluate our Peer Education Programme and to develop it as a model for prevention work with youth, with the youth themselves telling us what works and what does not work, and coming up with new and innovative ideas for going forward.

Models of Prevention Results

'I wish the organisation could also contact the primary schools or we peer educators could visit other schools.'

Peer educator

'My school is benefiting strongly because ever since we as peer educators worked with the organisation, the problem we had of sexual bullying [has been] reduced.'

Peer educator

YOUTH AND SCHOOL				
Athlone District				
Month	Group	Participants	Hours	Sessions
March	Darul Islam High School	250	2	1
	Islamia College	300	1	1
	Belgravia High School	1 350	1	1
	Kuilsriver Technical High School	300	1	1
	Steenberg High School	1 300	2	1
June	Pinelands High School	1 000	1	1
	Rand Merchant Bank (Bring a Girl Child to Work)	19	1	1
August	De Kuilen High School	300	1	1
October	Elsies River High School	80	2	1
	De Kuilen High School	300	1	1
	De Kuilen High School	300	1	1
Total		5 499	14	11

YOUTH AND SCHOOL

Khayelitsha district

Month	Group	Participants	Hours	Sessions
March	Bulumko High School	83	2	1
	Bulumko High School	84	2	1
	Ethafeni Youth Centre	18	3	1
	Birds and Bees	19	24	4
April	Kuyasa Youth Centre	12	1	1
	Bulumko High School	93	4	1
	Bulumko High School	46	2	1
	Ikamva Labantu	200	4	1
	Site C Youth Centre	7	1	1
	Bulumko High School	7	4	1
May	Bulumko High School	15	33	11
	Kuyasa Youth centre	16	1	1
June	Kuyasa Youth Centre	16	1	1
August	Sthembele Matiso High School	68	2	1
	Isikhokelo Primary School	21	1	1
October	Peer Educators	33	3	1
	Sthembele Matiso High School (Grades 8&9)	81	3	1
	Site B Youth Centre	15	1	1
	Sthembele Matiso High School (Grade 10)	50	3	1
	Sthembele Matiso High School (Grade 11)	41	3	1
November				
	Harare Youth Centre	9	1	1
	Kuyasa Clinic	23	1	1

YOUTH AND SCHOOL				
December	Site C Youth Centre	13	1	1
	Birds and Bees Camp	23	12	4
January	Site B Youth Centre	23	1	1
	Kuyasa Clinic	42	1	1
	Kuyasa Clinic	25	1	1
	Site B Youth Centre	18	1	1
	Kuyasa Clinic	26	1	1
	Kuyasa Clinic	29	1	1
Total		1 156	119	46
Overall Total		6 655	133	57

The target: 3 000 out of school youth are aware of the negative social norms that promote rape; and youth at two schools adopt positive social norms that prevent sexual bullying each year.

The target was exceeded for the year. In Khayelitsha, 394 participants were reached at youth centres, and 1 145 at schools. The Birds and The Bees camp was very successful. We now have a facilitator's guide and a learners' guide for the programme itself as well as for the camp. This means that we have a model written up that we will be able to replicate in the Athlone community. The youth that took part in the Peer Education Programme are now adopting positive social norms and have a timeslot at the community radio station to share their learning with their peers. Eighty percent of peer educators in the Keystone Survey felt the training they received helped to reduce sexual violence in their schools. The Athlone office is meeting the schools social worker for the area to start identifying high risk schools in order to implement the programme next year.

Research and Advocacy

Under the goal of developing research capacity within Rape Crisis so that our advocacy work, being evidence-based, has a greater effect and we demonstrate the impact of our work, we completed the following projects:

- *participating in the Shukumisa Campaign coalition as a member of the Steering Committee*
- *embarking on the second phase of our Victim Empowerment Law Campaign, working in partnership with the Open Democracy Advice Centre (ODAC) and the Women's Legal Centre (WLC) to build a civil society coalition to persuade the South African government to adopt Victim Empowerment Legislation*

Our involvement in the Shukumisa Campaign has the aim of strengthening joint advocacy between organisations in the women's sector in South Africa. In 2010, Rape Crisis agreed to act as lead to seven organisations in strengthening the existing Shukumisa Campaign of the National Working Group on Sexual Offences. In 2011, we repeated the activities of the previous year, training fieldworkers in partnership with Tshwaranang Legal Advocacy Centre (TLAC) and working with organisations across South Africa to monitor police stations, health facilities and courts for their compliance with the infrastructure requirements implied in the Sexual Offences and Related Matters Act. In

2012 we joined the Steering Committee and were actively involved in building the campaign strategy, action plan and funding proposals as well as coordinating the regular meetings with 34 NGO coalition members across South Africa. In 2013 we were one of two organisations responsible for administering funds that were donated in support of the campaign from the Swedish International Development Agency (SIDA), Humanistisch Instituut voor Ontwikkelingssamenwerking (HIVOS) and from Oxfam Canada. This funding enabled the campaign to employ a full time campaign coordinator who is currently being housed at Rape Crisis. She has supported member organisations to train fieldworkers to monitor local police stations, health facilities and courts for their compliance with the Sexual Offences and Related Matters Act and to then go ahead and monitor identified local facilities in preparation for the fourth consecutive Shukumisa Report. The campaign also conducted research and several round table discussions on policy developments with regard to sexual offences in South Africa. This will lead to a more focused advocacy campaign on the roll out of specialised sexual offences courts across South Africa. We also conducted research and held round table discussions on the crisis in NGO funding, causes of the crisis and potential lobbying points for this with provincial governments by member organisations.

In 2010 and 2011, Rape Crisis conducted

research into the feasibility of enacting victim empowerment legislation in South Africa in partnership with ODAC, WLC and the national office of the Department of Social Development (DSD). In 2012 we began building a civil society coalition to take up an advocacy campaign to persuade government to enact this legislation. In 2013 we were

invited by the National DSD to assist them in drafting this legislation. We also made progress towards developing a mobile phone application that will send notifications to victims of violent crime about the progress of their case through the criminal justice system as well as providing them with referrals for other services such as counselling and support.



Research and
Advocacy

Media and Communications Strategy 2013/2014

The overall goal of the communications strategy is to enhance the organisation's voice and visibility through achievement of the following objectives:

- *facilitating interviews on radio, television and with online and traditional newspapers;*
- *developing social media strategies in line with current trends that showcase the work of Rape Crisis and maintaining an active website and blog to profile our brand and amplify advocacy messages; and,*
- *informing and engaging the communities we serve with posters, booklets and flyers in order to raise awareness about rape and about services survivors have a right to access.*

We aim to create a platform that can be used to ensure that all communications leaving the organisation have the same style and tone. Externally and internally, it is crucial that Rape Crisis sends out brand-consistent communications. Communications should at all times promote the vision and mission of Rape Crisis through its central message.

Our objectives with regard to external stakeholders are to:

- *create awareness and interest in Rape Crisis;*

- *encourage involvement from the public – by means of donations, volunteering and sharing stories and news online;*
- *strengthen and build new relationships with foreign embassies and to encourage foreign investment;*
- *showcase the work of Rape Crisis;*
- *create a clear message about what we do and how the public can get involved or receive assistance from Rape Crisis;*
- *build a positive reputation for Rape Crisis as an expert in the field of violence against women; and,*
- *increase awareness among donors and recognise donors' contributions.*

We aim to make stakeholders more aware of the organisation and the work we do, then to get them interested in it, then increasingly involved in the work of the organisation and, finally, to bring about a sense of commitment to Rape Crisis over the longer term. We hope to do this by analysing each of our target audiences or stakeholder groups and crafting a message or set of messages for each one that can be rolled out across one or more messaging platforms, whether this means using publications or the press or one of four social media platforms. In particular we hope that next year we can increase the activity on our blog.

Media and Communications Strategy Results

MEDIA INTERVIEWS						
Month	Press release	Radio	Print	Television	Online articles	Total
March	0	3	7	0	0	10
April	0	3	2	2	2	9
May	0	1	5	0	4	10
June	0	1	2	2	0	5
July	0	4	4	0	4	12
August	1	7	5	5	3	21
September	1	2	6	2	4	15
October	0	2	2	0	1	5
November	0	4	6	4	5	19
December	0	3	1	0	1	5
January	0	4	3	1	4	12
February	1	0	3	3	7	14
Total	3	34	46	19	35	137

SOCIAL MEDIA				
Month	Twitter	Facebook page	Facebook group	Blog
March	3 013	170		779
April	3 089	227		977
May	3 191	271		1 217
June	3 289	302		1 060
July	3 373	373		950
August	3 413	457		1 071
September	3 505	501		790
October	3 592	552		755
November	3 760	584		900

SOCIAL MEDIA

December	3 824	598		453
January	3 884	624		368
February	3 940	681	1 243	541
Total	927	511	1 243	9 861

At this time, targets had not yet been specified for each communications objective. The 2014-2017 Programme Plan includes targets using previous years as a baseline. The annual total of media engagements was 137, with a quarterly average of 34. December was uncharacteristically quiet despite the 16 Days of Activism activities, and January and February were busier than usual, largely because of the anniversary of the death of Anene Booysen.

Rape Crisis is being approached for commentary on current news more frequently and we have seen a marked increase in the number of requests from higher profile sources with a larger reach, such as eNCA and SABC. This demonstrates a growing recognition of Rape Crisis as an authority in the field, beyond the bounds of the Western Cape.

Engagement on our social media platforms has been increasing steadily and the communications team has developed a posting strategy for Facebook that ensures a range of content that will attract different audiences. We have maximised our reach through the adoption of the latest social media tools and integrated the latest analytic tools in order to identify user trends and track engagement.

Next year we plan to make substantial changes to the website to bring it more in line with our fundraising strategy and make it more compatible with mobile technology trends. We will also be implementing the next phase of our Mxit counselling platform.

Between December 2013 and February 2014, we distributed 295 Road to Recovery: You & Rape booklets, 50 Road to Justice: The Rape Trial booklets, 5 980 informational flyers, 15 Virtual Tour of the Criminal justice system and 300 Service Charter for Victims of Crime booklets. The majority of these were distributed in Bredasdorp, Swellendam and Barrydale during the 16 Days of Activism and within our counselling service these booklets continue as a vital source of information for clients.

Sarah Strydom, our communications coordinator, is very active in seeking out opportunities for Rape Crisis to engage with the media, for opportunities to showcase the work of Rape Crisis and for fundraising and marketing opportunities. She works with staff members to facilitate knowledge management processes including capturing, developing, sharing and effectively using organisational knowledge.



Media and
Communications

Peer Educators

Advancement Strategy

In 2012/13, financial difficulties threatened Rape Crisis, and all but one of our staff were retrenched. Yet they continued working side-by-side with our volunteers without pay for months. Together, they delivered our services to those in need.

By February 2013 we had raised enough funds to revise our advancement strategy, a necessary plan to attract support. We contracted an independent consultant, Laurence Beder, from the University of the Witwatersrand Business School to lead us in this process. We conducted a two-day workshop with representatives from all our membership groups, in which we mapped out a process that included a focus on fundraising, communications, finance, programmes, and human resources.

We began to put together a team that could assist us with specialist expertise in each of these areas. Our thanks go out to the following consultants for the incredible work they did alongside Laurence:

- *Finance: Cathy Masters of Cathy Masters Development Systems*
- *Fundraising: Claire and Jill Ritchie of Papillion Consulting*
- *Communications: Naashon Zalk of Trajectory Media*
- *Human Resources: Ashley Hurwitz*
- *Programmes: Alison Tilley of the Open Democracy Advice Centre*

Consolidating insights for Rape Crisis in developing this turnaround strategy included the fact that we were prepared to be open about our difficulties, to ask for help and to accept expert advice and support. Early on in the process we gained the understanding and commitment from staff and volunteers to following this process. We embraced business principles such as the idea of positioning ourselves in the NPO sector to attract investors and we began to identify different target audiences and to craft different messages for each one. We aligned all of our planning to the different elements of the new advancement strategy and filtered it through to everything from job descriptions to meeting agendas. We engaged actively in the continuous cycle of planning, implementing and evaluating, shifting our attention to different areas as they demanded our efforts but sticking to an overarching design, which developed organically out of our consultations with Laurence.

We acted fast, ran a short term social media campaign and made some quick wins on the fundraising side of things. We then worked hard to transform our traditional day to day fundraising into a set of interlinking strategies that were short, medium and long term focused and in so doing we moved our organisation from crisis to containment to sustainability.

Volunteers and Interns

Rape Crisis beneficiaries include survivors of rape, both male and female, over the age of 14, communities living in poverty in the Western Cape and more particularly in the City of Cape Town, youth both in and out of school, members of the criminal justice system and community based volunteers. Since the vast majority of the rape survivors we see are women, we find our constituency, while it includes men, is primarily a constituency of women. All of our volunteers are drawn from the communities we serve. In this way we are committed to continued and ongoing community development by building and enhancing the capacity of these communities to respond to the problem of high rape rates. In 2013/14 we trained eight new counsellors in our Observatory counselling service.

We run annual training courses for volunteers wanting to work directly with clients either as lay counsellors, as trainers, community activists or as court supporters. Our volunteer training programme consists of the following elements:

- *a six week training programme*
- *one month orientation*
- *five months practical training*

Once a volunteer has completed these elements she becomes a member of Rape Crisis and gets a certificate. We ask our volunteers to offer us a time

commitment of a minimum of eight hours per month (this does not include a three hour monthly meeting held with all volunteers in a particular focus group) for the period of one year. This time is given whenever that person is free.

People with particular expertise who render a service to the organisation by donating their expert time to us in areas where we don't have the skills in house are another way in which people contribute to Rape Crisis.

Rape Crisis also accepts student interns wishing to complete academic placements or holiday internships. If it is an academic placement, the university that the student belongs to makes formal arrangements to place and supervise the student. We offer placements to students in the fields of psychology, social work, communications, law and politics with qualified professional staff available to mentor students.

Students who are open to new experiences have the opportunity to develop a strong knowledge and understanding in the area of sexual offences and violence against women within the South African context. Included amongst the wide range of learning opportunities available to students undertaking a placement at Rape Crisis is experience in crisis counselling, feminist counselling and trauma debriefing as well as insight into the legal, social, political, philosophical and

economic issues underpinning the problem of rape in South Africa. As an organisation we adopt a rights based approach to much of our work and students of gender and women's rights will find it useful to see how practise can inform the theories they are exploring. Rape Crisis accepted 11 interns to work in the organisation for the period.

'I have benefitted greatly from volunteering with Rape Crisis as they have aided my personal growth not only as a counsellor but also as an individual. I can truly say that this is a place of empowerment and that great opportunities are made available.'

Counselling volunteer



Networking and Partnership

Rape Crisis couldn't do the work we do without the following civil society and government networks:

Forums

- *Western Cape Sexual Offences Working Group*
- *Western Cape Network on Violence against Women*
- *Thuthuzela Care Centres*
- *Women Demand Dignity*
- *The Shukumisa Campaign*
- *Provincial Victim Empowerment Programme Forum*
- *Provincial Victim Empowerment Programme Management Team*
- *Victim Empowerment Law Coalition*
- *The Gender Justice Forum*
- *The Simelela Partnership*
- *SafeLine*
- *Child Welfare*
- *Empilweni*
- *Nonceba Family Advice and Support Centre*
- *Mosaic Training, Service and Healing Centre for Women*
- *Cape Town Drug Counselling Centre*
- *Family and Marital Association of South Africa (FAMSA)*
- *UN High Commission on Refugees (UNHCR)*
- *Scalabrini Centre*
- *The Triangle Project*
- *Sonke Gender Justice*

Network Partners

- *Rape Crisis Helderberg*
- *The Trauma Centre for Victim of Violence and Torture*
- *National Institute for Crime Prevention and the Reconciliation of Offenders (NICRO)*
- *Molo Songololo*
- *LifeLine*
- *ChildLine*
- *Resources Aimed at the Prevention of Child Abuse and Neglect (RAPCAN)*
- *Sex Worker Education and Advocacy Taskforce (SWEAT)*
- *Community Law Centre (CLC), University of the Western Cape*
- *Rural Education Awareness and Community Health (REACH)*
- *Tshwaranang Legal Advocacy Centre (TLAC)*
- *Centre for the Study of Conflict Resolution (CSVR)*

- *Women's Legal Centre (WLC)*
- *The Black Sash*
- *Department of Social Development, UCT*
- *Gender Health and Justice Research Unit (GHJRU), UCT*
- *Open Democracy Advice Centre (ODAC)*
- *Justice and Women (JAW)*
- *Nisaa Insititute for Women's Development*
- *Tohoyandou Victim Empowerment Programme (TVEP)*
- *Arise*
- *Saartjie Baartman Centre*
- *Manenberg People's Centre*
- *Self Help Manenberg*
- *Treatment Action Campaign (TAC)*
- *Centre for Conflict Resolution (CCR)*
- *The Haven Night Shelter*

Government Services and Departments

- *Department of Health*
- *Department of Social Development*
- *Department of Correctional Services*
- *Department of Education*

- *Department of Community Safety*
- *The National Prosecuting Authority*
- *The South African Police Service*

International Networks

- *Department of Women's Studies, George Washington University, USA*
- *University College, Dublin*
- *Council of Jewish Women, Washington DC, USA*
- *WOMANKIND Worldwide, London, UK*
- *Community HEART, London, UK*

Current Donors

- *AIDS Foundation of South Africa (AFSA)*
- *Anglo American Chairman's Fund*
- *First for Women Trust*
- *National AIDS Coalition of South Africa (NACOSA)*
- *Nedgroup Investments*
- *Oxfam Canada*
- *Oxfam Australia*
- *Western Cape Department of Social Development*
- *MATCH International Women's Fund*
- *Community Chest of the Western Cape*
- *Mary Slack and Daughters' Fund*
- *Azriel and Moyra Fine Foundation*
- *Kurt and Joey Strauss Foundation*
- *Michael Evans*
- *Nando's*
- *Ernst & Young*

Pro Bono Work and in Kind Donation

- **Laurence Beder, WITS Business School:**
Advancement strategy consulting (reduced fee)
- **Naashon Zalk, Trajectory Media:**
Communications consulting and mentoring
- **Michele Sandilands, MS Architects:**
Architectural consulting
- **Gareth Dunn, HIP Solutions:**
Remunerations consulting
- **Elize Gazeau, Elize Gazeau Interiors:**
Interior design
- **Simone Chiara van der Merwe:**
Proofreading, editing and translation
- **Stephen Olckers:**
Electrical engineering consulting
- **Ashley Hurwitz:**
Human resource consulting
- **Steve Barnett, Naga:**
Website development
- **Cliff Court, Grapevine Interactive:**
MXit application development
- **Steve Bardwell, Salty Print:**
Extra print runs on booklets and discounts
- **Theresa Cox, Grapevine Interactive:**
MXit application development
- **Claire Ritchie, Papillion Press:**
Book called Successful Fundraising Events
- **Loubie Rusch, Making KOS:**
Garden design and maintenance
- **Marissa Cuenoud:**
Graphic Design
- **Peter Whelan, Bowman and Gilfillan:**
Legal services
- **Alison Tilley, Open Democracy Advice Centre:**
Media advocacy strategy

- **Melanie Judge, Just Communication:**
Media advocacy strategy
- **Sammie Moshenberg:**
Fundraising consulting
- **Flicky Gildenhuis:** *Staff support*
- **The Pepperclub Hotel & Spa:**
Staff year end lunch
- **Kevin Utian, Coricraft:** *Couches and armchairs valued at R175 000*
- **Ferozah Conrad, South African National Biodiversity Institute (SANBI):**
30 plants for our garden
- **Amanda Jones, Catholic Church:**
Refreshments for clients
- **Sandy Roy, Observatory Kwik Spar:**
Sandwiches for training course participants
- **Irshaad Moosa, Total Observatory:**
Computer
- **Wade's Cakes:**
Cupcakes for fundraising events
- **Lindi Scheffers, Skin Renewal:**
Interior design and décor at Karl Bremer Hospital TCC
- **Excellent Meat Market:**
Meat for fundraising event
- **Gasant Abarder, Independent Newspapers:**
R224 000 Ride Against Rape fundraiser
- **Lauren Beukes:**
R100 000 from a charity art show and donated
- **Mervyn Sloman, The Book Lounge:**
Proceeds from Lauren Beukes's book The Shining Girls
- **Danielle Manual, Western Cape Department of Local Government:**
R87 000 from two charity events
- **Tandi Buchan – Improguise:**
R16 400 from Soap-a-Thon fundraiser
- **Jacqui Beiss, Charly's Bakery:**
R24 000 from cake sale fundraiser
- **Tenille Joy Lindeque-Joshua, Feminine Divine:**
R10 000 proceeds of World Belly Dance Day event

Donations and Fundraising

- **Mike van Vuuren, GrandWest Casino and Entertainment World:**
R250 000 proceeds from Kings of Chaos concert

Meetings

held during the past year

- *Annual General Meeting 14 August 2013*
- *11 monthly Management Team meetings*
- *3 quarterly Board meetings*
- *11 monthly staff meetings*
- *8 monthly joint strategy meetings*
- *2 Volunteer Forum meetings*
- *62 focus group meetings*
- *2 general members' meetings*

Annual Financial Statements

for the year ended 28 February 2014

STATEMENT OF FINANCIAL POSITION			
Figures in Rand	Note(s)	2014	2013
ASSETS			
Non-Current Assets			
Property, plant and equipment	2	3 237 608	3 393 176
Current Assets			
Sundry debtors and receivables	3	384 496	151 695
Cash and cash equivalents	4	2 098 200	2 184 472
		2 482 696	2 336 167
Total Assets		5 720 304	5 729 343
FUNDS AND LIABILITIES			
Funds			
Capital reserve fund	5		3 340 710
Sustainability fund	6		1 407 517
		4 927 362	4 748 227
Liabilities			
Current Liabilities			
Creditors and other payables	7	202 602	339 345
Deferred income	8	590 340	641 771
		792 942	981 116
Total Equity and Liabilities		5 720 304	5 729 343
STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME			
Figures in Rand	Note(s)	2014	2013
Revenue		5 853 928	5 164 044
Other income		413 204	346 580
Operating expenses		(6 171 345)	(4 729 165)
Operating surplus		95 787	781 459
Interest revenue	9	105 849	19 904
Finance costs		(22 501)	(8 744)
Surplus for the year		179 135	792 619

DETAILED INCOME STATEMENT			
Figures in Rand	notes	2014	2013
Total Revenue		6 372 981	5 530 528
Grants and subsidies received		4 761 782	4 520 656
Anglo American Chairman's Fund		350 000	218 750
Community Chest of the Western Cape		5 825	69 885
Department of Social Development		957 675	2 168 000
Local business and trust		106 000	25 000
Embassy of Finland		-	288 278
MATCH international Women's Fund		12 211	-
Ned Group		119 265	168 467
Oxfam Australia		300 096	-
Oxfam Canada		372 312	438 107
Oxfam Canada - OWRAP		398 809	95 774
Research Triangle Institute International		-	184 144
Foundation for Human Rights		12 000	-
First for Women Trust		500 000	750 000
AIDS Foundation of South Africa: Shukumisa		760 000	-
United Nations Office on Drugs and Crime		-	16 330
National Aids Coalition of South Africa		543 799	-
DG Murray Trust		273 714	26 286
British High Commission		50 076	71 635
Donations received		1 050 092	595 264
Other donations		845 101	294 992
Individuals		500	42 945
Business		31 449	136 783
1000 Hearts		173 042	120 545

DETAILED INCOME STATEMENT			
Figures in Rand	notes	2014	2013
Other Income		561 106	414 608
Insurance claims		11 327	4 500
Rent received		6 000	-
Interest earned		105 849	19 904
Internal training fees		101 258	-
Fundraising		198 919	106 263
Recoveries and fees		95 700	248 037
Sale of assets		-	6 125
Training		42 053	29 779
		6 372 981	5 530 528
Direct Project Cost (Detail)		6 193 846	4 737 910
Schedule A. Counselling Programme	Sch. A	836 978	629 272
Schedule B. Training and Development Programme	Sch. B	597 536	730 679
Schedule C. Advocacy Programme	Sch. C	645 026	610 101
Schedule D. Thuthuzela Programme	Sch. D	559 706	500 766
Schedule E. Stop the Bus Programme	Sch. E	108 532	40 866
Schedule F. Birds & Bees Programme	Sch. F	2 911	559
Schedule G. Shukumisa Project	Sch. G	612 762	-
Schedule H. Organisation	Sch. H	2 830 395	2 225 667
Net operating surplus for the year		179 135	792 619

Rape Crisis Cape Town Trust

Name of Organisation

The Rape Crisis Cape Town Trust (RCCTT)

Telephone

(021) 447-1467

Date of Establishment

*Founded 1976 – Trust Registered 1999
- NPO Registered 2005*

Facsimile

(021) 447-5458

Trust Registration Number

IT386/99

Director

Kathleen Dey

NPO Number

044-786

E-mail

kath@rapecrisis.org.za

PBO Number

930014424

Website

www.rapecrisis.org.za

Physical Address

23 Trill Road, Observatory, 7925

Mobisite

rapecrisis.mobi

Postal Address

PO Box 46, Observatory, 7935

Facebook Page

www.facebook.com/rapecrisiscapetown

Twitter

@RapeCrisis

MXit

mxitapp.com/rapecrisis

Contacts

