



#REBUILDSA





## HI. WE ARE THE TEAM BEHIND **REBUILD SA**

The country is slowly transitioning from chaos to healing and we aim to provide the resources required to make that change impactful and sustainable. We are a Public Benefit Organization, which redefines the socio-economic and community culture in such a way that the virulent elements that arose from desperation, hunger, and lack of hope in a better future. Faith in our leadership has been eroded and Rebuild SA aims to rebuild homes, schools, businesses, people, communities and restore hope.

Every national trauma, from floods, fires, job security, loss of income for large industries, COVID, power cuts, and event the seasons, it is the poor that suffer the most acute impact. Small businesses that have been affected, need our immediate support now more than ever. We recognize that the damage caused by the devastation and declining economy has a far-reaching impact on our communities as well as the individual's ability to live a productive and fulfilled life. Although the path from desperation to radicalism is a universal phenomenon, South Africans have an extraordinary ability to come to together in times of disaster – Ubuntu.

Rebuild SA aims to help by connecting volunteers, sponsors, therapists and provide access resources to support small businesses, NGOs and strained communities that are already rebuilding, recreating and redefining.

# MEET THE FOUNDERS

*"The greatness of a community is most accurately measured by the compassionate actions of its members." – Coretta Scott King*

*Initiated by Emelda Masango and created by Mbali Ndhlovu, this female-lead team of enthusiastic, tenacious and determined community philanthropists is based in the buzz of mainstream Johannesburg, all with a shared passion for being a catalyst for change among youth, businesses, entrepreneurs and communities across the nation.*





# Emelda Masango



Emelda Masango is the reason we are all here.

She created a social media post on the platform **I KNOW A GUY** where she offered to help local businesses clean up their space after the riots had taken place.

This offering of kindness and compassion triggered a nationwide movement which we now know as **#RebuildSA**

She currently lives in Soweto and is passionate about helping those who are unable to do so for themselves, and dreams of creating art centers for disadvantaged youth and those struggling with addictions.

A young mother of three bright children, she hopes that the work she does now will create a better future for the younger generations.



# Mbali Ndhlovu

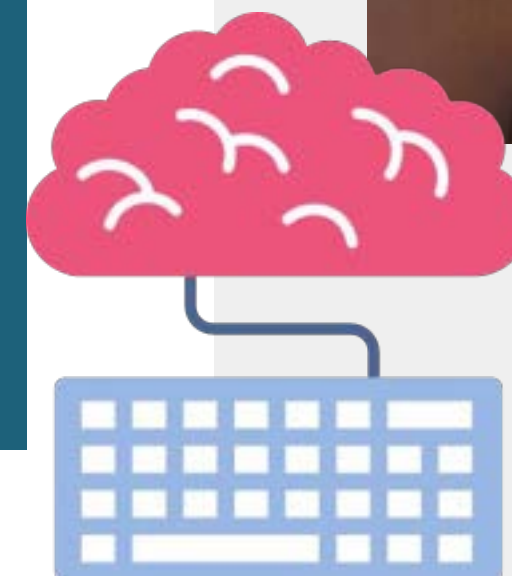


Mbali Ndhlovu is a Soweto-born Social Entrepreneur and Digital Marketing freelancer based in the heart of Johannesburg. She founded her first entrepreneurship community, **I KNOW A GUY**, in 2016.

She has grown to create and empower a vast variety of communities across South Africa, where she got the attention of Facebook and served as South Africa's first ambassador for community leadership, earning an award as an **African Icon for Change** in 2019.

Her passion for community, empowerment, connecting the dots, entrepreneurship and sustainability are what motivates her. Finding astounding healing in helping others, she changed her life from movie premiers, red carpets, social gathering and parties to a more wholesome community orientated life.

She created the **Rebuild SA** community online as a quick solution for people to connect and coordinate cleanups - and now we are here!



# INTRODUCING OUR INCREDIBLE TEAM







# THE PEOPLE POWER WE CANNOT DO WITHOUT



**VOLUNTEERS :** Thank you to the thousands that continue to come together under the RebuildSA movement and give selflessly, no matter how big or small.



**ADVISORS:** We will be forever grateful to those who have given without question and to those who continue to usher us with love and support towards growth and achievement.

Holla'

**SARAH HOLLOWAY & THE Holla' TEAM :** Holla's large and widely spread staff have jumped on board as Operations, Project Managers, project assistants, data miners, NGO checkers, and any other support staffing needed from the start.



**SCOTT DATA COWBOY :** Scott, wrangler, brilliant mind and seriously connected dude, somehow finds time between his job and new family to still assist RebuildSA. He wrangles and cleans our data, manages our WhatsApp bot and works alongside our tech collaborators to create an incredible system for connecting all stakeholders.

# TEAM ORGANOGRAM

Mbali Ndhlovu - CEO

- Strategic Partnerships
- Communications Director
- Program Strategist & Director

Emelda Mosango - COO

- Communities Director
- NGO & Leader Liaison
- Clean & Rebuild Director

Kate Havemann

- Financial Director
- Financial Planning & Key Directives

Michailia Compliance

- Corporate Compliance & Governance
- Strategic Planning
- Social Enterprise

Scott Cowboy

- Tech & Data
- Operations
- Whatsapp Bot
- Core Strategies

Data Team

Website Team

Social Media

Comms

Holla' Team

- Logistics, Volunteers & Staffing
- Overall Ops Director

Siseko Dunyiwa

- Project Management
- Community, Volunteer & Project Planning

Ops Team

Volunteers

Community  
Leaders

NGO partners

CPFs





# OVERVIEW



We live in a dynamic, economically volatile and currently damaged country.

- Over 40 000 formal businesses were looted, burnt and/or vandalised
- 150 000 informal traders' establishments were looted, burnt and/or vandalised
- 1400 ATMs were looted, burnt and/or vandalised
- 100 malls were looted, burnt and/or vandalised

Even before the recent riots, most South Africans have been struggling in the current already strained economy from COVID and general poverty.

What if we could flip the narrative and facilitate an inclusive, connected and empowered South Africa?

We found that this worked in theory. However, there truly is nothing out there that supports a large scale catalyst to sustain change.

**So, we decided to create it!**



## WHAT WE DO

- Connect and dispatch volunteers
- Facilitate rebuild efforts
- Connect NGOs and resources
- Work alongside communities



## HOW WE DO IT

- By spreading the word, through social media networks, our own databases press/media
- Getting donations in the form of time, expertise and money
- Finding the actual needs of communities and then coordinating support appropriately



## HOW YOU CAN HELP

- Monetary donations
- Goods (Food, bricks, cement, glass, wood, roofing, etc.)
- Goods (products and stock to get business operational)
- Practical expertise (engineers, builders, plumbers, electrical, etc.)
- Business expertise (business plans, mentorships, design and marketing, accounting, legal, etc.)
- Support - buy local!



## SOCIAL

A strong online community of donors, media, volunteers, NGOs, stakeholders and community members connect with us as well as one another



## COMMUNITY

Connecting with local businesses as well as CPFs and community leaders to understand the deeper challenges, in order to really give help where needed.

Respectful listening leads to real empowerment.

We would love for corporates, businesses and individuals to get involved!

## PARTNERS & STAKEHOLDERS

RebuildSA is both humbled and proud to have partners and support from: MAMA on Design and Sponsorships, FNB with bank accounts and financial advice, Vanessa September and Jay Naidoo as mentors and NGO experts, Holla' on logistics, Aura on security and ENSAfrica on Legal to name but a few...





# Love & Ubuntu

give rise to active citizenship



South Africans coming together to be on the right side of history.



# DETAILS & DATA





# CORE ELEMENTS OF THE SUCCESS OF RebuildSA



## Productivity:

- Research & data management
- Community liaisons
- Legal & financial compliances
- Project administration, planning & management



## Carefully curated communities:

- Affected businesses
- Affected communities
- Cleanup & rebuild
- Community needs



## Projects:

- SMME & informal business support
- Community empowerment projects
- Sustainable food empowerment projects
- Culture & Community
- Kids & Youth



## Communications:

- Social Media Comms
- PR & Media engagements
- User Generated Content
- Blog & articles



## Strategic Partnerships:

- Media partners
- Mentors & advisors
- NGO partners
- Community leaders

## OBTAIN & ASSESS

- Obtain information: about affected areas (businesses, schools, communities) via databases, online research and community WhatsApp Groups
- Assess & Audit: site visit to gather all the information necessary to process for approval and planning
- Identify the relevant partners for approved sites

## PLANNING & EXECUTION

- Set the dates for cleanup/rebuild efforts
- Create project plan, assign appropriate resources, (ensure CPF/Management inclusion in the process)
- Communicate to volunteers via SMS to direct the instructions for the project
- Promote the rebuild across channels

## ACTION & REVIEW

- Execute according to project plan
- Manage waste removal through relevant partners
- Document the project for tracking
- Continued comms with relevant parties for post project matters
- Compile reporting and follow up notes

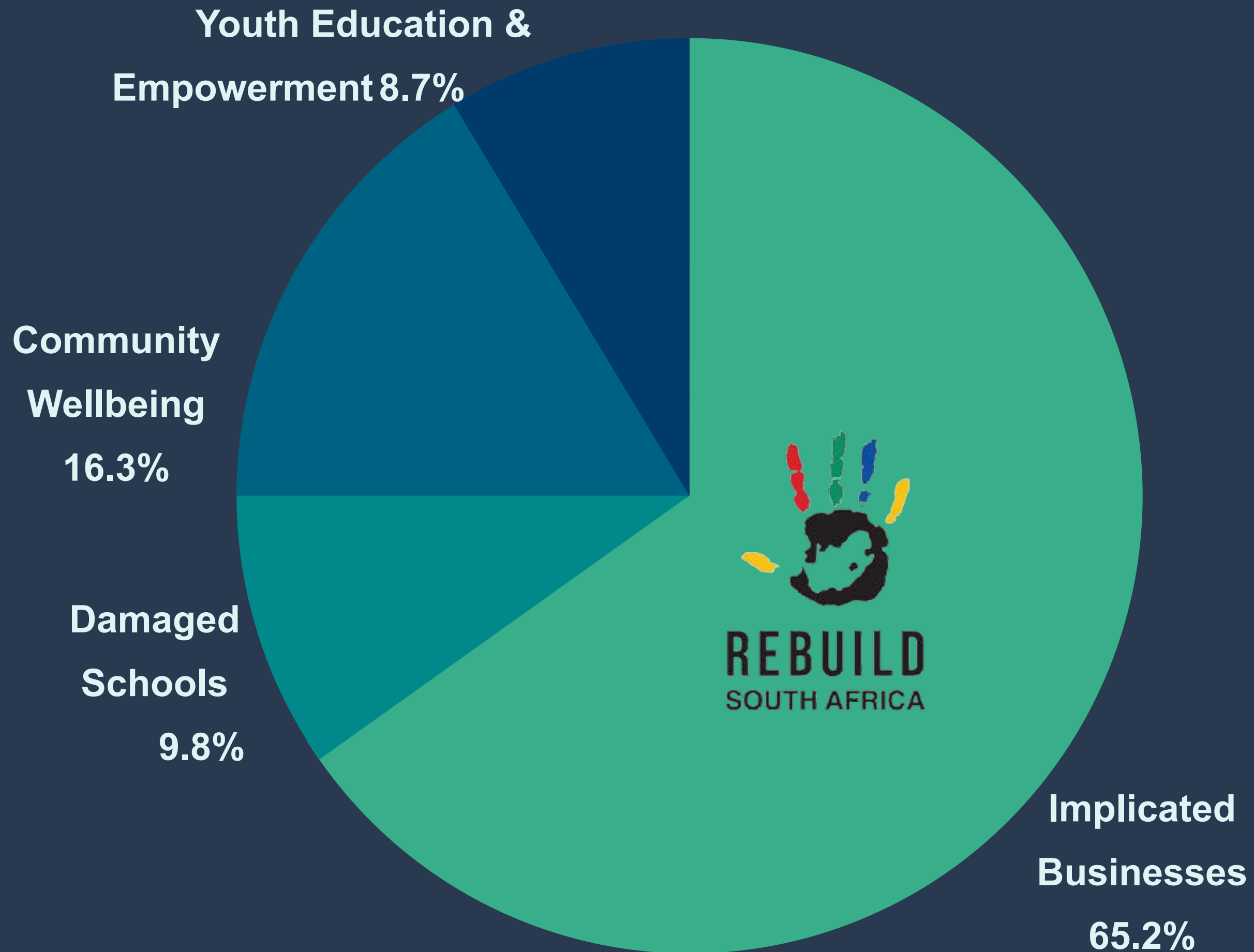




***RebuildSA***



# FOCUS AREAS OF RebuildSA



OUR FOCUS IS SPLIT INTO  
THESE GROUPS

Implicated Businesses -  
Community Wellbeing -  
Education & Empowerment -  
Schools -



# Implicated Businesses

The companies, businesses and informal traders who are severely affected by the riots and violence.

## Locations

- KwaZulu Natal and Gauteng
- Townships, central business districts and micro businesses
- Malls and franchises

## Stats

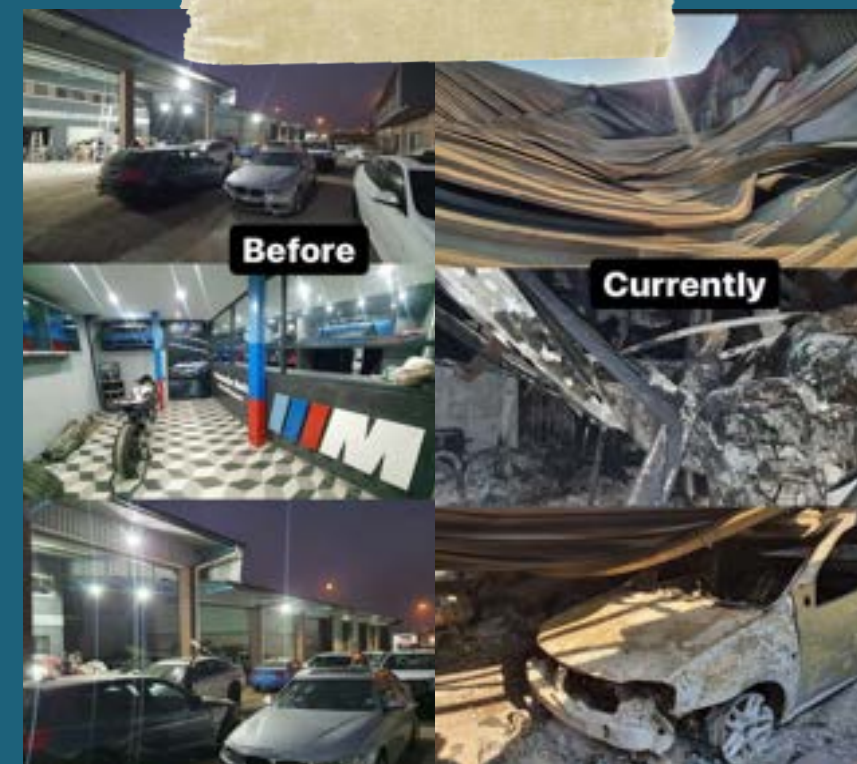
- Over 40 000 recorded businesses affected
- 161 malls, 200 shopping centers, 11 warehouses, 8 factories damaged
- Over 3000 stores looted
- Over 50 000 informal traders lost everything (our database shows over 80% were not insured at the time)

## Needs

- Cleanups, rubble removals
- Infrastructural assistance, (professionals to assess buildings)
- Construction and rebuild manpower
- Trauma counselling and safety assurance

## Notes

- Micro businesses need as little as R2000 to get back on their feet
- Medium businesses require infrastructure and larger financial support for at least two months
- Clean and rebuild first, sustain and heal second



### PHOENIX REBUILD

Sunday 25th July  
10H00 - 14H00

Mon 26th - Fri 30th  
July 06H00 - 16H30

119 Aberdene Drive  
Phoenix Industrial  
Park Durban

Seven: 083 791 2142 to  
volunteer,  
Rebuild: 064 538 4203  
to donate.

**JOIN US AND BRING:**  
Clearing and removal of damaged goods and rubble caused by the fire. Brooms, wheel  
barrows, spades, picks, brushes, rollers. Mechanical workshop tools and spanners, floor jacks, 2  
post hoists, Porta power jacks, mig welding machines, arc welding machine, cutting torch  
and gas bottles, 4000 air compressor, power tools ie. Angle grinders, drills, polishing machines,  
spot welding machines, Dent puller, launch diagnostic tool.

Bricks, masks, sanitise & safety gloves (bring Extra if you can)

**DONATIONS NEEDED:**  
Plaster primer, paint, window glasses, electrical plugs and sockets, kutter cables, breakers for  
oil box, cement, blocks or any building materials to help reconstruct. Structural steel and  
sheeting, industrial garage doors, shop fittings, ply boards, shelving and racking and gutters

**OFFICIAL REBUILD SA WHATSAPP LINE , FOR MEDIA,  
DONATIONS, INQUIRIES, VOLUNTEERS, ETC.**  
WhatsApp: +27 66 510 9831

By doing so, you consent to allow us to contact you, under the new POPI act



# Community Wellbeing

Trauma counselling for business owners, staff and security

Community partnership in recovery and sustainable growth initiatives.

## Notes

- As much as they need social workers and therapy, this element takes time and most are more concerned about their next meal than psychological help
- As the locals are the ones who are traumatized, observation and safe spaces for conversations are the first step
- It is key to include the community in rebuilding processes, as well as to sustain existing community programs
- Community business owner meetings have already commenced in GP townships
- Staff, security and witnesses are traumatized
- Lack of jobs and skills opportunities leave people restless and hopeless
- Business owners shocked and traumatized when some of their known locals came to destroy and loot; rebuilding trust and finding out 'the why' is essential

## Locations

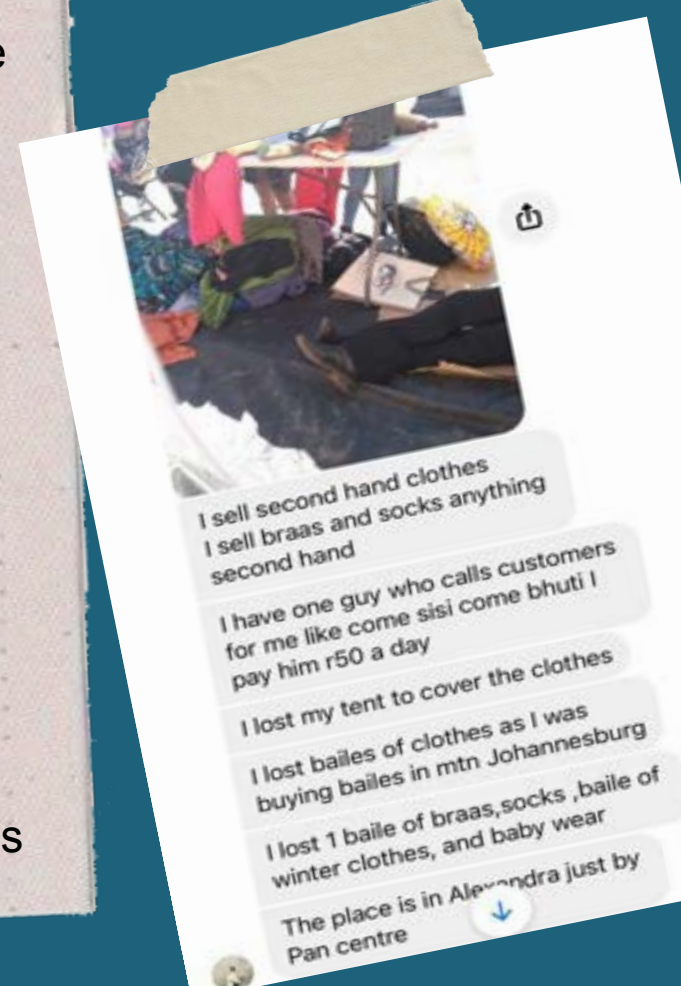
- KwaZulu Natal and Gauteng
- Townships, central business districts and micro businesses
- Malls and franchises
- Hospitals and clinics

## Intel

- In townships and culturally divided areas, tensions have been brewing between locals and business for some time
- 'Foreign' owned establishments more likely to have been burned to ashes
- Socio-economic circumstances have worsened frustrations
- Many CPF and community-led programs have stopped, due to lack of resources
- Primary schools' GR1 units mostly targeted due to resources for kids

## Needs

- Conversations with business owners, communities and community leaders
- Support for local programs collaborated with community locals
- Social workers, trauma counsellors and holistic healing strategies
- Include local creatives to create beauty around the neighbourhoods
- Safety for everyone living in and traveling in and out of the affected areas daily





# Damaged Schools

Although some of the schools were falling apart already, others were specifically targeted by looters. School items, jungle gyms, zinc roofing and even toilets were taken.

## Locations

- Across Gauteng and KZN, however the documented totality of affected schools is yet to be determined.

**Perhaps, I myself am the enemy who needs to be loved.**

CARL JUNG

## Additional info

- Primary schools most targeted
- Food programs most affected
- Kids need social workers, therapy (some of their parents were core parts of the violence)

## Needs

- Some require food relief for students (agri projects to make it sustainable)
- Some require windows, roofs, doors and toilets to be replaced
- Some require books, playground facilities
- Much social work and therapeutic support needed

## Strategy

- Collaboration with local community leaders and relevant NGOs
- Getting communities to assist to build agri projects and work alongside RebuildSA to protect the schools
- Bimonthly trauma relief and social work checks where possible





# Educate & Empower

Teaching business skills, marketing skills, skills that empower communities to sustain themselves.

## Businesses

- Helping businesses gain the skills to build and grow their businesses
- Teaching entrepreneurs digital skills (e.g. Digify Africa to assist youth entrepreneurs)
- Empowering local NGOs to ramp up efforts in their respective fields

## Youth

- Helping community leaders to sustain their projects (eg Sports Against Crime)
- Empowering the youth to be key drivers in the transformation process
- Stipend work for soft skills

## CPFs

- Supporting CPFs to create and sustain their community works
- Some needs are as simple as airtime, others are as simple as soccer kits for the addiction recovering members of programs

## Notes

- While this work is indeed meant to be the job of our government, waiting on them will take ages
- Connection and collaboration is key
- Packaged in a way that reunites communities and incentivizes them to take pride in their hometown

### Sports Against Crime gets the youth off the streets

The Germiston SAPS and other stakeholders hosted Sports Against Crime on Youth Day.

June 07, 2018



Residents in Duikothole had a grand time on Youth Day, last Saturday, when they took to the sports fields. The event entitled Sports Against Crime, organised by the Germiston SAPS Social Crime Prevention Unit, the Germiston SAPS communications department, the Germiston SAPS Crime Prevention Youth Day, the SANDS and Johnson Matthey, saw young people showing off their skills on the football pitch and the softball court.

Follow us on facebook @germistoncitynews

They were also given the opportunity to showcase their talents in the arts with youngsters getting the crowd going with their dancing.





# STAKEHOLDERS OF RebuildSA

*The backbone of the movement. The supporters and embracers of change.*

*Using data and on-the-ground works to execute most effective turnarounds and solutions possible.*

## MONEY

- We've come this far with just community, but imagine what we can achieve with money. Money helps finance the rebuilding of businesses
- Funding for rebuilding, funding for operational costs

## PROFESSIONALS

- Surveyors, engineers, project managers to assess and determine where the businesses that are uninsured need help
- Internal professional team/consultants

## RESOURCES

- Cleaning material
- Building material
- Rubble, waste removal and recycling opportunities
- PPE
- Petrol for drivers, trucks, planes and other
- Safety gloves, safety goggles, gumboots in certain areas

## MEDIA

- Leveraging mainstream as well as community radio and media to connect with affected areas get onboard even more volunteers and keep the spirit of Rebuilding SA alive
- Documenting the story from before to during and after so that South Africa can see this and never go back to this again

## VOLUNTEERS

- The manpower of thousands of fellow South Africans who have shown up to be a part of the solution
- Donors of non perishable foods for families who have lost their income or who cannot access supplies

## THE TEAM

- Coordinators, facilitators and sustainers of Rebuild SA
- Matching affected businesses with volunteers, resources and other needs

## NGO

- The vehicles of success for scaling the project
- We have sorted our NGO database of tens of thousands as follows:

[https://www.google.com/maps/d/edit?mid=1AI7ongaay70Ywnec\\_5udfsO0NpdlgaL&usp=sharing](https://www.google.com/maps/d/edit?mid=1AI7ongaay70Ywnec_5udfsO0NpdlgaL&usp=sharing)






 **RebuildSA- Volunteers Group**


Cleaning up Dobsonville Pick n Pay #RebuildingSouthAfrica 🇿🇦



[View Insights](#) 145.2K Post Reach >



 **RebuildSA- Volunteers Group**

Lynne Lee Sithoe shared her first post.  
👏 · July 17 at 5:01 PM · 🌐




I have never seen this kind of unity in any other African country after a controversy,, big up SA 🙌🙌






[View Insights](#) 38.3K Post Reach >

  2.2K

98 Comments 114 Shares

 **RebuildSA- Volunteers Group**

driver free of charge. And massive thanks to SA Harvest for all the amazing work you're doing in gathering and coordinating supplies for the relief effort. The spirit of Ubuntu is alive and well 🇿🇦



+2



# Community Works!















**REBUILD**  
SOUTH AFRICA





We are about building business &  
community, not making contacts.  
We love creating awareness, not hype.  
We are about impact, not presence.  
We are about connection,  
community & collaboration!





**REBUILD**  
SOUTH AFRICA

# ***Here's how you can collaborate with us:***

We have a series of:  
topics & conversations  
activities & activations  
cleans & rebuilds  
community outreach programs & projects

***Step into our office and learn a little bit more about our..***

# ASKS FROM RebuildSA

## PRODUCTION & CONTENT PARTNERS

- We have a kaleidoscope of multimedia requests and content pockets we would love to share with you!
- There's so much room for content, podcast and branding partnership!

## ACCESS TO ACHIEVERS & STAKEHOLDERS

- We would love to connect with innovators, stakeholders and existing collaborators in the space. Add us to your PR lists and please help us reach the correct people!
- The positive response has been humbling and we wish to keep the momentum going

## PROJECT FUNDING & SPONSORSHIPS

- Money does make the world go round... we would love to keep doing what we are doing, but require financial support

## STUFF

- Outside of financial support, we have a wealth of community programs that could benefit from infrastructure, items, time and other resources
- Merch, freebies, samples, venues, materials, professionals, transport vouchers, consultants, resources and basically everything we can get in order to connect, recreate and further collaborate with the right people





**MBALI NDHLOVU**

*community creator, cofounder*

*strategic partnerships + empowerment*

***mbali@rebuildsa.org.za***

**EMELDA MASANGO**

*community innovator, cofounder*

*culture and community wellness*

***emelda@rebuildsa.org.za***



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***twitter.com/rebuildsa***



***linkedin.com/company/rebuildsa***

***rebuildsa.org.za***

